



Prime power

> Case History

IDEA Cellular Limited, India

Our energy working for you.™



Where:

IDEA Cellular Limited, India

What:

Over 1000 X series diesel generator sets for cell sites

Purpose:

To provide back-up power for multi location cell sites across the country

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.



Rooftop installation for IDEA Cellular's cell site



Cummins Power Generation generator set with 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 vibration and noise levels. Besides this, the capability to supply the gensets promptly and reliable performance of the products were other important considerations.

In 2001, confident of delivering on all of the above parameters and more, Cummins Power Generation proposed its 15 kVA acoustically enclosed genset with the micro processor based Auto Mains Failure panel. Between then and now, Cummins' 15 kVA gensets have been installed at 774 cell sites of IDEA Cellular. At each of these sites, the product has not only lived up to its reputation of being the lightest and most compact generator set in its class, but has also established its robustness with many sets operating round the clock. Some sets, in fact, have clocked more than 4000 hrs -

one amongst which deserves a special mention for clocking almost 18000 hrs.

Add to this growing number, the 25 kVAs and the more recent 10 kVAs which raise IDEA's Cummins powered cell sites to 1157 - a figure that promises to keep growing as does the partnership between the two industry majors.

"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

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 more information about integrated prime power systems, contact your local Cummins Power Generation distributor or visit www.cumminspower.com.

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