



**FOR IMMEDIATE RELEASE**

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**TMEIC GE Awarded Essar Steel Mill Motor Upgrade Project in India**

**Roanoke, Va. (April 7, 2008)** – Essar Steel Limited, headquartered in Mumbai, India, has signed a contract with TMEIC GE to upgrade its existing Roughing Mill DC motors and drives with AC motors and drives. The multi-million dollar project will allow Essar to increase the throughput of the hot strip mill and realize an excellent return on investment. This project follows TMEIC GE's major upgrade at Essar Steel's hot strip mill in 2005 to improve product quality.

TMEIC GE has worked closely with Essar Steel to customize this improvement, offering maximum power using a specially designed AC motor with the same footprint as the existing DC motor. The AC motor will be combined with the advanced TMdrive-70 AC drives for high performance.

Due to the increased energy efficiency of the AC drive system, Essar will realize maximum production with minimum energy consumption. This project qualifies for the TMEIC GE greenhouse program to reduce emissions.

The new roughing mill project is scheduled for completion by mid-2009. TMEIC GE will provide total system design including upgrading the process automation system. TMEIC GE will provide comprehensive site services including installation guidance, drives commissioning, automation system verification and system acceptance testing.

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**About TMEIC GE**

*TMEIC GE is a joint venture between TMEIC (a joint venture between Toshiba & Mitsubishi Electric) and General Electric in the industrial drive systems business. TMEIC employs 2,200 people around the world and has annual sales in excess of \$2B. TMEIC GE is built on the combined and proud heritage of these companies, delivering customer success--every project, every time. [www.tmeicge.com](http://www.tmeicge.com)*

**About Essar Steel**

*Essar Steel, part of Essar Steel Holdings Limited, is the largest integrated producer of steel in Western India with a capacity of 4.6 million tonnes per annum. It is also India's largest exporter of flat steel products. It has manufacturing facilities at Hazira, Gujarat, a pelletisation plant at Visakhapatnam, and a iron ore beneficiation plant at Bailadila, Chhattisgarh. All the facilities use state-of-the-art technology and are supported by an end-to-end infrastructure setup, including captive power and oxygen plants, pipelines and port facilities. [www.essar.com/steel](http://www.essar.com/steel)*