



Diesel power

> Case History

IDEA Cellular Limited, India

Our energy working for you.™



Where:

IDEA Cellular Limited, India

What:

Over four hundred 15 kVA and forty 25 kVA diesel gensets for cell sites across India

Purpose:

Back - up power for multi location cell sites

Primary choice factors:

Reliable, compact and light weight mission critical power support systems with prompt and efficient 24 X 7 service and spares support

Back-up power for Idea Cellular cell sites across India.

INDIA - Idea Cellular's antecedents date back to 1995, when the Aditya Birla Group, AT&T (through Birla AT&T Communications), and the Tata Group (through Tata Cellular) set up cellular networks. Both these companies were among the first Telecom companies to commercially start operations in non-metros and achieve financial closure. In the year 2000, the historic path-breaking merger of Tata Cellular with Birla AT&T Communications and the subsequent acquisition of RPG Cellular in the year 2001 helped take the company to aim even further and led to the formation of Birla Tata AT&T Limited. In 2001, the company won the cellular license for Delhi metro circle and in 2002 introduced the common brand "IDEA" and changed the name to IDEA Cellular Limited.

Since then, there has been no looking back for IDEA Cellular. With operations across Kerala, Goa, Gujarat, Rajasthan, Maharashtra, Chattisgarh, M.P., U.P., A.P., Delhi and H.P the Company is poised to strengthen its leadership position in the Indian Telecom landscape.



15 kVA acoustically enclosed rooftop installation



Micro processor based Auto Mains failure panel

In order to complement this growth, the Company needed uninterrupted power supply to enable it to offer seamless coverage across its circles. IDEA Cellular's constantly growing network comprising more than 1000 towns and unsurpassed highway coverage, was on the look out for a reliable and quality back-up power provider for its multi location cell sites across the Country.

As most cell sites are on rooftops of residential buildings, the Company required compact and light weight Gensets with minimum vibrations and noise levels. Besides this, capabilities to be able to supply the Gensets promptly and reliable performance of the products were other important considerations.

Confident of delivering on all of the above parameters and more, Cummins Power Generation proposed its 15 kVA acoustically enclosed Genset with micro processor based Auto Mains failure panel. Having lived up to its performance, the Cummins 15kVA Genset, being the lightest and most compact generator set in its class, has been installed at more than 400 cell sites of IDEA Cellular since 2001.

"We chose Cummins as we required a provider who offers quality product, nationwide service network and availability of spares."

*- Anil Tandon,
V.P. – Corporate Network Services,
Idea Cellular Limited*

The Cummins advantage

Unmatched product design using Cummins state-of-the-art technology, coupled with the largest customer support network in the country, ensures SINGLE SOURCE POWER ASSURANCE to customers. Little wonder then, that for over four decades Cummins has been a leading player in power generation technology in India.

Cummins Power Generation is a world leader in the design and manufacture of power generation solutions for a wide variety of standby and prime power applications. For further information on on-site distributed generation of power, contact your local Cummins dealer.

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VW - CH 10 (December 06) - 500

