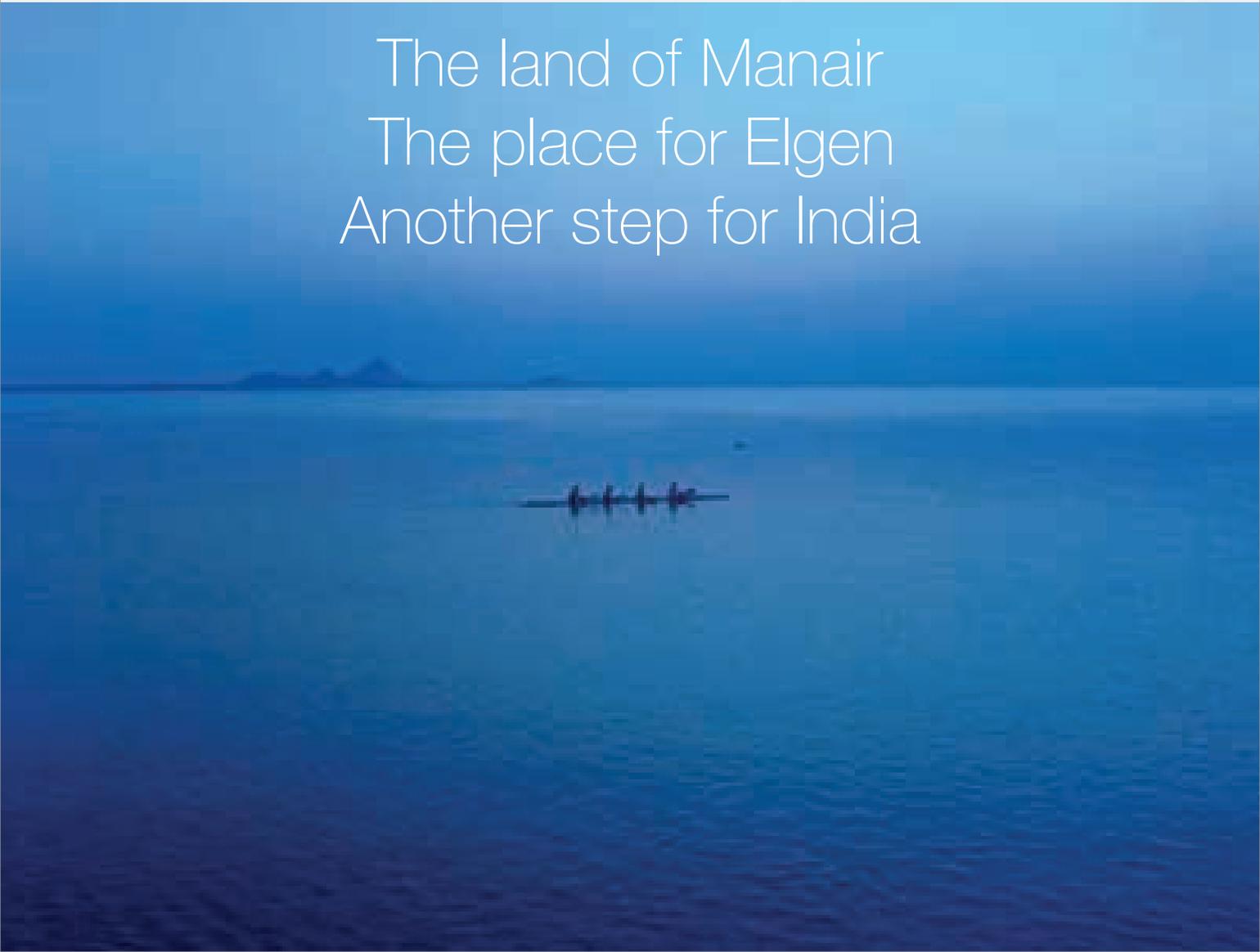




A Prathima Enterprise



The land of Manair  
The place for Elgen  
Another step for India



# Power is a much-needed resource.

In a growing country like India demand will always outpace the supply. Therein lies the genesis of Elgen - in a growing India and an attractive demand situation.

For us setting up a power plant is more than just an idea or a project. It is about possession of land, having the ability to think large, leveraging the knowledge to get the best technology and more importantly dovetailing into the needs of sustainability and good environmental governance. The Elgen story will have all of this and more...Positively life-changing for its many stakeholders, the Elgen project has the ability to transform the social landscape and bring in avenues of sustained employment.

This is the Elgen you await to discover its time has come.



## Elgen is not merely a 700 MW power project.

It is perhaps a clarion call for development of a different kind, in the energy-starved region of Telangana, Andhra Pradesh. Elgen's energy project is coming up in Karimnagar. Perhaps an ideal project on all parameters. It is strategically located between the gas supply lines of two providers ensuring the basic resource of gas literally available on tap. The other crucial aspect is the power evacuation for which too the location is in proximity of the State provider and the national grid. More importantly, Elgen's location helps it to serve the people and the power needs of an energy starved geography. It is the beginning of a new 'energy' that the local milieu would like to experience and India will be happy to have.



# What does it take to build a dream of this scale?

400 acres of land, 700MW generation capacity or state-of-the-art technology? Land seems to take the maximum amount of time and efforts. Elgen has over 400 acres of land acquired and ready for the ground laying ceremony. Further, the plant is strategically located. Near to the gas supply points, smartly positioned for speed and low cost evacuation of the generated power. Thirdly, the promoters and the organization ought to have empathy and commitment to corporate social responsibility and the environment. The former being an ongoing journey, the latter an inherent and well rooted stakeholder commitment. Elgen will have both of these priorities.

Lastly as part of the Prathima Group, Elgen comes with the ability to create a large-scale project and managerial expertise.



## Elgen is a gas-based power plant.

Natural gas, because of its clean burning nature, has become a very popular fuel for the generation of electricity. There could be many reasons for this. While coal is the cheapest fossil fuel for generating electricity, it is also the dirtiest, releasing the highest levels of pollutants into the air. New technology has allowed natural gas to play an increasingly important role in the clean generation of electricity.

Our project is a Combined Cycle Unit. In our generating facility, there is both a gas turbine and a steam unit, all in one. The turbine operates in much the same way as a normal gas turbine, using the hot gases released from burning natural gas to turn a turbine and generate electricity. Plants similar to Elgen are far more efficient, in fact can achieve thermal efficiencies of up to 50 to 60 percent.



# Elgen and India

The growth in the Indian economy has seen a rapid rise in the demand for power from all segments. While the rapid industrialization demands a large share of electricity, the domestic as well as the agriculture sector have not been left far behind. For the last 30 years, the annual demand for energy has been growing by year on year making India the 6th largest consumer of electricity in the world. The growth of economy has spawned a new breed of consumers who also consume a lot of electricity in India. However the shortfall in power generation has impacted productivity. This story when overlaid with the shortfall in power generation translates into a huge power generation potential for companies like Elgen. In fact there are a range of reports which peg India's needs at a +100,000 MW need and also state the growing concerns on environment protection and sustainable technologies.



# Elgen's ways will be different

Inclusive development and life-enhancing interventions would be the broad parameters of our corporate social responsibility.

## Education for social mobility

Education for empowerment, skill building and mobility. The Elgen initiative will work for both child and adult education as well balanced priorities.

## 360° healthcare

Integrated healthcare of tertiary standards is what everyone at Elgen will have access to at the plant.

## Right environment, right ways

Elgen's drive will be to create the right environment, right mindset. A full circle environment awareness campaign will evolve into a structural initiative. This will be organized into three sub areas of work, life and play.



# Elgen is part of the Prathima Group.



**prathima**  
*opening out to the world*

A well diversified and multi sector Group. Prathima's energy foray is a reaffirmation of the Group's

passion to enter areas which deliver life-changing benefits to the region, country, economy, and day-to-day

living. Having earned enviable credentials in the areas of telecom and software, education, healthcare delivery, hospitality, real estate, infrastructure and manufacturing, Elgen is a logical step forward. Perhaps a tribute to the region from where the founders are, a commitment to serve that region and the fulfilling of a promise to be part of India's strides.

Elgen is a Prathima Group Enterprise. Now what does that mean to the stakeholder? The project comes with the solid backing of a large group. Planners and well informed stakeholders know that with scale and ability comes the wherewithal to establish and sustain operations of formidable proportions. Supporting and catalyzing this attribute is the penchant of the Group's promoters to do business and contribute to India in an understated, yet



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