

## **Mahindra Intertrade expands Electrical Steel Processing operations at Vadodara**

- **In an industry first, Mahindra Intertrade sets up a fully-automated, high speed lamination line with dual stacking, to ensure higher precision and superior quality cores for the power distribution segment in India**
- **The new transformer cores will help the industry minimize core losses during the power distribution process**

**Vadodara, April 18, 2016:** In a move that will redefine the manufacture of steel cores for the power distribution segment in India, Mahindra Intertrade, part of the USD 16.9 billion Mahindra Group, has set-up a new state-of-the-art, fully-automated, high speed lamination line with dual stacking (a first of its kind in India) and a Built-up cores facility at its Electrical Steel Service Centre in Vadodara.

Steel cores, play a crucial role in the power distribution process. This segment is pre-dominantly catered to by unorganized players. Most of these use manual cutting machines, which has an adverse impact on the quality of transformer cores produced. Combining modern technologies with Mahindra Intertrade's existing manufacturing expertise, this new line will not only automate the process, but will also ensure higher precision, quality and speed of operation.

"The expansion of our operations at Vadodara are in line with our on-going efforts to play our part in the Government's Mission of 'Power for All'. At Mahindra, we are always looking at options to provide the best service to our customers. This expansion will substantially boost the manufacturing capacity at our Vadodara plant and will enable us to meet the demand for built-up cores from the rapidly growing Distribution Transformer market in India," said **Sumit Issar, Managing Director, Mahindra Intertrade Ltd.**

Mahindra Intertrade is among the global leaders in electrical steel processing for the higher-end Power transformer segment, and this expansion will establish it as a prominent player in the Distribution Transformer segment in India. Mahindra Intertrade plans to open localised core-building facilities in key markets across India, to further enhance its service to its customers.

### **About Mahindra Intertrade Limited**

Mahindra Intertrade is a wholly owned subsidiary of Mahindra and Mahindra Ltd. Intertrade owns and operates the country's largest network of independent steel service centres in Automotive, Power and Home Appliance verticals. Intertrade is a leading player in the processing of automotive steel in Western India, and in electrical steel for power and home appliance applications.

Mahindra Intertrade operates steel service centres at Pune, Nashik, Vadodara, Bhopal and Chakan, in India, and at Sharjah in the Middle East. Mahindra Intertrade has been ranked as the 36th Best Company To Work For in India in 2015 and 4th in Manufacturing by the Great Place To Work© Institute.

Visit us at [www.mahindraintertrade.com](http://www.mahindraintertrade.com)

## About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

Visit us at [www.mahindra.com](http://www.mahindra.com)

### For further enquiries please contact:

Metabelle Lobo  
General Manager, Group Communications  
Mahindra Group  
Tel: +91 22 24975178  
Email: [lobo.metabelle@mahindra.com](mailto:lobo.metabelle@mahindra.com)