



Vijay Pujar, Head of Sales & Marketing (South India)

HEM INDUSTRIES

POWERING INDUSTRIAL GROWTH WITH FIVE DECADES OF MOTOR MANUFACTURING EXCELLENCE

Since its inception in 1973, Hindustan Electric Motors (HEM Industries) has been at the forefront of motor manufacturing in India. Over the last five decades, HEM has evolved into a leading player in the industry, catering to a diverse range of sectors with its expansive product offerings. Headquartered in Mumbai, with state-of-the-art manufacturing facilities in Vapi and Daman, the company has become synonymous with quality, reliability, and innovation. In an exclusive interview, Vijay Pujar, Head of Sales & Marketing (South India), offers insights into HEM's journey, product innovations, competitive strengths, and future plans.

A Leader in Electric Motor Manufacturing

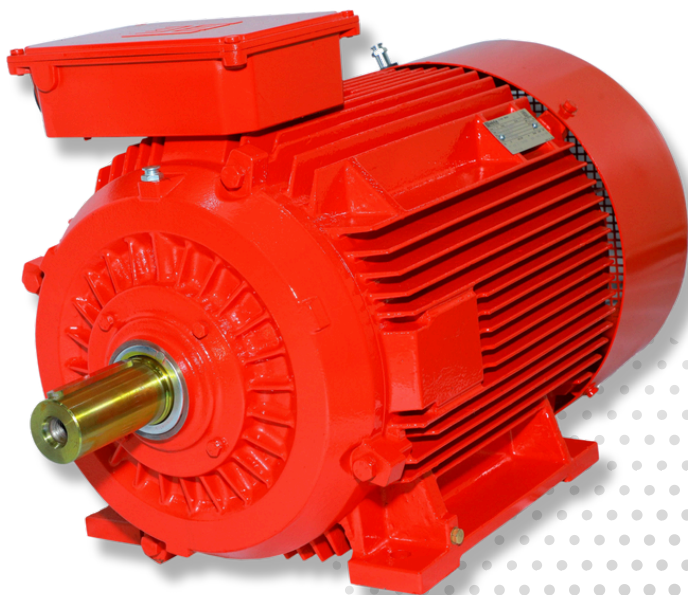
HEM Industries is a pioneer in three-phase electric motors in India, offering a wide array of motor types, including IE2, IE3, IE4, and soon-to-be-launched IE5 motors. "Our range of motors caters to various industries, from standard to specialized applications. Whether its flame-proof, Brake Motors, Cooling tower Motors, VFD, or textile-specific motors, or any special Motors, we manufacture everything in-house," shares Vijay Pujar. HEM's motors cover a power spectrum from 0.12 hp to 600 hp, underlining the company's versatility and capacity.

With a monthly output of 55,000 motors, HEM's manufacturing prowess is widely recognized in the market. "The sheer volume speaks for the trust and acceptance our motors have gained across industries," says Vijay Pujar.

State-of-the-Art Manufacturing and Testing Facilities

HEM's manufacturing capabilities are spread across four cutting-edge facilities in Vapi and Daman. These plants are equipped with advanced machinery, including over 20 CNC machines for key operations like stamping, shaft cutting, and rotor balancing. "Our operations are largely in-house, from lamination punching to die casting, ensuring strict control over quality and efficiency," explains Vijay Pujar.

In addition to manufacturing, the company prides itself on its comprehensive testing facilities. Recent investments of over Rs. 6 crore have gone into upgrading its labs, which feature acoustic chambers and state-of-the-art testing for materials like copper wire and insulation. "Every motor undergoes rigorous quality checks before it leaves the factory floor," adds Vijay Pujar. With an engineering and R&D center based in Mumbai, HEM remains committed to staying at the forefront of technological advancements.





HEM's motors are integral to a variety of industrial applications, from pumps and blowers to cranes, compressors, and textile machinery. "Our motors are designed to meet the specific needs of industries like steel, cement, and food processing, among many others," notes Vijay Pujar. The company enjoys strong partnerships with major OEMs (Original Equipment Manufacturers), contributing significantly to its annual business.

Special Focus on the Textile Industry

While HEM supplies motors across a wide range of industries, the textile sector remains a key area of focus. "The textile industry contributes about 8-10% of our total revenue," reveals Vijay Pujar. The company offers motors tailored for loom, spinning, and carding applications, engineered to handle the unique challenges posed by the textile environment, such as high torque requirements and protection against cotton fluff accumulation.

"Our R&D team works closely with the industry to understand the specifications and productivity goals of textile manufacturers," he adds. This collaborative approach ensures that HEM motors meet the specific demands of textile operations, enhancing both efficiency and longevity.

Competitive Edge and Market Leadership

HEM's strength lies in its commitment to quality, reliability, and customer satisfaction. "We adhere to all IEC and IS standards and exceed customer expectations in every quality aspect," emphasizes Vijay Pujar. The company's motors are ISO 9001:2015 accredited and CE-marked, a testament to their global competitiveness.

With the ability to produce over 600,000 motors annually, HEM's market leadership is further bolstered by its efficient after-sales services. "Our website allows customers to calculate potential energy savings with our motors, offering a faster ROI than most competitors," explains Vijay Pujar. HEM Industries extensive network of service centers across India ensures prompt technical support, with service requests addressed within 24 to 48 hours.

Expansion and Future Growth Plans

Looking ahead, HEM Industries is preparing to scale up its operations to meet increasing demand.

"The electrical motors market is growing at around 7% annually, and we are gearing up to expand accordingly," says Vijay Pujar. The company has already secured land near its Daman facility for a new manufacturing unit, which is expected to be built within a year. This expansion will enable HEM to further consolidate its leadership position and continue powering industries across India and beyond.

With five decades of industry expertise, HEM Industries stands as a beacon of innovation, quality, and reliability in the motor manufacturing sector. From its state-of-the-art facilities to its commitment to customer satisfaction, HEM is poised for continued success in both the domestic and global markets. As the company looks to the future, its expansion plans and cutting-edge technology ensure that HEM will remain a leader in driving industrial growth for years to come.