



Mr. Babu TK

**Q. Elmeasure India is being one of the leading providers of energy management solutions & has a significant market share for energy management products, how did Elmeasure India manage this bounteous growth?**

ElMeasure is a solution driven company that focuses on Energy Management. Some of the main reasons for the growth we enjoy directly attributed to the products and solutions we deliver that are designed with our customer in mind. A rigorous push for quality and after sales service is the mainstay of our business enabling us to keep our customers happy. Our cutting edge technology that showcases products built on the latest platform making several of our new products a first in the country. The above reasons have enabled us to be one of the leading providers of Energy Management Solutions in the country.

**Q. What is the overall outlook for Elmeasure India & brief us about Elmeasure India's global & domestic presence?**

The skyrocketing price of energy and the ever increasing demand has had a significant impact on the bottom line of any business. ElMeasure being in the energy management field has seized this opportunity and has developed innovative products and solutions using the latest technology for different industrial applications. This has helped us to chart a new growth strategy for ElMeasure and today we are regarded as the second largest organization in metering and energy management business in India. With domestic success and with quality products, we have set out to expand our business globally. ElMeasure now has a presence in over 35 countries with Japan being our major

# Elmeasure :

## The innovation driven growth

export market.

We have now moved to a new state of the art manufacturing facility measuring close to 60,000 Sqft in a 3-acre plot at the Hardware Park launched at Devanahalli near the Bangalore International Airport. The new facility houses the magnetics and meter manufacturing facility along with the R&D set up, Sales and support functions.

**Q. How about Elmeasure India's initiatives in energy management space? Which are your focus areas?**

We have developed ideal solutions for all types of consumers such as the Light & Heavy industries, commercial sectors such as Shopping Malls/ Arcades, Business Centers, Power Generating Stations, Education, Hospitality and much more. We have now diversified into Building Energy Management System and offer wireless solutions for Lighting control, Street Light Management System, and Water Management etc.

**Q. What are the market opportunities for Elmeasure India products in India? How do you plan to position these products?**

Supply and demand scenario in India in the power sector is completely out of balance and power cuts are rampant all across the country. The cost of generating energy is much higher than managing what we already have. ElMeasure's solution can perfectly help bridge the gap. Energy management is the need of the hour and our product and solution can be used where energy is consumed making the market potential exponential. Our new product the 'Prepaid Energy Meter' with 3 in 1 solution with an option to integrate water and gas has received an overwhelming response from our customers in India and abroad. This product is well positioned to drive our growth in the coming year.

**Q. What is your marketing strategy for the Indian market?**

Brand ElMeasure has recently gone through a transformation and today we are proud to say that we are a company that provides our customer with infinite possibilities to manage energy. Our strategy is to promote the concept of Energy Management and explore application areas in a power utility. 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 realize energy savings.

Our technology speaks for itself and today we as a company is moving energy management from a wired to a wireless solution. Our

products and solutions are scalable, user-friendly, and cost effective with an average ROI of twelve months.

**Q. Can you please elucidate the contribution of R&D to the success of Elmeasure India products?**

We have an in-house R&D facility recognized by the Department of Scientific and Industrial Research (DSIR), Government 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 that stands behind us and delivers consistently. 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 are concerned. Our products have obtained Trademark, CE certification and UL certification. This has helped us to market our products to Europe and American continents.

**Q. Brief us about the quality policy for the business?**

Quality is the mainstay of our business and the same is pushed at all levels of the organization. We are an ISO 9001-2008 company with a majority of our products having UL or ETL certification. As mentioned earlier one of the reasons for our growth in the industry is purely because our customers realize that ElMeasure stands for Quality and the best after sales service.

**Q. Can you brief us more about Elmeasure India's top line product range?**

Our product range includes BEMS (Building Energy Management System) with complete automation and control features. To complement 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 net-

working, 4 digital outputs with full flexibility for controlling.

Our recent launched products like Automatic Changeover with Current Limiter (ACCL), Gateway, Multifunction Load Manager (MCLM), Converter, etc have been well received by our customers.

**Q. What do you think are the strengths of energy management industry & How it is positioning itself against the global market?**

In India, the Energy Management Industry has the expertise to develop and render quality solutions. The focus on R&D has helped us to churn out quality products that the market requires and the fact that Japan remains our major export market speaks volumes on the quality of our products.

**Q. Please highlight the Global perspective of energy management industry and what is the differentiating factor?**

The global market is similar to Indian one even though there is a narrower demand supply gap. Hence there is a lot of scope for Energy Management in the global markets. Energy Losses contribute to excessive expenses which eventually erode the profits of any organization. Therefore Energy Management is the need of the hour all over the world.

**Q. What are the key technological trends that are driving energy management industry?**



Energy Management System with automatic control features and wireless communication, on-line monitoring and data acquisition with SMS and email alerts are the key technological trends that are driving the power management industry.

We have leveraged the Internet of Things (IOT) concept to provide innovative solutions to our customers. Our textile energy management system is tailor made for the textile industry and helps in reducing energy consumption, improves productivity and helps the customer to be more competitive in the global market.

**Q. According to you what is the forecast for the Indian energy management industry?**

The Indian power management industry is poised for rapid growth as the power situation looks grim with the ever increasing gap between demand and supply. There is a large room for credible players in the market in the long-term and they will always be sought after. This situation augurs well for our future growth.

**Q. According to you what are the factors affecting to your business?**

- The fluctuating value of the rupee makes it difficult to source quality components in the international market.
- Cheap products that is flooding the market. India is price sensitive and many are lured to it but soon realize that it fails to deliver.
- The Unethical and unprincipled competition indulged by some in the pursuit of quick profits.
- Government policies which are not favorable to the growth of manufacturing industry.

**Q. What are the issues you need to address that are related to energy management industry?**

A strong push for energy management is lacking in the country that already suffers from an energy shortage. Power is essential to fuel economic growth and every unit saved is a unit produced.

Hence a strong energy management policy will effectively narrow the existing gap between supply and demand. ■