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When looking at energy management, which aspects do you give importance to; and why?

Energy efficiency is playing an increasingly important role in industry. Rising energy prices, increasing pressure to improve profitability and the growing awareness for climate protection are important factors giving need to the introduction of an energy management system.

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The EMS system seamlessly plugs in to Excel. It turns detailed, raw energy-consumption data into useful charts and figures. You can use these charts and figures to visually identify: When and where you’re wasting energy, how much energy is being wasted, progress made in reducing energy consumption etc. Trying to save energy without seeing this information is a bit like trying to get somewhere in a strange city without any road signs or maps. Visually analyzing your energy-consumption data helps you to figure out where to start your energy-saving efforts, where to go next, and how to monitor ongoing progress. It creates the core of all serious energy-saving efforts.

What are the priority areas that must be addressed to achieve the development agenda in the energy sectors?

Electricity is crucial to fuel the economic growth of the country. The country is on the fast trajectory of development but to keep the momentum of growth high, availability of uninterrupted power is a must. This is required to propel the growth of every industry. There are many road blocks in unleashing the full potential of India’s power sector. They are fuel availability, poor financial health of state discoms, complex and expensive land acquisition process for new power plants etc. Renewable energy is also not being tapped to its full potential due to high costs. These issues must be addressed on priority by the government.

What are some of the major trends in the automation adoption worldwide?

The adoption of smart building automation solutions worldwide is particularly positive due to a combination of policy and business dynamics, which help drive market awareness of the business value of these solutions and as a result the market demand. There are also growing regulations at the local, regional, and national levels driving awareness of the benefits of energy efficiency and energy benchmarking. In addition, a number of large corporations have made commitments to sustainability and energy management. Smart building solutions are attractive tools for energy management because they provide visibility into system-wide operational and energy efficiency and also provide tools for analyzing, tracking, and communicating the impact of energy-efficiency improvements.



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Which are the major sectors where EI-Measure finds most of its customers in India and abroad?

All Industries are electricity dependent for their operations. Constant monitoring of electrical parameters such as voltage, current, frequency, energy, power, etc., will go a long way in optimizing energy utilization. It is important to remember that energy is scarce and expensive. Therefore, it must be used efficiently. Where the volume of production is high, measurement of energy usage through a panel becomes significant. Measurement of energy usage will help detect areas of wastage and facilitate taking corrective measures.

EIMeasure with this in mind has designed and developed products that are ideal for any Industry or Service sector that are large energy consumers, having large monitoring area, multiple distanced locations and facing frequent breakdowns/ production interruptions. EIMeasure has contributed its service to Application-Industries like Aeronautics, Automobile, Cement/ Building Material, Chemical, Engineering, FMCG, Food, Beverage & Distillery, Genset Manufacturing, Watch Manufacturing, Glass, Paper, Pharmaceuticals, Steel/ Foundry, Sugar, Textile/Spinning, Refinery, Tea etc. It also has made an impact on service and other Sectors like Airport, Information Technology, Power generating Station, Telecom, News Paper, Commercial /Residential Complex, Educational Institute, Banking, Hospital, Hotels etc.,

With the changing scenario in the power sector, what are the new potential segments for you?

EIMeasure in addition to providing energy management solutions has now diversified into building management and offer innovative solutions for lighting control, water and energy management using wireless technology that can be easily integrated with BMS for any type of building without disturbing the present wiring system. With the smart cities project coming up, we are very excited with the opportunities that will prop up.

What are your priorities for the Indian market and your vision in the next two years?

The flourishing realty business coupled with high energy prices has increased the demand for Prepaid Energy Meters in India and other developing countries particularly in Africa. EIMeasure being in the energy management field has seized this opportunity and has developed innovative prepaid metering solutions using wireless technology. EIMeasure's Prepaid Meters offers three in one solution for measuring Electricity, Gas and Water. We have already bagged some of the prestigious projects in India and abroad which speaks volumes about the quality of our products.

We have now moved to a new state of the art manufacturing facility measuring close to 2,00,000 Sqft in a 3 acre plot at the Hardware Park launched at Devanahalli near the Bangalore International Airport. A growth strategy has been plotted for EIMeasure for the next five years. Vertical integration, acquisitions, product development, and new horizons in product offerings are part of the plan being designed for the future.

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