

**Bangalore**

24, 9th Main, Rajmahal  
Vilas Extension,  
Bangalore 560080  
Tel.: 080 - 2361 3831,  
2361 1958, 09244220430

**Chandigarh**

SCF - 58, Second Floor,  
Sector 65, Phase - 11 ( XI )  
Mohali 160062  
Tel.: 0172 - 5063 218

**Chennai**

Old No. 3, New No. 9,  
Third Avenue, Indira Nagar,  
Adyar,  
Chennai 600020  
Tel.: 044 - 2441 6429,  
2442 3412, 2440 1079

**Hyderabad**

3-6-482, Street No. 6,  
Hardikarbagh,  
Hyderabad 500029  
Tel.: 040 - 2766 3017

**Indore**

503 A, 5th Floor,  
Industry House,  
A. B. Road,  
Indore 452001  
Tel.: 0731 - 6451042

**Jaipur**

405 & 406, Geeta Enclave,  
G8, Vinoba Marg,  
C Scheme,  
Jaipur 302001  
Tel.: 0141 - 2364 944

**Kolkata**

94, Tivoli Court, IC  
Ballygunge Circular Road,  
Kolkata 700019  
Tel.: 033 - 2287 8065,  
2247 2481

**Lucknow**

B -191 Nirala Nagar,  
Opp. Ramakrishnamath,  
Lucknow 226020  
Tel.: 0522 - 2787 514,  
2786 718

**Mumbai**

Unit No. 603 & 604, Raheja  
Arcade, Plot No. 61,  
Sec No.11, CBD Belapur,  
Navi Mumbai 400 614  
Tel.: 022 - 2756 6351,  
2756 6352, 2756 6353,  
2756 6354

**New Delhi**

1014, Hemkunt Towers,  
98, Nehru Place,  
New Delhi 110019  
Tel.: 011 - 4161 8357 / 61  
09350191881

**Pune (Head Office)**

35A/1/2, Erandwana  
Pune 411038  
Tel.: 020 - 6602 7525,  
3024 8600  
09850638482

**Vadodara**

301, 3rd Floor, "Tithi "  
Complex, Opp. BPC,  
Baroda Productivity Council  
Road,  
Vadodara 390007  
Tel.: 0265 - 654 0390,  
232 4207

# Partnering realty

Power generation solutions for real estate

Our energy working for you.™



**Power  
Generation**

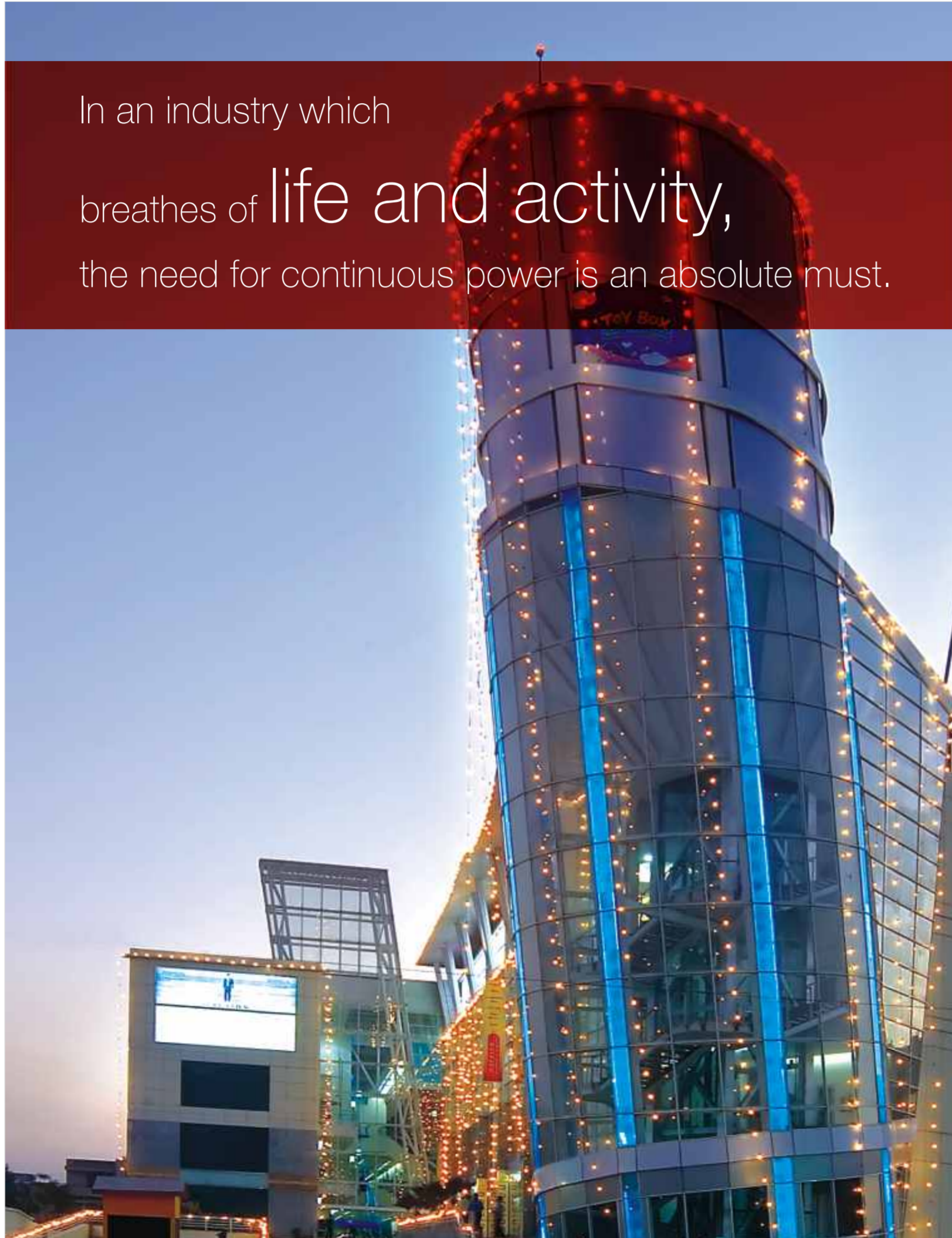
Our energy working for you.™

[www.cumminspower.com](http://www.cumminspower.com)

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In an industry which  
 breathes of **life and activity**,  
 the need for continuous power is an absolute must.



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The past decade has witnessed a dramatic transformation in the real estate industry in India as it widens its horizons to embrace a more global perspective. What was once a highly fragmented business dominated by private entrepreneurs and regional businesses has shifted to national and global real estate and property companies which operate much as any other sophisticated and capital-intensive business group. This transformation has been fostered by dramatic changes to the methods of capital formation in the real estate industry and the rise of sophisticated real estate capital markets driven by listed and unlisted real estate companies, real estate investment trusts, private real estate funds catering to institutional investors, and a highlighted focus by the leading investment and commercial banks. For owners and users of corporate real estate, the last ten years have created an increased focus on real estate as a strategic asset, centralization of cost management to bring greater efficiencies to the core business, and a trend towards outsourcing of specialized real estate support functions.

Categorized mainly under two main titles of Residential and Commercial, the Residential segment of the real estate industry, has witnessed an unprecedented boom. Development of townships, complexes, apartments, stand-alone high rises for the working individuals, and row houses and bungalows for the peace loving, has increased threefold in the past decade alone.

The commercial segment of the real estate industry is supplemented by the residential sectors. It follows the premise that where there is life there will be work and entertainment. IT Parks, offices in high rise buildings, shopping malls and shopping centers, even educational institutes such as schools and colleges, all come together to constitute the commercial sector of the real estate industry.

It then goes unsaid that in an industry which breathes of life and activity, the need for continuous power is an absolute must.

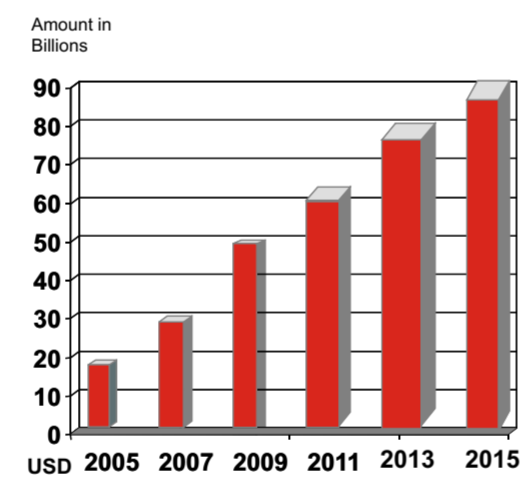
## Trend analysis

Overall real estate prices in India have risen by as much as 50% - 70% in select areas.

The units of power consumed by an industry indicates the measure of its success. Any activity has to be backed by energy; and in this case energy in the form of uninterrupted electric power supply. The boom in the Indian economy resulting in an unprecedented increase in the commercial activity has left the grid power supply grappling for plausible options to meet the demand and supply gap so created. While this gap is adversely impacting the profitability of various business segments; it is a critical and differentiating factor for the real estate industry. The need is for an alternative source to ensure uninterrupted power supply for the industries numerous prestigious projects – also the only way to ensure survival in this business. Hence, in an industry as fiercely competitive as real estate it helps to have the best of the business on your side.

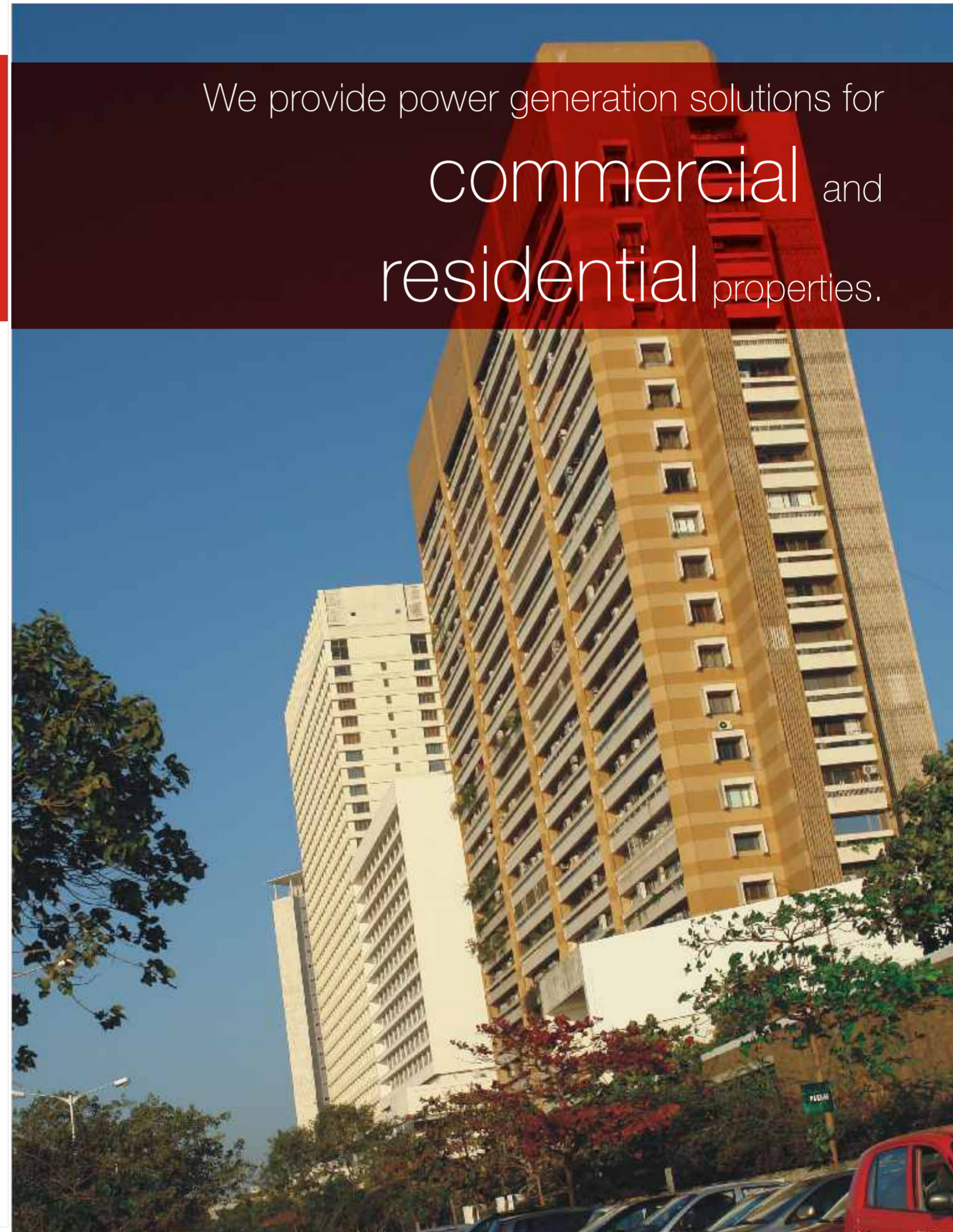
With over 80 years of power generation experience, Cummins Power Generation energizes the best and the biggest in this segment. We help you comply with power regulations, plan and adapt to fluctuating demand supply loans, maximize your power resources, and grow profitably. Best of all, its truly a one-stop centre for power solutions designed for your specific real estate business and business size taking into account the future.

Forecasted growth for Indian realty sector



Merrill Lynch forecasts that the Indian realty sector will grow from \$12 billion in 2005 to \$90 billion by 2015.

We provide power generation solutions for  
**commercial** and  
**residential** properties.



## One-stop power solution for your realty business

Cummins Power Generation is a complete power solutions provider. Right from manufacturing to planning, installing, commissioning and maintaining diesel gensets for your project, or leasing out gensets which accommodate your needs, Cummins Power Generation stays with you every step of the way.

**The DLF Group, a New Delhi-based real estate Company with over 130 million sq. ft. of development projects across the Country is just one of the thousands of real estate businesses-large and small-that benefit from the Cummins Power Generation solutions for backup power requirements that span the following areas:**

**Commercial Diesel Gensets** – Cummins Power Generation offers diesel gensets from 15 to 3000 kVA. From turnkey SEZ infrastructure, to corporate offices or residential townships, hotels or retail space, airports or expressways, we provide what you need to power any realty project.

**Rental Power** - Not only does this mean that power can be available anytime and anywhere, it also means rapid completion of projects, without having to worry about your power requirements. The Country's market leader in Rental Power products and services, Cummins Power Generation offers an unmatched range of 15 to 1250 kVA, flexibility of tenures and a rental fleet of 100 gensets with an average age of less than four or five years with the highest levels of performance and efficiency. The Cummins team looks after maintenance, servicing and functioning of the gensets, and keeps their performance at the optimum, throughout the lease period. Plus, you get to enjoy unbeatable advantages that only Cummins Power Generation can offer: assured on-time delivery, quality power, low fuel consumption costs, and single-window for 24/7 support.

**Turnkey Power Projects** – Whatever the scope of your project, from design and installation, to project management and maintenance, Cummins Power Generation can plug in economical and environment-friendly power solutions to meet your unique realty requirements, within schedules and within budgets.

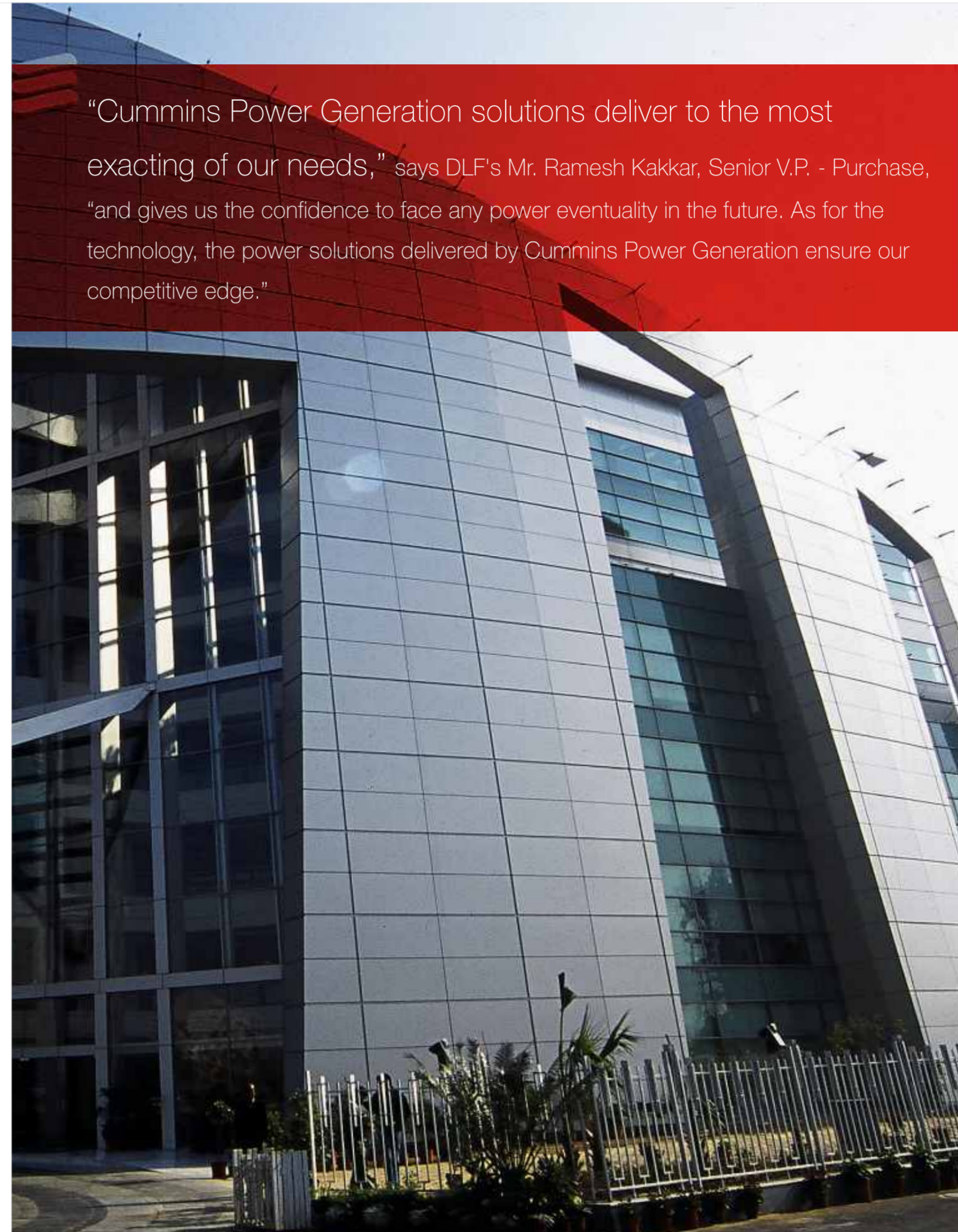
**Power Electronics** – When it comes to functionality and performance, we get to the crux of the matter: the digital controls that make your realty application do wonders for you. Whether it is microprocessor-based fully integrated genset control systems, battery chargers, power transfer controls, Automatic Transfer Switches (ATS), or networking and remote monitoring systems, we ensure you get only the best.

**Power Consulting** – There's more to power than just generation. Energy audits, harmonic distortions, and faulty condition analysis, for example. Our Power Consulting Division helps you adopt industry best practices whilst tuning out harmonics, power pollutants and energy wastage. What you get is quality power, energy efficiency and, of course, cost savings.

**Operations and Maintenance** – Planned maintenance or preventive measures, we'll help you drive asset maintenance costs down through our very own Distribution Business Unit – Cummins Sales and Service (India) Ltd.

**24x7 Service Support** – We understand your most urgent, critical service needs. You can count on Cummins Sales and Service (India) Ltd. to go the extra mile, whether it is in the dead of the night, or the middle of nowhere. 100,000 Cummins engines and over 20,000 satisfied customers endorse the Company's dedication to quality service.

“Cummins Power Generation solutions deliver to the most exacting of our needs,” says DLF's Mr. Ramesh Kakkar, Senior V.P. - Purchase, “and gives us the confidence to face any power eventuality in the future. As for the technology, the power solutions delivered by Cummins Power Generation ensure our competitive edge.”



Generating power,  
with a touch of **silence.**



## Exclusive sound attenuation solutions to meet the specific real estate project needs.

For specific requirements of small and midsize real estate companies, which represent a significant percentage of Cummins Power Generation customers – there are specialized sound attenuation solutions developed by Cummins.

### **SilentPower™ acoustic enclosures**

For thousands of small and midsize property development businesses standby power is delivered silently with the help of our acoustic enclosures branded 'SilentPower™'. Manufactured for gensets rating between 15 kVA to 800 kVA, these enclosures meet stringent industry norms for emission specified by the Ministry of Environment and Forest [MOEF], Government of India [GOI], as per notification no. GSR 371 (E) dated May 17, 2002 and are certified for noise control levels of 75 dbA at 1 meter distance by the MOEF, GOI appointed nodal agencies. Designed to meet world class sound attenuation levels, these weatherproof acoustic enclosures are low on noise with small foot prints and a host of user-friendly features such as an instrument panel viewing window, single point lifting for easy handling, and a built-in fuel tank.

Cummins' SilentPower™ gensets deliver high quality, uninterrupted power for the elaborate 100-acre Akshardham Temple complex in New Delhi. Low noise acoustic enclosures from Cummins ensure the daily *aarti* is genset noise-free.

### **Design and construction of acoustic rooms for gensets**

For ratings higher than 800 kVA, Cummins Power Generation team designs and develops special sound-proof rooms to house these higher configuration gensets. RMZ Icon in Pune, is one such example where the team constructed a special acoustic room for the five radiator-cooled 1500 kVA Cummins gensets installed in the second floor of the basement.

**“We believe Cummins is the ideal partner for delivering back-up power for our projects,”** said RMZ Corp's Sr. General Manager, Mr. K N Viswanatha.



## Your needs, our solutions

Whatever may be the power needs of your real estate project, you can rely on Cummins to get the required power system up and running, and contributing quickly to your business objectives.



**DLF**  
Uninterrupted backup power totaling 250 MVA energizes large commercial, shopping malls and SEZ infrastructure projects developed by the DLF Group across India.



**McDonald's**  
McDonald's opted for Rental Power delivered by Cummins to help its NCR and Gurgaon outlets tide over frequent power outages.



**Kumar Properties**  
Cummins provides power backup to numerous projects of Pune - based construction company, Kumar Properties with its 30-125 kVA diesel gensets.



**Parliament House**  
Three 1500 kVA Cummins gensets power the circular, colonnaded Indian Parliament House where the world's largest democracy meets.



**Akshardham Temple**  
Cummins silent gensets light up a recreated rainforest, a boat ride through 10,000 years of Vedic culture, and the mesmerizing 100-acre Swaminarayan Akshardham Temple complex in New Delhi.



**Aamby Valley Sahara Lake City**  
The 10,000-acre picturesque Aamby Valley Sahara Lake City offers luxurious residential units, a film city and an amusement park to the world's elite. Thirty four Cummins gensets supply utility power.



**International Convention Centre**  
Rated amongst the best in South-East Asia, the benchmark Hyderabad International Convention Centre features a state-of-the-art auditorium and business hotel powered by Cummins gensets.



**Nirmal Lifestyles**  
Nirmal Lifestyles, an intelligent township in Mumbai, turned to Rental Power of Cummins Power Generation. Eight rental gensets with synchronizing panel ensure fuel efficiency and flexible operations.

**Cummins** is a global leader in engine technology and service solutions across Power Generation, Industrial and Automotive applications. Its technology and pioneering initiatives include bringing innovative solutions and reliable services at the best possible value to users across the globe. The high performance outlook at Cummins is based on customer focus, integrity and capability of our people.

**Cummins Inc., USA**, is a leader in the design and manufacture of power generation equipment and one of the most integrated providers of power solutions in the world.

**Cummins in India**, a part of the USD 11 billion Cummins Inc., is a group of 11 entities across 200 locations in the Country with a combined turnover of almost Rs 3000 crore and employing more than 5000 people.

**Cummins India Limited (CIL)** is the Country's leading manufacturer of diesel and natural gas engines. It has produced more than 1,67,000 engines till date in its state-of-the-art manufacturing facilities, mainly in Pune and Daman. The Company manufactures nearly 20,000 engines and silent gensets on an annual basis.

Cummins Power Generation in India is the market leader in the diesel genset segment with a product portfolio ranging from 15 kVA to 3000 kVA as well as complete power solutions, offering top of the line products and services. From simple generator sets to turnkey, on-site power stations, Cummins has the expertise to successfully meet the power requirements of a wide range of individual and institutional customers.



## Dependable after market support

Cummins helps your business achieve greater success by providing unmatched support and service through every phase of your power application project. Whether it is maintenance, repairs or an overhaul, Cummins is with you. The round-the-clock service support center, sees to it that you receive prompt service. This task is supported by more than 79 authorized dealers located across the Country. Our toll free number 1-800-2332000 will put you in touch with one of our helpful, trained engineers, who will guide you through the servicing and maintenance of your Cummins gensets.

At Cummins your need is our priority, which is why you can depend on us to implement the solutions to your needs effectively and efficiently.

**Key facts about Cummins services:**

- 79 authorized dealers across the Country
- After sales support for over 20,000 customers (reality and others) with over 100,000 engine installations.