

ET: What product portfolio do you have at ELMeasure, as well as what new innovations is ELMeasure determining to construct?

UA: We provide solutions for Measuring, Monitoring & Controlling electrical energy, gas and water. Our product range includes BEMS (Building Energy Management System) with complete automation and control features. To compliment it we have products like Prepaid Energy Meter with an option to integrate process parameters with electrical parameters and protection, Power Distribution Unit, Multifunction Meters, Digital Panel Meters and control products such as Compact Demand Controllers with 4 relay output and 4 row LED display meter with auto scaling, Power Factor controllers, Motor Protection Systems, Earth Leakage Relay etc. Most of our products can accept digital input for cost effective networking, 4 digital outputs with full flexibility for controlling. Another unique product is 'Gen Pro', a Generator Monitoring Unit with a dual display system.

ELMeasure has diversified into Building Energy Management and offer wireless solutions for lighting, battery, water, HVAC control etc. A partnership is being forged with another Bangalore based company to provide a wider range of wireless products under the brand name of CLEON.

ET: EL Measure has three states- of-the-art manufacturing assemblies in Bangalore, Coimbatore and Dehradun, where time and monitoring and control products for energy management are developed? What are the latest technologies the company is foregoing in it?

UA: ELMeasure considers itself as a leader when one considers expertise in the field and the current technology being implemented in our testing and measurement equipment. Many products introduced into the market by ELMeasure have the distinction of being the first of its kind introduced into the market by an Indian Manufacturer. The pace at which we introduce products into the market is another factor that proves that ELMeasure possess product expertise and knowledge and hence able to deliver for our customers. Products such as Dual Source Prepaid Energy Meter with an option to measure Electricity, Water and Gas, Gen Duos with dual display system developed for the generator industry etc are some of the unique products developed recently by ELMeasure.

ET: What is the R&D block of ELMeasure for Indian market? How does it percept to fatten this division in the upcoming Five years?

UA: We have an in-house R&D facility recognized by DSIR, Govt. of India for both hardware and firmware development in sharp difference to many of our competitors. Our products are built on the latest platform providing our customer with unique features and solutions. Customization and tailor made solutions are possible because of the R&D team. Our R&D team has developed world class products and we can boast of being the "No 1" as far as the product range, quality and superiority is concerned. Our products have obtained Trade mark, CE certification and UL certification. This has helped us to market our products to Europe and American

Managing Energy through Conservation



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Over the last couple of decades India has been the epicenter of consumer demand fuelled by a phenomenal GDP growth. While demand increased across all sectors, demand for high technology products, specifically electronic products has registered significant growth and going by current estimates, the demand for electronics hardware in the country is projected to triple by the year 2020. This creates a unique opportunity for companies in Electronic System Design & Manufacturing sector to look at India as their next destination to cater to the domestic Indian demand as well as act as an export hub. Today, electronics account for the second highest foreign exchange outgo after petroleum products, in India's import bill. This opens up umpteen opportunities for local designers and manufacturers to tap. Given the background Ubayathulla A., General Manager, Research and Development, ELMeasure India Pvt. Ltd. speaks to ELE Times on diverse issues relating to the company. Excerpts.



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continents. We have big plans to strengthen our R&D unit by recruiting new talent and by providing a state of the art R&D facility at our upcoming plant in Devanahalli, Bangalore.

ET: What kind of sales network do you have in India? Please respond with emphasis on market concentration.

UA: We have an extensive dealership network spread across India in addition to our sales office located in major cities in the country. We make sure that our resident sales and support engineers are present in all the industrial pockets of the country to provide timely sales and service support to our customers.

ET: Apart from providing solutions to customers, what value added services do you provide?

UA: We believe that it is important for our customers to have information about their energy usage before making decisions regarding energy management programs which enables customers to make wise, informed decisions. Hence we provide our customers services such as energy audit, project consultation, estimation etc.

ET: IoT is going viral globally. Does ELMeasure have a portfolio for driving next-gen IoT?

UA: ELNet is ELMeasure's Energy Management System (EMS), distributed PC based and Web based data acquisition and monitoring software tool used to check the performance of electric utility grids to monitor and optimize the performance of the generation and/or transmission system.

This system is used in any organization to achieve energy efficiency through well laid out procedures and methods, and to ensure continual improvement, which will spread awareness of energy efficiency throughout an entire organization. The system will collect all electrical data like Voltage, Amps, Power factor, THD, Individual harmonics, peak demands from multifunction meters that enables necessary actions and correction at the right time. ELNet is a Client Server based EMS, user can access the data online or offline and even generate the reports from any PC in Local Area Network. There are four different modules available in the system called as Configuration, Online, Data log and Reports. Energy Billing System (EBS) is a standard feature available in the ELNet software. Here software also takes care of both grid and Generator supply if dual source energy meters are networked. Our Web enabled software enables the Industry from different locations to simultaneously measure, monitor and control. Web enabled software also helps the consumer to utilise the offers maintaining the data base with ELMeasure server and gives technical evaluation and remedy across the globe from our Head office at Bangalore. We offer different media of communication to collect the data from any brand of meter and prepare a report to management in terms of efficiency, productivity, excess usage, breakdown warning etc.

ET: Who are the competitors and how are they challenging ELMeasure in the Indian Market?

UA: We have many competitors in the metering sector in the Indian market and they pose a big challenge vis-à-vis pricing rather than quality and functions of the product. We are regarded as a trend setter in the market and we utilize our time with the customers in understanding their manufacturing process, the challenges and problems encountered and appropriately leveraging our products and solutions to them so as to enable them realize energy savings.

ET: What is your opinion on making India the next electronic manufacturing hub? What is your vision that can drive hostile electronics manufacturing in India?

UA: India is poised to become the next electronics manufacturing hub and the government's support is imperative to take the country to the next level. We believe that the electronics industry can create an ecosystem in India, including High Tech manufacturing of Electronics subsystems and Electronics Manufacturing Clusters which can provide employment to 30 million people in the next 10 years. We believe India is moving in the right direction and appreciate the government's initiatives to enable India as the manufacturing destination with continued focus on building more Greenfield electronics manufacturing clusters and incubation centers and promote the idea of entrepreneurship and innovation.

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India is an eminent market... (Contd from Page 52)

customers and be there to guide them. By doing this we believe that we are reducing the uncertainty, the time and the cost involved in building a solution.

OMRON provides complete end-to-end automation solutions for the packaging industry. We have integrated solutions that include advanced controllers, vision, safety sensors and robots catering to all basic and advanced needs of a packaging machine.

ET: How does your customers benefit, and how it will enhance your relationship with your customers?

SG: Since ATC is a state-of-the-art facility for the customers to help them make the best of their investment in industrial automation, so I am sure it will surely help in further strengthening our relations with our

customers- both OEMs as well as the end users. After seeing demo offerings the customers are keen to have a detailed discussion and have started sharing specific issues/ challenges, to which we are providing customized solutions.

Other factors such as Omron's strong application engineering support, pan India sales presence, engineering capability, widely spread network and proactive after-sales support also play a key role in strengthening our relationship with our customers. Another important part of customer relationship management is Training. OMRON provides training courses at our training centers, on-site and customized training in line with specific needs.

ET: Omron bet towards their competitors who are furnishing in the same segment of the industry?

SG: We can provide a superior value to the customers because of our integrated approach, ATC, and global experience.

ET: How do you see the Indian market altogether in the upcoming 5(FIVE) years?

SG: The market is expected to grow immensely. As mentioned, India is witnessing an increasing demand in the industrial automation segment. The automation market has seen significant changes in dynamics over the years. For instance, the demand of new technologies and applications has spurred the India automation and control systems market.