

# Maiden Communique from Managing Director



Dear Colleagues,

It is a matter of immense honour and pride for me to assume role of **Managing Director** of NETC. As I step into this responsibility, I do so with a deep sense of gratitude and commitment. This is not just a new position—it is an opportunity to work alongside a competent and dedicated team to achieve new milestones.

The **power sector is undergoing an unprecedented transformation**, perhaps faster than ever before in our lifetimes. The dynamics of global trade and supply chains are shifting, and India is emerging as a resilient and competitive economy. Technological disruptions—especially the advent of **AI, Machine Learning, data analytics, and drone technology**—are reshaping business landscapes and opening new horizons.




The global push for **decarbonization**, renewables, green corridor combined with expansion of smart grids, has further elevated the role of transmission. This is a positive development for our sector, creating dynamic opportunities for the **evacuation of power** from resource-rich regions to demand-intensive zones. The **One Sun-One World-One Grid** vision is a testament to this transformative thought process. Simultaneously, areas like **battery storage, smart metering, and EV charging infrastructure** are gaining significant traction and present new avenues for us to explore.

My vision is to position NETC as a **leader in the transmission sector's midstream segment**, expanding our portfolio through new transmission projects and venturing into renewables and battery storage. Our goals are ambitious but achievable:

- **Double our revenue and PAT within the next 5 years**
- **Ensure 100% safe and reliable operations (safety being paramount importance)**
- **Upskill our workforce through best of class training**

While our financial performance has remained positive in previous years, we have largely remained a **single-line project** despite possessing rich technical expertise. The challenge of aging Assets is real and will increasingly impact our **margins** unless we innovate and scale.

We must, therefore, **recalibrate our strategy** to address emerging business challenges and ensure **100% availability of our existing Assets**. This means proactively replacing aging infrastructure—towers, lines, insulators—utilizing **drone surveillance**, and embracing **digitalization** to enhance our monitoring and response capabilities.



Having previously associated with NETC Board from ONGC side, I was involved in initial transition of maintenance responsibilities from Power Grid to NETC. I am happy to note that all sections are now being maintained by NETC itself. Moving forward, resource optimization, minimal inventory levels, and emergency readiness must become central to our operations.

We are fortunate to receive valuable guidance from **Power Grid and other domain experts on our Board**, whose continued support will help us address complex challenges effectively.

For me, **teamwork and inclusive participation** are key. With over 30 years of experience across diverse cultural contexts—including navigating the tough but rewarding Russian business environment—I believe any complexity can be addressed through **honest intent and adaptive execution**.

I endorse an open-door policy and a fearless, idea-friendly culture. As Steve Jobs once said, *“Stay hungry, stay foolish”*—a simple yet powerful reminder that bold thinking and perseverance bring success.

Let us remember:

***“Normal people with normal backgrounds and difficult beginnings can achieve their dreams.”***

Let us **innovate, evolve, and set new benchmarks for excellence**. Through **technological interventions and process automation**, we can significantly enhance operational efficiency and build competitive advantage among our peers.

I have immense trust in the NETC team—and together, I am confident we will **achieve our targets and script a success story** that will inspire others in the industry.

**Jai Hind.**

Jai Shankar  
Managing Director