

The pleasure of being associated with an organisation for 18 years is unparalleled! That is the relation Flags shares with one of the industry leaders in Power Business, which evolved from a small company to a big corporate

CASE STUDY

sudhir

Powering the Nation

ABOUT SUDHIR

Sudhir Power Ltd. stands in the vanguard of progress, in each one of its chosen spheres. It dominates its segment with best-of-the-breed, silent diesel and gas Gensets ranging from 7.5 kVA – 3000 Kva, powered by Cummins engine. Sudhir has forged a formidable 30 years partnership with Cummins to become India's largest Genset manufacturer. Sudhir has the distinction of being the first genset company in the country to comply with the latest CPCB II norms for air and noise pollution. These are complimented by an alliance with Schneider Electric , France for HT 11kV & 33kV Panels & LT Panels and BIOSCO designed– Packaged Sub Stations up to 24 kV. Wherein Transformers range extends upto 20 MVA, 33kV for Oil type transformers & 6.5 MVA, 22 kV for Dry type VPI Transformers, upto 10 MVA, 33 kV for Cast Resin Transformers & MLRE – Mould-less Resin Encapsulated transformers.

ABOUT SUDHIR

Considering the need and large demand for renewable energy solutions in India, and abundant availability of its resources, Sudhir is also developing large commercial & utility scale photovoltaic (PV) solar power plants.

FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

- One of our first clients.
- Enjoying a working relation of more than 18 years old.
- Flags is working with Sudhir as their Marketing-communication extension, wherein the association began with a job of Corporate Video creation

INITIAL BRAND CHALLENGES:

- Sudhir was a small size company with purely owner driven approach
- Important partnership had got diluted and hence the overall organizational sentiment was down
- Management was a little apprehensive about trying the marcom activities

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

Flags Comm was roped in to develop a corporate movie for the Sudhir Gensets , which wasn't as big an organisation, what it is today! When we started understanding the brand and its management and its challenges, we understood it required strategic marketing support and not just few marketing collaterals. That's where we collaborated with Sudhir and started working very closely with the management :

- Major re-branding exercise was planned to change the entire look of the organization.
- Brand Identity was transformed strategically

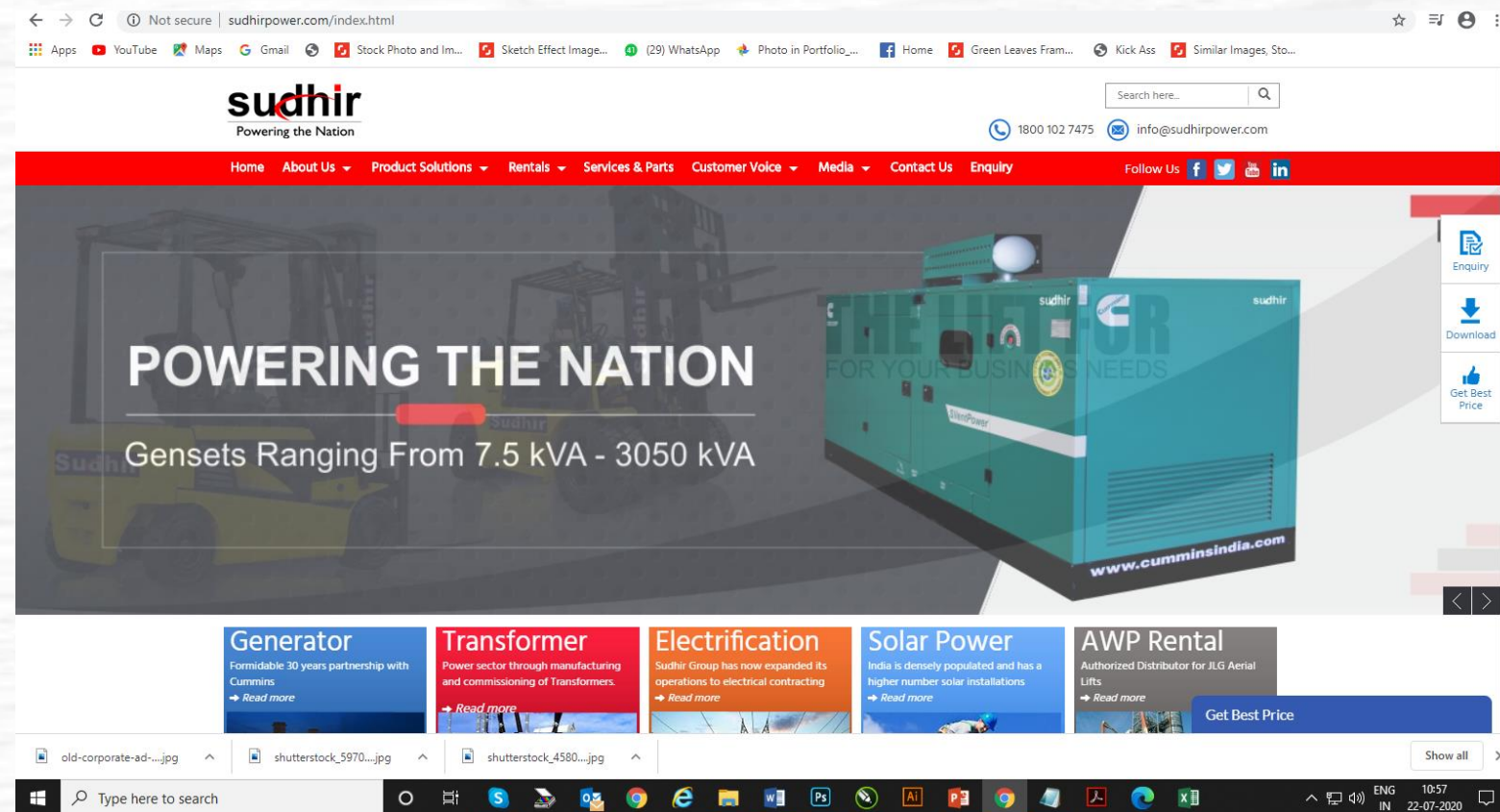


- Complete revamp of the organizational outlook with the entire revamping of communication materials has been done thrice in the last 18 years.
- Huge focus has always been given to the internal communication and hence it has been developed and upgraded time to time. With initial resistance, all the senior employees eventually started following the corporate working.
- Internal Communication plan and strategies have been made for all the 8 manufacturing plants and the corporate office.

- Marketing requires consistent up gradation exercises. 4 corporate movies have been developed for Sudhir Power over the said period.



- Not just corporate movies, but also websites have been fully revamped and launched periodically (3 times so far)



- As a part of continuous branding and marketing exercises, multiple Plant photoshoots, office photoshoots and managements photoshoot have been planned time to time
- As the company expanded to other areas in the power sector such as LT /HT Switch boards / Panels, Electrical Contracting, Solar, Dry & Oil Type
- Transformers, Packaged Substation. Flags extended its full marketing support to each division
- Flags team has been doing multiple plant visits to ensure all the corporate marketing plans are implemented

- Various campaigns, including Outdoor have been executed multiples times to reinforce the No.1 position of the company in DG manufacturing in the minds of the stake holders.

Power to keep life moving...



Gensets



Packaged Substations



Oil Transformers



HT - LT Panels

At Sudhir, we take pride in aligning our products & services with complex requirements of our customers. Backed by over 4 decades of expertise, evolving constantly, to deliver solutions in backup power generation and extended to distribution & electrification, our world class products come with the added advantage of reliability, quality, technology & support. We aim to lead the market with our products, delivering turnkey solutions - **providing our customers complete peace of mind.**

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SUCCESS STORY

An agency doesn't really need to describe or quantify its success story of a client, with whom it has been associated for almost 2 decades. Sudhir Power over the last 2 decades has grown from an INR 70 crore company to INR 2000 crore Corporate. Form the last 18 years Flags is extending its Marcom support to the group and has been adding a lot of value to their marketing wing!

CLIENT TESTIMONIAL



FLAGS has been my trusted go-to marketing partner for more than 18 years now. Mr Nambiar's comprehensive knowledge of the industry combined with the collective experience of their team is simply unmatched in the business.

Sudhir Seth, CMD

THANK YOU

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