



K. P. RAMACHANDRAN
Managing Director (Owner & Founder)

Genlite[®]



GENLITE ENGINEERING PVT. LTD.

AN OUTPERFORMING
GOEM HIGHLY RATED
FOR ITS QUALITY
ASSURANCE FOR 40
YEARS IN THE
INDUSTRY



Growth Story

In the 90s -The Period of Liberalization/Globalization, Genlite became the Original Equipment Manufacturer (OEM) for big brands such as Kirloskar Oil Engines Limited (KOEL), Ashok Leyland and Caterpillar. All the principal companies rendered their full support to the company and Genlite soon became the best Genset OEM for KOEL, Leyland and Caterpillar engine-powered Gensets. By 2000, Genlite had opted to stay with the Kirloskar group as part of the brand exclusivity system and became a leading GOEM for Kirloskar Oil Engines Limited (KOEL) in the South.

Since 1983, KPR, the man behind Genlite, who was earlier with The Federal Bank Ltd for 14 years, has worked in this industry and proved his prowess and expertise, both as an exemplary administrator-cum-businessman with exceptional manpower and financial management skills. Under his leadership, Genlite has excelled in the production and marketing of Diesel Gensets from 5 to 1500 KVA range for 40 years, as one of the exclusive AGOEMs of Kirloskar iGreen Diesel Generators.

Today, GENLITE supplies more than 6000 sets a year through a network of 7 offices, 3 production units, 2 warehouses and about 40 dealers catering to the states of Tamil Nadu, Kerala, Telangana, Andhra Pradesh and Puducherry.

While KPR helmed the total management of the company as MD, KPG took charge of all manufacturing activities; Maya, who joined the company as a trainee in 1997, went on to become the Management Representative and current Director, handling the entire HR and Administration; and Hema, who also joined as trainee in 2004, took charge of Marketing and Dealer Management and went on to become Director till 2014. In 2020, Mr. V D Sivakumar, a veteran in Genset field, ex-KOEL employee and a long-time associate of Genlite, joined as the Company CEO, and assists the board of Directors in the overall management of the company, along with the VP, AVPs and Managers.

The Leadership Team

In 1984, Mr. G Sam joined the company as a Sales Executive and went on to become the marketing head and current VP of the company. In July 1993, as a result of the tragic death of MJ Tommy, his son, Mr. Joe Tommy, joined the company and assumed the role of senior manager to run the Coimbatore region and is the current AVP for the ROTN region. In 1994,

Mr. K K Jayakumar, KPR's nephew, joined the Pondicherry works for training before establishing the company's marketing initiatives in the Madurai and Thiruvananthapuram regions. He is currently the AVP for the Kerala region. Mr. S Mahadevan, who joined in 2003 as an Accountant, went on to become the CFO and the current AVP (Finance) in the company. In 2016, Mr. T Pramoda Kumar, an Ex-Airforce retiree with additional 15 years of technical experience in the Genset industry, joined the company to spearhead the Higher Horse Power (HHP) genset sales team and is currently AVP (HHP) in the company.

The X-factor

GENLITE is a business committed to producing high-performing diesel gensets for its clients through an enthusiastic staff that is supported by a culture of trust and compassion. Some of the distinguishing features of Genlite's quality policy are -

- GENLITE Group is perceived as a preferred employer. It recruits, trains and nurtures employees, who are proud to represent GENLITE and to offer its clients best-in-class goods and first-rate services.
- Another key factor is high-quality assurance. The organization is unwaveringly committed to delivering high-performing quality products to its customers by continual adoption of best practices in the industry and setting a benchmark in the trade.
- Genlite endeavours for 100% customer satisfaction at competitive prices, 100% reduction in every reported instance of "zero hours" failure, and on-time delivery for at least 90% of orders, subject to terms and conditions.
- The market accolades their inclination to environment protection and conservation outlook. They promote and foster the conservation of nonrenewable resources and energy.
- Genlite also endeavours to inculcate human values in the organization culture, among employees and stakeholders through its active CSR activities, employing and integrating differently-abled employees in the organization, imbibing a sense of mutual support through its own trust, initiated through the contribution of its top management and employees, to meet the emergency medical and education needs of its needy employees.
- Genlite aspires to be the go-to company for all customers' power needs, be it domestic, industrial, utility, distribution, alternate or renewable source.

The Inception

GENLITE was founded in South India as a result of K P Ramchandran, better known as KPR, giving notice of his departure from his esteemed position as a bank manager at a renowned private bank, on the invitation of a friend and customer of the bank, Mr. Kamal Jain. They teamed up and formed Genlite Private Ltd (GPL), a private limited company registered with the Calcutta ROC in 1982, after deliberately opting to expand its clientele in South India. The company opened its base in Chennai in April 1983, in the Georgetown area, and KPR assumed management responsibility for the entire South India operation. The rest as they say is history.

In 1983, his colleague and his brother, M J Tommy and K P Unnikrishnan, joined the team and assumed leadership of the activities of the newly-opened Coimbatore branch and the Bangalore Branch in Karnataka in 1984, respectively. In 1983, V Ramachandran joined GPL as management assistant and assumed leadership of the activities in Kerala as GM when the Kochi branch opened in 1986. He retired in 2019 as the VP of Genlite. The founding Directors of GPL decided to split ways and work collaboratively to launch their own businesses in 1988.

From 1985 to 1990, Genlite's factory operations were launched on leased property in Chennai's Mount Road, Saidapet, and concurrently on rented property in Bangalore's Bommanahalli, and finally, in its own factory space at the SIDCO Industrial Estate in Chennai in 1988. Genlite began operating a facility in Kerala also in the same year. From 1990 to 2009, all the plant operations were moved to Pondicherry, where K P Gopinathan (KPG), brother of KPR, joined GGPL as an Executive Director in November 1993 and assumed charge of the entire production.

The corporate office was moved to larger quarters at 19, Mooker Nallamuthu Street in Chennai in 1986, which remained the landmark office till 2020, even after moving its Registered office

to Sterling Road in 2005 and later to its current Mehta Nagar office in 2014.

The Genesis

From assembling gensets at site as per customer requirements, to being synonymous with KOEL gensets in most of the Southern states, GENLITE has come a long way since its founding. KPR founded Genlite Diesels, (GD), a private entity and foundation of the current Genlite Group, followed by Genlite Generators Pvt. Ltd. (GGPL), incorporated in 1990, with his wife, Mrs. Valsala Ramachandran. In May 1997, Genlite Engineering, a new partnership firm was incorporated with KPR and both his daughters, Maya Ramachandran and Hema Ramachandran, as the partners. In Jan 2007, GENLITE ENGINEERING PRIVATE LIMITED (GEPL), a Private Limited Company under the Companies Act, 1956, was incorporated with KPR, Maya, Hema, KPG and Valsala Ramachandran as its directors. The current leadership panel of the company comprises the board of directors - K P Ramachandran (MD), Maya Ramachandran, K P Gopinathan and Valsala Ramachandran (Directors).

In 2005, Genlite bought an acre land in SIPCOT Industrial Estate at Irungattukottai, Chennai, and established its first own manufacturing facility, completing its construction in stages between 2006 and 2008, when it became a fully functional manufacturing unit with the latest cutting-edge technology CNC machines to manufacture acoustic enclosures for generators and to assemble diesel generators upto 1010 kVA.

Today, Genlite produces and dispatches the highest number of sets from its 2 units near Chennai in Tamil Nadu and 1 near Kochi in Kerala totalling around 85,000 sq.ft., and 2 warehouse facilities at Hyderabad in Telangana and Vijayawada in Andhra Pradesh with an additional 6000 sq.ft. storage facility.