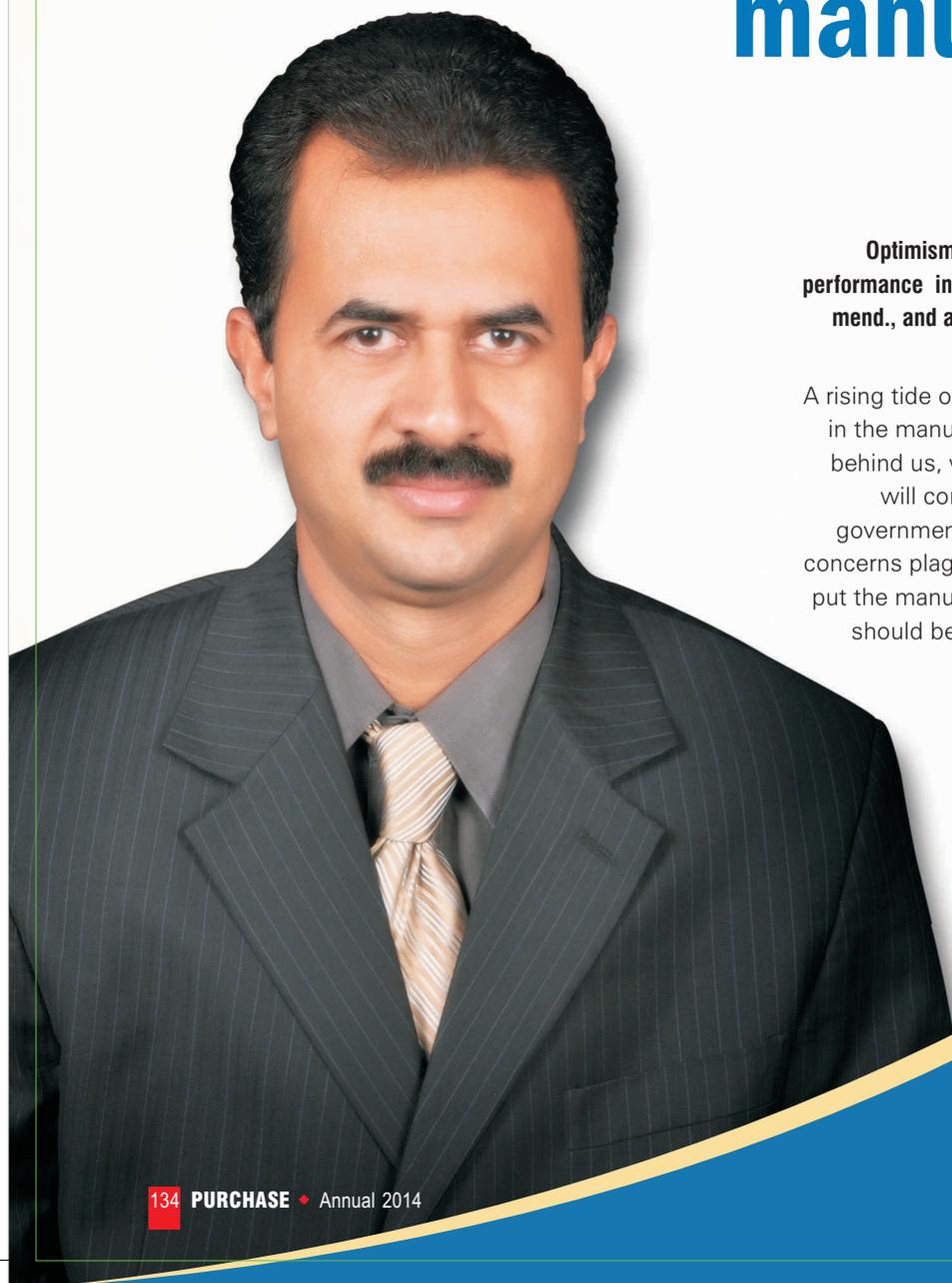




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Optimism is high of a turnaround in Indian manufacturing performance in 2014 -- given that global economies are on the mend., and a new government at the centre brings renewed hope. Your views on this.

A rising tide of positive factors bodes well for a rebound in the manufacturing sector. Even as the worst seems behind us, we must not forget the challenges that we will continue to face in the coming year. The new government must quickly address some of the policy concerns plaguing the industrial sector. We also need to put the manufacturing sector on a growth path and this should be the urgent focus of the new government.



Mr. T. K. Babu
CEO
EIMeasure



The rupee is gaining strength and expected to do even better by year end. Impact of this on your industry and your growth performance this year

The strengthening of Rupee would definitely auger well for our growth prospects this year. We expect to save a quite in procurement cost of raw material. We have planned for a major global expansion with a manufacturing unit to be set up in USA in 2 years time. Our products have received the UL and ETL certifications which is set to give a fillip to our exports to Europe and the American continents.

What are the growth challenges and opportunities you see in 2014. Outline your company's road map for investments, innovations and new business focus

The push to going green and ever rising cost in the production of electricity and yet the scarcity of the same make energy management a must for future success. EIMeasure being in the energy field has seen incredible growth due to scarcity of energy globally. The lack of energy to meet demand has forced people to monitor and measure consumption both internally due to cost factors and externally by government agencies. EIMeasure sees great potential in the industry for testing and metering instruments in the days ahead.

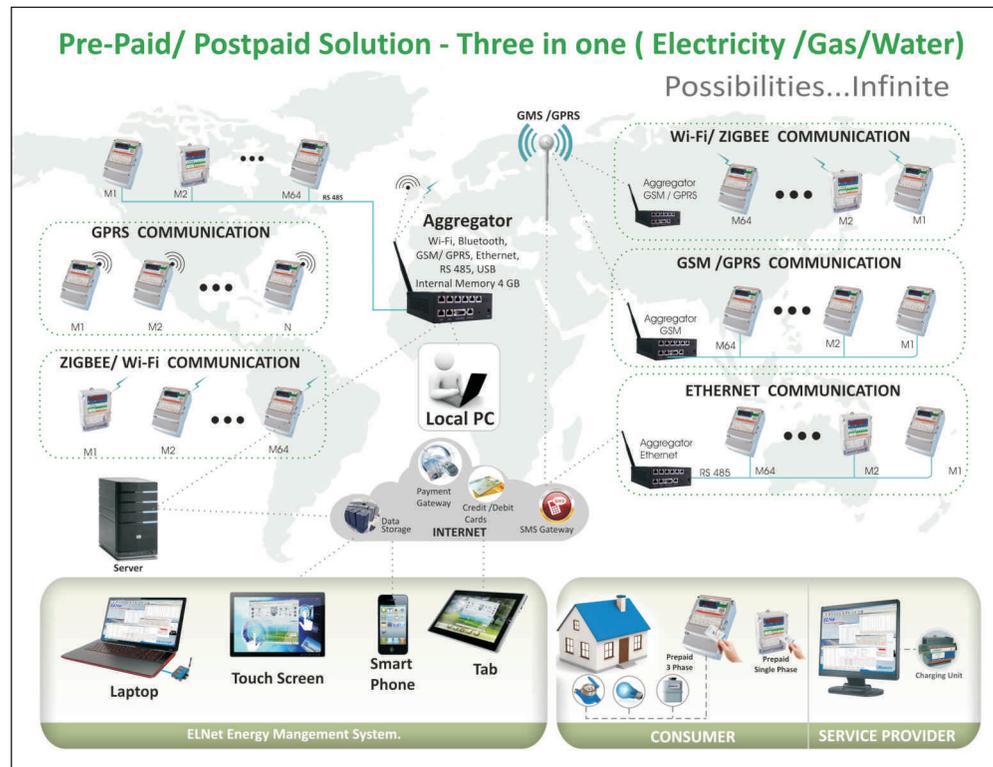
We are living in a world where incorporating technology such as automation at home and workplace is becoming a universal expectation. This is made practical with the power and exhilaration of the digital world. EIMeasure has launched Building Management System (BMS) in technical collaboration with a well known Japanese company. It is a computer-based control system installed in buildings that controls

and monitors the building's mechanical, process and electrical equipment such as ventilation, lighting, power systems, fire systems, and security systems.

We have given solutions to industries to integrate process parameters along with electrical parameters in our Energy management system where as the user has to depend on two different devices for automation. Any industrial building / houses need to have automation, remote monitoring and control, alarms etc. What we offer is a unique BEMS (Building Energy Management solution), which are accessible/ controllable from multiple location/hierarchy. Whereas any other solution today is only BMS with energy management monitored separately with single location control. EIMeasure uses expertise of our energy management with expertise of Japanese technology for Building management. For any points below 5000, EIMeasure can offer very cost effective, more reliable, multiple levels of monitoring and control.

Global investor confidence in India is at a low. What in your opinion is the need of the hour to reverse this trend.

I think the government of India needs to work on instilling confidence in the overseas investors as they have done a very poor job recently, which has affected investor confidence. The government needs to look at economic reforms that have been pending for a long time and remove a sense of policy paralysis which will help investor confidence. Provide more incentives to small and medium scale business to improve exports. Provide a platform to engage more international buyers and improve the image of BRAND INDIA.



Any new product development, launches planned for this year ?

EIMeasure has developed innovative solutions for lighting control, water and battery management using wireless technology that can be easily integrated with BMS for any type of building without disturbing the present wiring system.

The prepaid Energy Meter is being launched with GSM / GPRS communication with a lot more innovative features. The future trend being wireless, we have planned to launch Multifunction Meters with Zigbee communication and products with LCD, TFT and Touch Screen displays etc.

Any recent achievement, milestone achieved by the company that you would like to share with us.

Our journey over the past nine years has been incredible on many fronts. Our journey tells the tale of a small unheard company that beat every odd of survival, and built an

international brand name in nine years. We were a small group of people that came together for a common purpose of conserving energy and helping our society. In our quest to conserve energy, EIMeasure put out a basket of products that were technologically advanced, defied industry standards, with software to provide state of the art energy management solutions to our customers. Our determination and our hard work put out products and features like the Dual Source Prepaid Energy Meter with an option to measure Electricity, Water and Gas and has multiple communication option like RS 485, GSM/GPRS, WiFi, RF card etc, Gen Duos with dual display system developed for the generator industry etc are some of the unique products developed recently by EIMeasure. We have also received the Research and Development recognition from Department of Scientific and Industrial Research (DSIR) Government of India.