

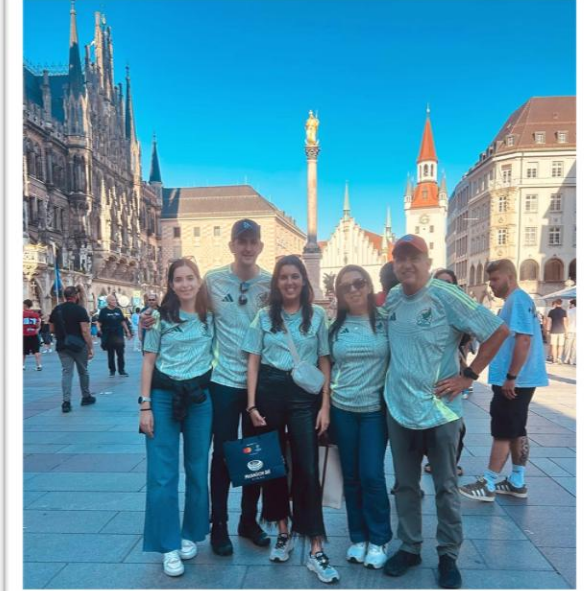
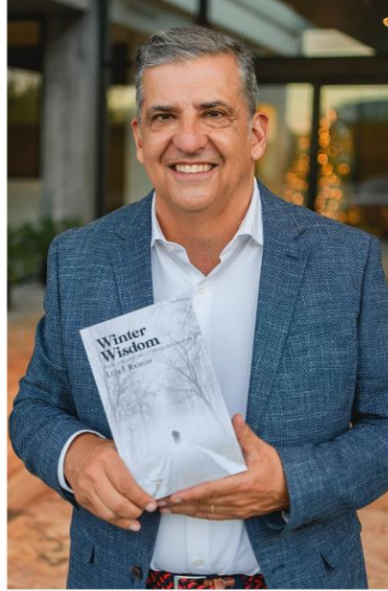


2025 SSIH Leadership Summit

November 19, 2025

About Us: Luis Ramón

- Husband and Father of two
- President of Diram
- Sports Fan (Steelers & Real Madrid)
- Travel Enthusiastic
- Writer Aficionado



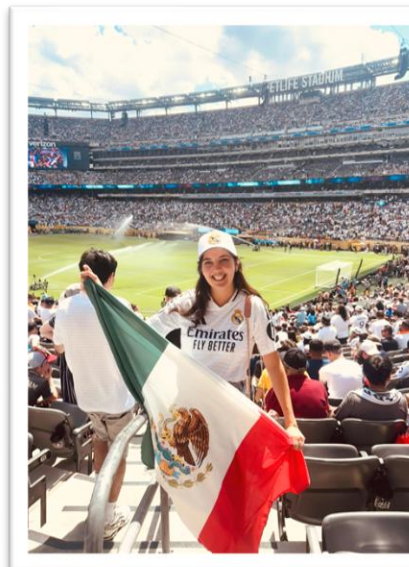
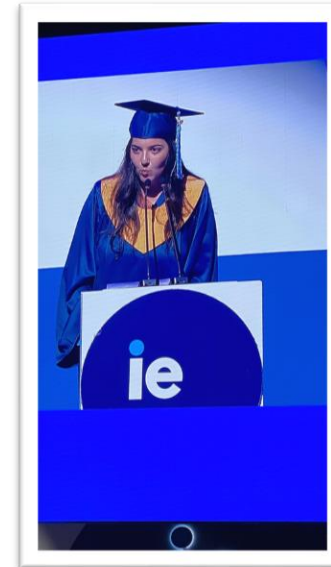
About Us: Esteban Fernández

- 9 years of experience on the roller coaster called marriage
- 1.5 years exploring the beautifully chaotic world of fatherhood.
- Sales Director at Diram (14 years)
- Real Madrid fan
- Financial-markets enthusiast
- Passionate about the “bar-ban topics” like economics, philosophy, politics, and religion.



About Us: Karla Ramón

- Head of Human Resources And Marketing & PR Coordinator at Diram
- IE Business School Board Member MX
- Volunteer at Nuevo Amanecer ABP
- Founder & CEO of Consejo
- Board Member at CAINTRA



People & Culture

We strengthened the team by driving their development through internal and external training—both technical and soft skills.

These efforts enhance the pride of belonging to DIRAM, improve the workplace climate, and reinforce our culture, earning us **recognition as one of the best companies to work for in Mexico.**

Great
Place
To
Work[®]

Certified

NOV 2024-NOV 2025

MEXICO

GPTW Score: 91/100.



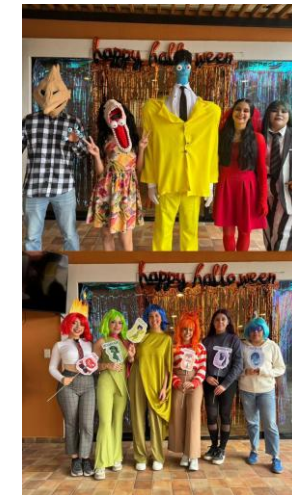
People & Culture

DIRAM Way, Our Culture, and Our People: Throughout the year, we bring our culture to life with meaningful events: Sustainability Week, Technical and soft-skill training programs, Community engagement initiatives and Talent development programs

The DIRAM Way is our signature approach to doing things: innovative, people-centered, and driven by purpose. We believe that excellence is achieved when talent, culture, and vision work together. Our culture is built on **collaboration, accountability, learning, and pride in what we do.**

Our Social Commitment: We proudly support four key foundations in Monterrey: Arena Autismo, Unidas Contigo, Nuevo Amanecer, Alianza Anticancer

We breath , live and brew reactive power. We brew LA REACTIVA our artisanal beer, and we own our Megavar — symbols of the creativity and identity behind DIRAM.

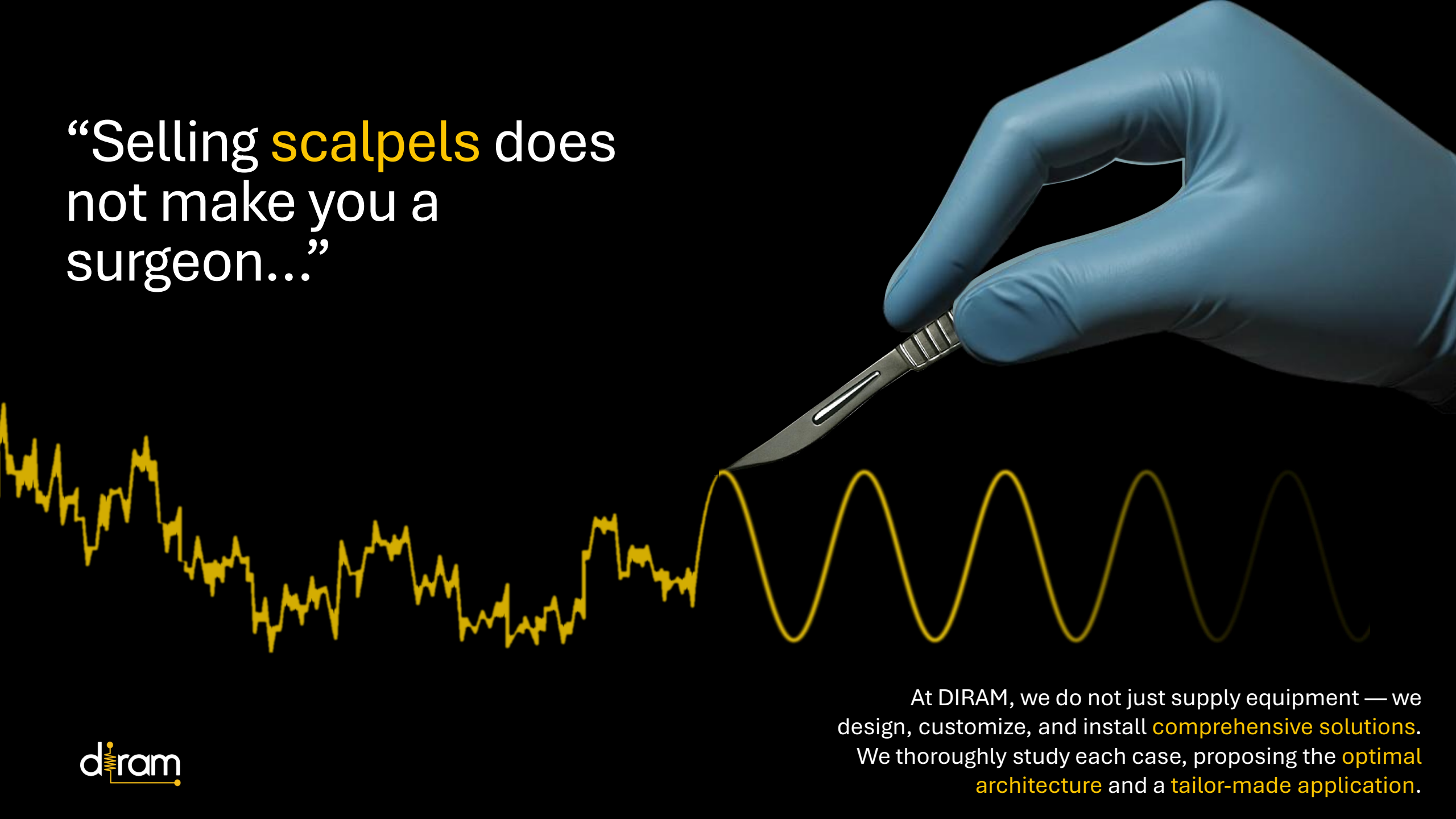


“Even though the world is becoming increasingly unpredictable, our power grid cannot be.”



With extensive technical expertise, cutting-edge technology, and solutions that adapt to the pace of new challenges, we ensure a **robust**, **intelligent**, and **flexible** power grid.

“Selling **scalpels** does not make you a surgeon...”



At DIRAM, we do not just supply equipment — we design, customize, and install **comprehensive solutions**. We thoroughly study each case, proposing the **optimal architecture** and a **tailor-made application**.





SOLUTIONS

Comprehensive solutions: your **electrical grid** completely **under control**

The only Mexican company that:

- Offers the full range of power quality and reactive power compensation solutions
- Designs and develops its own power quality products, using power electronics for industrial applications

Low Voltage

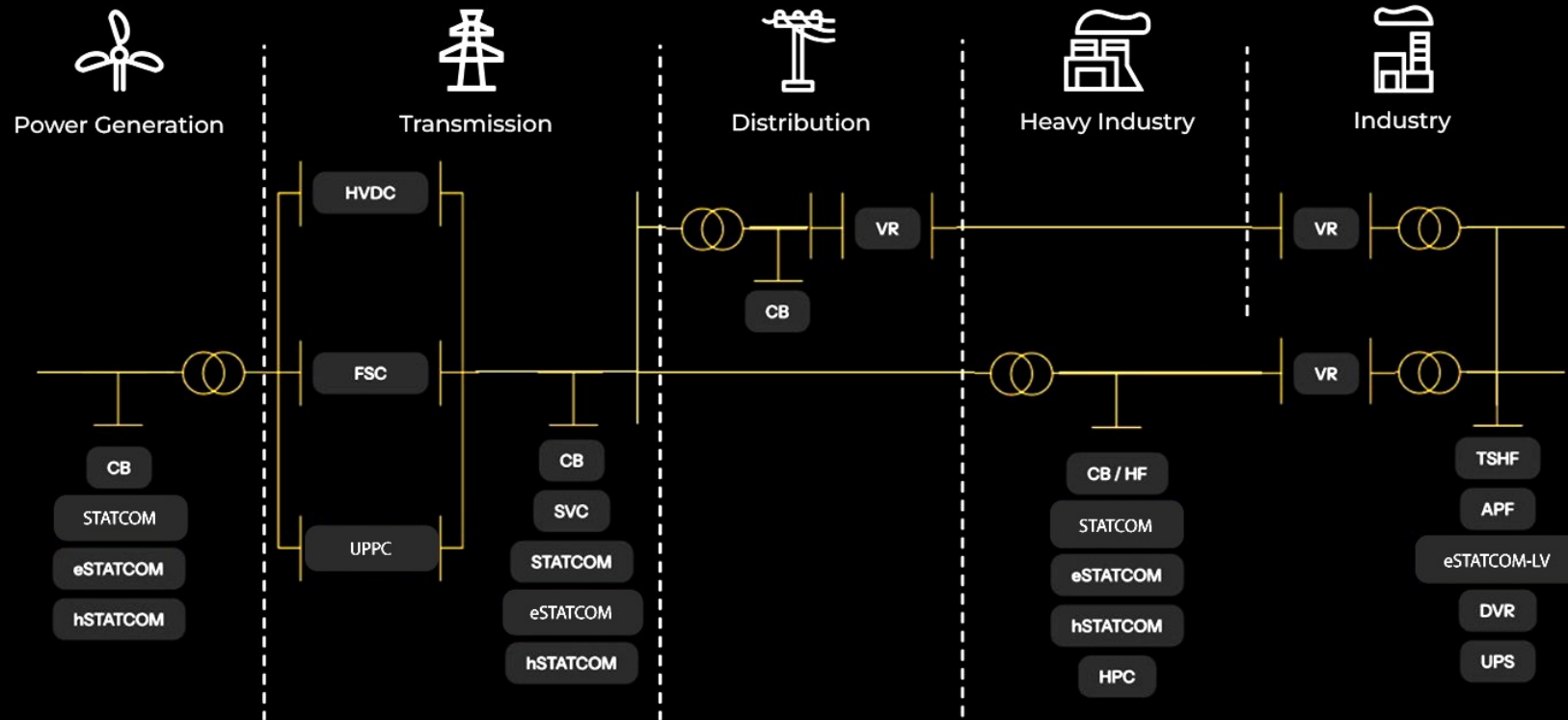
- Thyristor Switched Harmonic Filters
- APF
- DVR
- UPS
- eStatcom - LV

Medium Voltage

- Cap Banks
- Harmonic Filters
- SVC
- Statcom
- eStatcom
- HVDC
- FSC
- UPFC

High Voltage

- Cap Banks



Solutions: Mid Voltage Substation Type Harmonic Filters/Capacitor Banks

Parameters:

- Voltage: 2.7 – 220 kV
- Power: 1 – 100 MVAR per Bank

Features:

- Customizable

Standards:

- LAPEM Approved
-  Approved

Applications:

- Harmonic Filtering (Passive)
- Reactive Power Compensation

Technology:

- México

Manufacturing:

- México



Solutions: Mid Voltage Metal Enclosed Harmonic Filters/Capacitor Banks

Parameters:

- Voltage: 2.7 – 34.5 kV
- Power: 1 – 15 MVAR per Cabinet

Features:

- Customizable
- Plug & Play Installation

Standards:

- UL Certification
-  Approved

Applications:

- Harmonic Filtering (Passive)
- Reactive Power Compensation

Technology:

- México

Manufacturing:

- México



Solutions: FACTS – STATCOM / SVC

Parameters:

- Voltage: 13.8 – 34.5 kV
- Power: 3 – 300 MVAR

Features:

- Ultra-Fast Compensation: 3ms
- Transient-Free Solid-State IGBT-Based Technology
- Containerized or Room Installation

Applications:

- Harmonic Filtering
- Reactive Power Compensation
- Voltage Regulation
- Unbalance Reduction
- Flicker Mitigation

Standards:

- UL Certificate



Service Portfolio

EPC Project Management +

Specialized Consulting +

Electrical Studies +

Regulatory Consulting +

After-Sales Service +

**Repair, Development, and
Manufacturing of Power Electronics** +



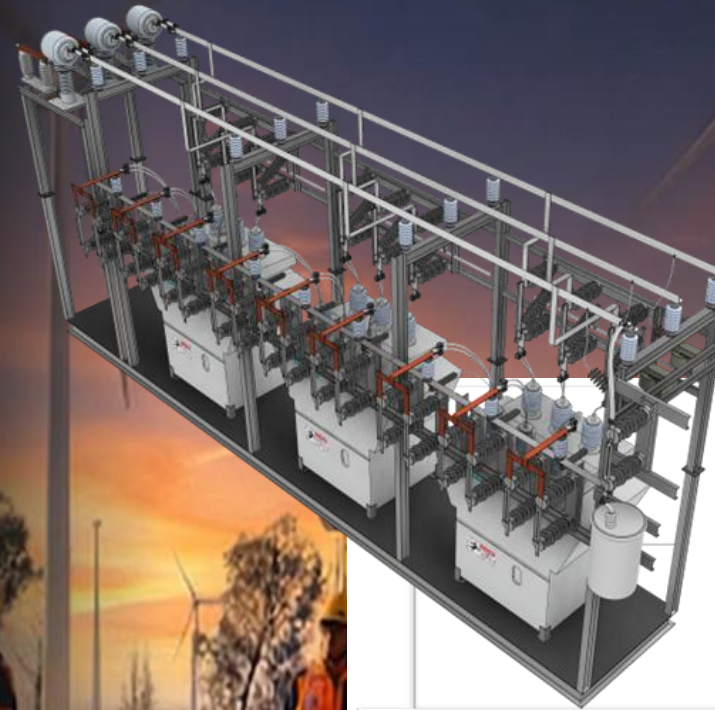
Service Portfolio

EPC Project Management +

We lead turnkey projects, from design to commissioning. We coordinate every stage with a single point of contact, ensuring compliance in time, cost, and performance:

- Basic Engineering
- Detailed Engineering
- Equipment Supply
- Civil Works
- Electromechanical Works
- On-Site Testing
- Commissioning

Specialized Consulting +



1.1 Reactor Banks Design Data

General Reactor Banks Ratings

Condition	Specification
Bank Nominal Reactor Power @ 33.5kV	15000 kVAr
Maximum Operating Voltage	38kV
Basic Impulse Level	200kV
Al Core Winding Material	Aluminum
RL Switchgear and Stand Included?	Included
RPD and Structure Included?	Included
Impedance	7% (to confirm)
Q factor	To confirm
Maximum guaranteed losses	To confirm

Table 1: Reactor Banks ratings

Reactor Banks Configuration

Item	Open Air Bank (In-ground)
Bus Voltage (kV)	34.5
Reactor Power (MVA)	15
Star Bank current (A)	251 A
Max Insulation Level	200 kV
Minimum Short Circuit	40 KA for 30 cycles
Max Temperature Range	30 Hz
Star rated voltage (kV)	37.5 / 40% ANSI 75 (80%)

Table 2: Reactor Bank design parameters

3. Single line diagram

Reactor Bank

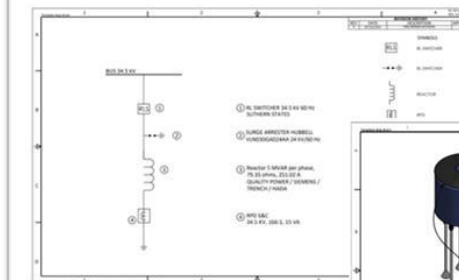
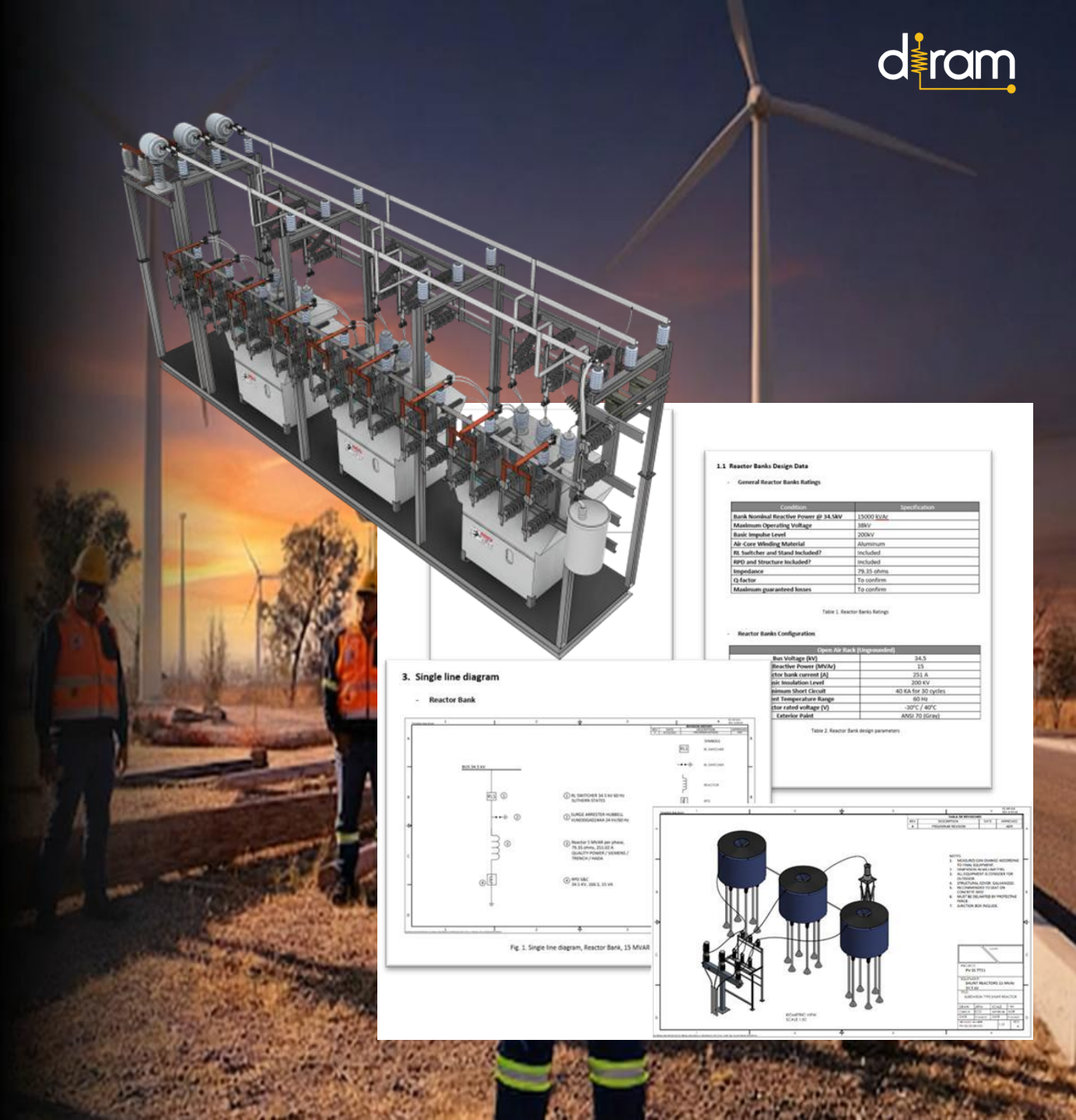
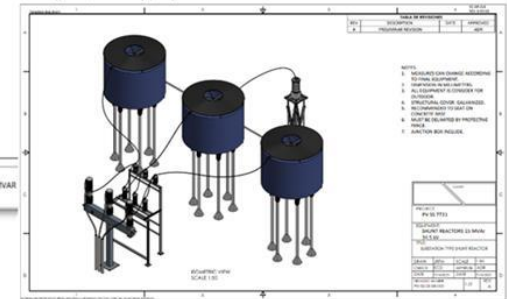


Fig. 1 Single line diagram, Reactor Bank, 15 MVA



Service Portfolio

EPC Project Management +

Specialized Consulting +

We provide technical advisory to industries, utilities, and generators in the selection, design, and integration of power quality and reactive power solutions, based on real operational needs:

- Compliance with Electrical Regulations
- Reduction of Unplanned Production Downtime
- Savings in Electricity Costs
- Increased Productivity (Steelmaking and Renewable Sectors)

Electrical Studies +



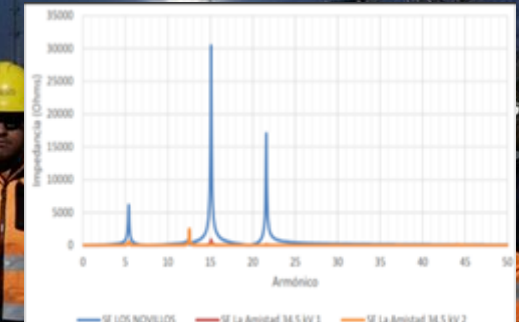
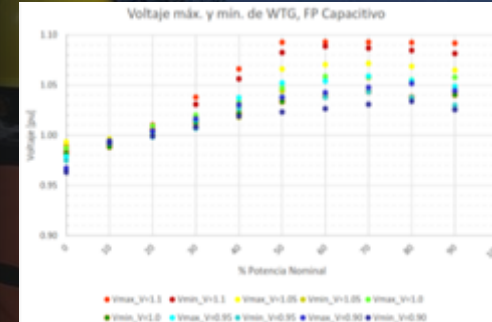
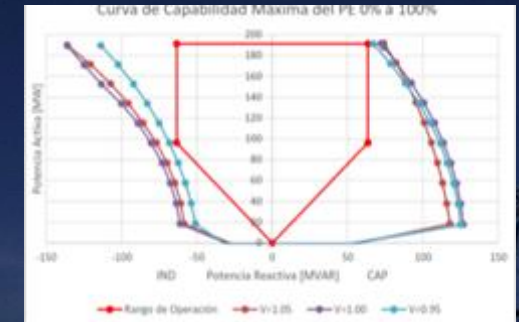
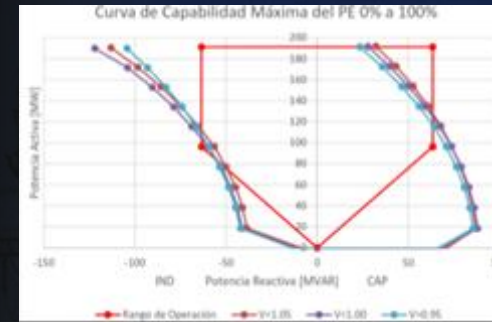


Electrical Studies



We perform traditional studies (short-circuit, power flow, harmonics) and specialized studies (grid integration, power quality, transients) to size optimal solutions:

- Compliance with Grid Code
- Power Flow [DIgSILENT, EASY POWER, ETAP]
- Power Quality [DIgSILENT, EASY POWER, ETAP]
- Dynamic Modeling of Electrical Networks [PSSE and EMTP]



EPC Project Management +

Specialized Consulting +

Electrical Studies +

Regulatory Consulting +

We support our clients in complying with the Grid Code and other regulatory frameworks. We actively participate in regulatory committees and have first-hand knowledge of the required technical criteria.

After-Sale Service +

Repair, Development, and Manufacturing of Power Electronics +



Specialized Consulting +

Electrical Studies +

Regulatory Consulting +

After-Sale Service +

We offer remote monitoring, specialized technical support, preventive maintenance, and ongoing training to ensure the sustained performance of our solutions:

- Preventive and Corrective Maintenance
- Spare Parts Supply
- Extended Warranty Policies

Repair, Development, and Manufacturing of Power Electronics +



Regulatory Consulting +

After-Sale Service +

Repair, Development, and Manufacturing of Power Electronics +

Our **R&D Center, CIITAP**, is capable of developing proprietary products and refurbishing critical electronics (variable frequency drives, drives, circuit boards). Our “boutique” manufacturing ensures precision, traceability, and adaptability:

- Boutique PCB development for customizable applications
- PCB manufacturing in low volumes or prototypes
- Repair, redesign, and improvement of power electronics boards for drives and inverters

 **Ciitap**
by 





Regulatory Consulting

+

After-Sale Service

+

Repair, Development, and Manufacturing of Power Electronics

+

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RENOWNED RESEARCH & DEVELOPMENT CENTER

At our R&D Center, we collaborate with leading universities to **foster innovation** in energy and electronics.

We teach **Power Electronics at the top universities of the country** and contribute to programs such as Energy Systems and the Master's in Smart Grids and Distributed Generation.

As Region 9 ambassadors for IEEE Young Professionals, we connect emerging engineers across the Americas.



Boutique PCB Development for Customizable Applications

Digital PCB Development

- Engineering hours contracted for schematic design, routing, and documentation using Altium.
- Design reviews, updates, and technical validation.
- Delivery of complete digital design package ready for prototyping.

Prototype Fabrication

- Production of prototype boards for quality and functional validation.
- Visual, electrical, and functional testing .
- Feedback integrated to refine the final design before mass production.

Final Product Manufacturing

- Batch production of PCBs and enclosures according to approved specifications.
- Assembly includes SMT and PTH processes, final testing, varnish, and packaging.
- CIITAP ensures full traceability, documentation, and quality control for delivery.

Engineering, Integration and Comissioning of **Power Control** and **Monitoring Systems**

Protection, Control, and Measurement

Design, engineering, manufacturing, and
integration of electrical panels for medium and
high voltage substations.

Each of our panels is manufactured and tested
according to our clients' standards.



dram

ADVANSA

Engineering, Integration and Comissioning of **Power Control** and **Monitoring Systems**

Services Offered:

- 17 projects including ONCOR, SDGE, National Grid, Puget Sound Electric, Lewis County, Versant, Moon Lake, Eversource, Canadian Nuclear Laboratories, Western Farmers, XCEL, Ameren, Arkansas Electric*, BG&E*, PG&E*, NY-SEG*, NV Energy* (ongoing).



TRAJECTORY

With **32 years of experience**, Diram has been a strategic partner to the **high-consumption industry**, where **more than 95%** have trusted us to solve critical electrical stability issues.

PROVEN EXPERIENCE IN THE **LAST 5 YEARS**



50+ FACTS projects executed in Mexico, the USA, and Latin America.



1,000+ passive and active harmonic filters in low voltage for industry.



7+ GVar in capacitor banks for renewable projects in the USA.



Founding members of the 1st Grid Code Reliability Advisory Committee of the Energy Regulatory Commission.



1+ GVar in capacitor banks for CFE.

Why Us?



Why Us?



CUSTOMIZABLE AND CUTTING-EDGE TECHNOLOGY

We design and manufacture innovative solutions tailored to the specific challenges of each electrical system.





Why Us?



BOLD APPLICATIONS FOR EVERY CHALLENGE

We specialize in solutions that meet the specific conditions and the most complex and demanding technical requirements.

www.diram.com



Why Us?



PROVEN LEADERSHIP IN FACTS SYSTEMS

With 50+ successful cases, we are the company with the most experience in implementing **STATCOM** solutions for industry across the Americas.



Why Us?



TECHNICAL EXPERTISE WITH A REGIONAL FOCUS

We have in-depth knowledge of local regulations, standards, and the electricity market conditions. We eliminate cultural and language barriers to ensure effective and transparent communication throughout the entire project.

Why Us?



BACKED BY OVER A CENTURY OF TRUSTED EXCELLENCE

As part of SSIH, Diram inherits Southern States' legacy of more than 100 years of reliability, innovation, and technical mastery in the power industry — combined with the strategic vision of an investment group that empowers niche technology leaders to accelerate the modernization of the global grid.



Why Us?



BACKED BY OVER A CENTURY OF TRUSTED EXCELLENCE

This powerful alliance gives our clients something rare in today's world: the strength of a century of proven experience — and the agility, service, and creativity of a boutique partner ready to adapt to the challenges of a rapidly changing world.



Who would you **trust** to operate the brain of your **power grid**?

+ About Us



Contact Us

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Mail: contacto@diram.com

LinkedIn: Diram

Instagram: [diram_mx](#)

Facebook: Diram

Address: C. Libertad 325, Casco Urbano, 66200 San Pedro Garza García, N.L.



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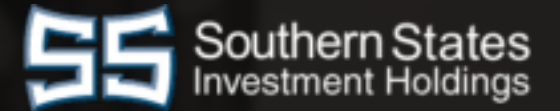


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Karla Ramón
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Esteban Fernández
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