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- Training Centers
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- Laboratory & Analytical Equipment
- Hospitals, Ultra Sound, MRI
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- Hotels & Hospitality
- Telecommunications
- Offices
- Accountants, Architects, Lawyers etc.
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from the **President's Desk**

We have lost two Doyens of Electronic Industry in AP. Mr. Madan Mohan expired on 27<sup>th</sup> November '05 and Mr. DVS Raju on 8<sup>th</sup> December '05. We deeply mourn their death.

In spite of the efforts of the Association, proper land for setting up of Electronic Hardware SEZ could not be identified. In the meanwhile the members who are not particular about SEZ were advised to apply for land in the existing model hardware park to APIIC for allotment since the rates fixed by Government are going up day by day.


The vendor development programme organized at NFC guest house on 21.10.05 was successful. One more such programme will be organized for Defense Laboratories in due course.

Lot of encouragement is given to good SME's by various Banks. Members can utilize the facilities extended by them. The Association can help them in organizing meetings with appropriate authorities.

The Gitex India 2006 is being organized from 11<sup>th</sup> to 13<sup>th</sup> January 2006 at Hitex International Exhibitions Center, Hyderabad. A Trade show on hardware industry is also being organized. ELIAP will be show casing the hardware electronic industry under ELIAP pavilion. We have already reserved 23 stalls of 9 sq.mtr each for the Industries who have confirmed their participation. Some of the Members who missed the opportunity may contact ELIAP office immediately for booking. This is the first time a focus is being given to show case hardware Industry and many Government Officials / Politicians will get an exposure on hardware which will help our Members in future discussions with government on allotment of land etc.

We are also associating with CII in organizing a conference on Hardware & ITES on 12<sup>th</sup> January, 2006. Members may put forward their suggestions on "Electronics Hardware Industry & its continued importance to India" a topic given to the ELIAP's President to speak upon. Members are also requested to participate in the seminar (venue : CII Sohrabji Godrej Green Business Centre, Hyderabad). Detailed programme will be sent by CII.

I wish all members and their families a prosperous Happy New year & Pongal.

  
L. Satyanarayana  
President

### ELIAP – NSIC Vendor Development Programme for NFC & ECIL



Mr. G.P. Srivastava CMMD ECIL and Mr. R. Kalidas CEO NFC inaugurating the Exhibition.



Mr. L. Satyanarayana President ELIAP, addressing the Exhibitors.

Electronic Industries Association of A.P (ELIAP) and National Small Scale Industries Corporation (NSIC) have jointly conducted a vendor development Programme for industries at NFC Guest House on 21.10.05. ECIL, BEL, NFC, S.C. Railways and other Govt. Organizations have participated in this exhibition. In this connection CMD of ECIL Sri. G. P. Srivastava said that this type of programmes will encourage small industries for their development. India will stand in a position to compete with other countries and stand in No. 1 position in future he added. He explained the development of electronics in India to participants Nuclear Fuel Complex (NFC) chief executive officer Sri. R. Kalidas explained about the need of this type of vendor development programmes. Vendor Development Programme is one of the important activities to promote ancillary industries to accelerate industrial activities in their own business. He also added that this type of VDP's would give initiation to small-scale industries to compete in the competitive market. The important aspect of this programme is identifying vendors to establish the appropriate linkages to the major plants for understanding their requirements. This type of VDP's will give business opportunities to small-scale industries and give boost to their regular activities Sri. Kalidas added.

ELIAP president Sri. L. Satyanarayana appraised the need of this type of programmes to participants. He also congratulated industrial people for their participation in this exhibition. General Manager NSIC Sri Anand Kumar explained the promotional schemes of NSIC for the better promotion of SSI's. ELIAP Hon. Secretary Sri. G. Srinivasa Rao stated that Efftronics systems has won the best stall award and Quality photonics won the second best stall award during this exhibition. ECIL Director Technical and Vice President ELIAP Sri. GNV Satyanarayana proposed vote of thanks at the end of this Programme.

Members Presented to the Central Excise Help Centre Meeting

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## NSIC SME's Meet at with SIDBI

NSIC has conducted a SME's meet with SIDBI under Cluster Development Programme on 25.10.05 at NSIC Conference Hall. Mr. L.Satyanarayana, President ELIAP, Mr. K.Anand Kumar, G.M,NSIC, Representatives from SIDBI have participated in this meeting. SIDBI representatives apprised various new schemes launched by them.

The following are the salient points of the modifications / changes in SIDBI's direct finance schemes

- SIDBI has entered into strategic alliance with 10 commercial banks including Andhra Bank for Joint / Co-financing of the units in SME sector.
- Recent modifications / changes in SIDBI's direct finance schemes.
- SIDBI would be financing new units where the term loan requirement more than Rs. 50 Lakhs while in case of existing as well run units which have reported profit in the last 3 years and planning for expansion/modernization/purchasing equipment etc.
- Assistance would be considered normally above Rs.25 Lakhs but in deserving cases the same could be brought down up to Rs.10 Lakhs.
- Cases could be covered, wherever eligible, under CGTSI i.e. without any collateral security in case the assistance is around Rs.25 Lakhs.
- Andhra Bank also Provide working capital requirements /or big projects requiring joint financing/co-financing.
- During the meeting itself individual entrepreneurs can discuss financial requirement for their project.
- They can seek prima facie whether they are eligible for assistance or not and then they can obtain the application forms and submit to us at the shortest time possible.

## Awareness Programme on Clustering for Competitiveness



Mr. N.J. Rao, Mrs. Madhu Vasanthy addressing the Members.



Mr. K.S. Venkatagiri making his presentation to the presented members

On 4<sup>th</sup> November 05 ELIAP Organized a awareness Programme at IETE Conference Hall on "Clustering for Competitiveness" by CII Andhra Pradesh Chapter. Mr.K.S.Venkatagiri, Counselor, CII. Made a presentation on the concepts of Cluster Development. Mr. Mahesh K Desai, Convener, CII, AP SME Panel, Mrs. Madhu Vasanthy, Deputy Director, CII, Chennai, Mr. Ramesh Datla, clarified the doubts of the members during the Programme.

## Visit to Hardware Park Sites and proposed sites

ELIAP 12 member delegation headed by Mr. L.Satyanarayana, President Visited Hardware Park and the proposed sites for the SEZ/Hardware Park on 14.11.05 along with Mr. K.Sathaiyah, Asst.Zonal Manager, APIIC. The delegation consists of Mr. G.Srinivasa Rao, Hon. Secretary, Mr. Suresh K Hebbar, Mr. Ashok Atluri, Mr.R.Venkatraman, Mr.Ramana Raju, Mr.K.K.Raju, Mr.Sita Rami Reddy, Mr. S.Promod, Mr.Ram Dass, Mr.Pradeep Agrwal, Mr.D.Venkata Rao.

## CCITI Sub-Committee Meeting

The CCITI Sub-Committee on Hardware Industry Meeting was held on 21.11.05 at IT Conference Hall, Mr. Gopi Krishna, IPS Presided over the meeting Mr. L.Satyanarayana, President, Mr. G.Srinivasa Rao, Hon. Secretary, ELIAP were Present to the meeting. And apprised the committee about the various lands visited by ELIAP delegation. The recommendations made by this committee will be discussed in the CCITI Meeting.

## 33<sup>rd</sup> CCITI Meeting

The 33<sup>rd</sup> CCITI Meeting was held on 23<sup>rd</sup> November 05 at IT Conference Hall, AP Secretariat. Smt. K.Ratna Prabha, IAS, Presided over the meeting. Mr. L.Satyanarayana, President, Mr. G.Srinivasa Rao, Hon. Secretary, ELIAP attended the meeting. The CCITI examined the various issues related to IT, ITES and about the various alternative lands available to allot for the SEZ/Hardware Park in and around the International Airport. Hence we hope that the allocation of land may be decided in the next CCITI meeting.

## AAVISHKAR-2005

On 8<sup>th</sup> - 9<sup>th</sup> December 05 Arora Degree Collage has conducted two day Symposium namely Aavishkar - 2005 at FAPCCI Auditorium, Lakdikapool, Hyderabad. During the Programme an Exhibition was organized. Students from various colleges participated and exhibited several inventions and Electronics products. ELIAP Vice-president Sri. A.Madhavan was present as a Judge to the exhibition and awarded prizes to the students.

## Allotment of land in Hardware Park / SEZ near Hyderabad International Airport

The response from Members interested in land near new International Air Port is encouraging. Other members who are interested may contact ELIAP Office at the earliest as the second batch applications are going to be processed by the Government of A.P. very soon.

## Annual Subscription for the Year 2005-06:

Subscription Bills for the Year 2005-2006 have been sent to all the members. Kindly remit your subscription and arrears if any by way of crossed Cheque/ D.D. in favour of "Electronic Industries Association of A.P." on or before 31<sup>st</sup> January 2006.

## Advertise in ELIAP News Letter:

ELIAP NEWS Letter will be published bi-monthly in multi colour. About 1000 Copies will be circulated to all the members of ELIAP, other Electronic Industries, Concern State and Central Government Officials. All Central Laboratories, PSU's, Engineering Colleges in the State and to reputed Magazines etc.

**Sponsor's Page:** Sponsor will be given a full page Advertisement and space for write-up of their organization, Sponsor's page Rs. 12,000/-

**Tariff:** Full page Advertisement Rs.6,000/-Half Page Rs.3,500/- ELIAP requests all the members and industry associates to support and contribute to the ELIAP NEWS by sponsoring and advertising.

## Committee Members

### Office Bearers

Sri. L.Satyanarayana – President  
Sri. G.N.V.Satyanarayana – Vice President  
Sri. A.Madhavan – Vice President  
Sri. G.Srinivasa Rao – Hon. Secretary  
Sri. Suresh K. Hebbar – Jt. Secretary  
Sri. G.Raghu Raju – Treasurer

### Committee Members

Sri. T.Prabhakar  
Sri. N. Shiva Prasad  
Sri. U.Rama Krishna  
Sri. G.R.Manohara Reddy  
Sri. C.Babu Reddy  
Sri. S.Ravi  
Sri. K.Venu Babu  
Sri. Vineet Tibrewala

### Special Invitees

Sri. P.Kamaleswara Rao, Director, ETDC  
Sri. N.E.Prasad, Director, CETE

### Immediate Past President

Sri. A. Krishna Prasad

### Past Presidents & Permanent Invitees

Sri.Ramesh Datla                      Sri R.Venkatraman  
Sri .K. Vijayakumar Gupta        Sri. B. R. Rao  
Sri. M. B. S .Purushottam        Dr . S. S. R .L. Swamy  
Sri. R.N.Mittal

## ELIAP Welcomes New Members

Name & Address	Chief Executive	Products
<b>Megascan Electronics Communications Pvt. Ltd.</b> Plot No. 59, Ennar Gas Lane, Brindavan Colony, Dr. A.S.Rao Nagar, ECIL Post, Hyderabad - 500062 Ph:55211475 Fax:27142233 E-mail:megascan@rediffmail.com	<b>Mr. Swargam Ravi</b> M.D.	Coin Operated Pay Phones, PCO Call Monitors, Automatic Weighing Instruments
<b>Voltohm Electronic Equipments</b> B-5 Electronic Complex, Kushaiguda, Hyderabad - 500062 Ph:2712919 Fax:27126266 E-mail:volthomvee@yahoo.com	<b>Mr.P.J.Reddy</b> M.D.	SMPS, UPS and Invertors etc.
<b>Remote Sensing Instruments</b> Plot No.7, Type-I, Industrial Estate, Kukatpally, Hyderabad- 72 Ph:23078566 Fax:23079566 E-mail:kumar@rsi.bz	<b>Mr.B.V.Ramana Kumar</b> M.D.	Remote Sensing Equipments, Mobile Mapping Systems on GPS etc.
<b>Power Tech Services</b> #14 Part, Pragathi IDA, Bhavani Nagar, Kapra, Hyderabad - 62 Ph.:27125592 Fax:27122128 E-mail:contact@powertechups.in	<b>Mr.A. Bhaskar Rao</b> Proprietor	Online, Offline UPS Systems, Voltage Stabilizers, Invertors, Electronic Generators, Servo Stabilizers, Battery Chargers, CVTs
<b>ESSES ELTECH Systems Pvt. Ltd.</b> Plot No.99, Phase V, IDA Jeedimetta, Hyderabad. Ph.:23734888 Fax:23734889 E-mail:esses_eltech@yahoo.co.in	<b>Mr. P.S. Kumar</b> M.D.	Electrical and Electronic Control Panels
<b>Electro Circuit Systems</b> Plot No.28, Pragathi Nagar, Yusufguda, Hyderabad - 45 Ph.:23741343, 44 Fax: 23754580 E-mail:info@ecsonweb.com	<b>Mr. Y. Ranga Rao</b> CEO	CAD Designs, Commercial and MIL Grade PTH & Multilayer PCBs, Design & Development of Electronic Systems, Assembling, Soldering, Crimping & Fab. of Ele. sub-systems and Systems MIL Grade Ele. Components

## CONTACT ELIAP

**Phone**  
040- 27098390

**Fax**  
040-27090391

**ELIAP email IDs**  
president@eliap.org  
secretary@eliap.org  
eliap@eliap.org

**ELIAP website**  
http://www.eliap.org

## Subscribe for ELIAP News

Subscribe ELIAP NEWS letter by sending Rs.200/- in the form of Cheque /DD in favour of "ELIAP" payable at Hyderabad per annum.

**Compiled & Published By:** D.Venkata Rao Administrative Officer, on behalf of M/s. Electronic Industries Association of A.P. (Regd. No. 542/1971), IETE Building, O.U.Campus, Hyderabad - 500 007. A.P., Ph: 040-27098390, Fax: 040-27090391, E-mail:eliap@eliap.org, Website: www.eliap.org

**Design courtesy :** OSI Systems Pvt. Ltd., B-1, Vikrampuri, Secunderabad

## Forth Coming Events

### Participation in COMPONEX 2006

The "Componex/ Electronic India 2006" 11th International Conference and Exhibition of Electronic Components, Assemblies, Materials and Production Equipment, scheduled to be held at Pragathi maidan, New Delhi during 23-25 January 2006. Members interested to participate directly or on participation basis may contact ELIAP Office on or before 10.01.06

### International ICT Expo@ Hong Kong Convention & Exhibition ( Spring Edition)

The ICT Expo is being held from 14-17 April, 2006 at Hong Kong the main focus will be on the following:

- Telecom /Mobile /wireless
- Enterprise Solutions
- Computer Systems & Data Storage
- Linux
- E-Security
- E-Logistics & Retail Technologies
- E-Government
- Home-grown Technologies
- Trade Related Services & Digital Living

Attractive package is being offered to ELIAP members. Interested members may avail this opportunity to enter Chinese market. For details contact ELIAP Office before 10<sup>th</sup> January 2006.

### Canton Fair 2006

The Canton Fair 2006 is being held from 15-20 April, 2006 at Gangzhou, China the main focus will be on the following:

- Audio Video and Audio Visual Products
- IT Products
- Communication Products
- Business Automation Equipment
- E-Security Equipment
- Electronic Apparatus
- Computer and Pheripheral Equipment
- Computer Network Equipment and Software

Attractive package is being offered to ELIAP members. Interested members may avail this opportunity to enter Chinese market. For details contact ELIAP Office before 31<sup>st</sup> January 2006.

### GITEX India 2006 Exhibition from 11<sup>th</sup> to 13<sup>th</sup> January 2006

IT & C Department of Andhra Pradesh in Association with ELIAP decided to show case products from Hardware Industry located in Andhra Pradesh, in an aggressive way, since decision makers are not exposed to these products till now.

You may be aware that ELIAP is striving its best to get land allotted for setting up product specific SEZ near the new International Airport at Hyderabad.

All along Andhra Pradesh Government was focusing more on IT/ ITES sector and there is not much awareness about hardware. This year GITEX Exhibition will be focusing more on hardware in the main exhibition hall.

ELIAP will be putting up a pavilion for hardware sector and is planning to bring the VVIP's to this pavilion to get a glimpse of the products. Almost all stalls allotted to ELIAP have been sold out. Each stall will be 3 mtr x 3 mtr (9 Sq.mtr) area. The charges for each stall will be Rs.45, 000/- + 10.2% Service Tax.

ELIAP has taken a common Stall to facilitate the members to participate in this prestigious Exhibition on participation base and charging Rs.20, 000/- per table payable to ELIAP on or before 7<sup>th</sup> January 06. We are expecting you to show case your latest and innovative products, which can attract the visitors.

## Featured Companies

### Efftronics Systems Pvt. Ltd.

Efftronics Systems Pvt. Ltd.. a Technology driven InfoTech Company, was inspected in the year 1985. Experimenting and exploring the new avenues of Information Technology, the company is now dedicated to foster its business globally, to be pioneers in designing & developing sophisticated Integrated Systems built around the special areas we work and to occupy a superior place over IT solution providers.

The company offers the following product/services: Data acquisition products, Data dissemination products, Embedded Systems, Realtime Application softwares and Networking Systems.

Efftronics have a total employee base of 258, out of which 33% are technical staff which provide inbuilt R&D to our company. its products are indigenously developed and provide a strong customer support (service) in the areas of Data loggers, LED Display Systems, GPS based solutions, Battery monitoring unit, Train charting, Automation of Fuel control.

The company is having Clientel like Indian Railways, TISCO, BSE, FORD India, Hindustan Shipyard, NTPC. The company expanded its international market to Finland, Indonesia, Switzerland and Turkey etc.,

#### For Details:

E-mail: [vjwefftrons@sancharnet.in](mailto:vjwefftrons@sancharnet.in) Phone: 0866-2493375, 2473375

### Epsilon Electronic Equipment & Components Pvt. Ltd.

Epsilon was established in the year 1977. Since 1979 it has been dedicated to the manufacturing & supplying of a variety of Signalling & Telecommunication equipment ranging from Impedance Matching Transformers to Micro controller based systems. All products have been developed indigenously are type-approved by the railways, and have been deployed extensively all over India. Epsilon's R&D team has closely associated with the Indian Railways on various occasions of the development and modification of specifications for various products based on deployment experience from the field. Resulting in practical improvements in reliability of the S&T systems.

#### For Details:

E-mail: [eeectld\\_hyd@dataone.in](mailto:eeectld_hyd@dataone.in) Phone: 040-27123643

Website: <http://www.epsilonind.com>

### Future Tech

Future Tech group is involved in Manufacturing of Electronic Test & Measuring Instruments, Software Development, Portal and Web developments. One Stop Source for any range of Equipments for Electronics, Electrical, Computer Hardware & Software Laboratories.

**SOFT OFFICE:** An Integrated Office Management Software Suite Contact Management, back Office, Inventory, Marketing, Works Monitoring with various Smart Card/ Bio Metric Solutions

**FTAMS:** Time And Attendance Software with Payroll and Access Control

**CAMPUS:** A Total web based solution for Colleges, Students and Parents.

#### For Details:

E-mail: [info@futuretechinstruments.com](mailto:info@futuretechinstruments.com)

Phone: 040-27846422, 55319081 Fax: 040-27846401

Website: <http://www.futuretechinstruments.com>, <http://www.futuretechinfo.com>

### Graphicon

Graphicon is three decades old and engaged in the manufacturing of Font Panels, Industrial Stickers, Front Panels Stickers in polycarbonate, PVC Stickers, Tamper proof stickers, QC pass Stickers and various Lables according to customer requirements.

#### For Details:

E-mail: [graphiconhyd@yahoo.co.in](mailto:graphiconhyd@yahoo.co.in) Phone: 040-24607872, 24607871

### Gupta Enterprises

Gupta Enterprises is established in the year 1978. Engaged in the manufacturing of Emergency Lights, UPS, Investors, UPS for Cordless Phones and EPABX Systems etc. The company is having CDFD, Rayalaseema Alkalis, Dr. Batra Clinic and other Corporate Hospitals as its cusomers.

#### For Details:

E-mail: [sanjay\\_gupta5@yahoo.com](mailto:sanjay_gupta5@yahoo.com) Phone: 040-23296089, 9440452581

## Condolence Meeting

In fond memory of Our beloved Founder s Sri. M.Madan Mohan and Sri D.V.S.Raju a condolence meeting was organized on 9<sup>th</sup> December 05 at IETE Conference Hall. Sri L. Satyanarayana, President and several other members present have shared their feelings on this Occasion. A resolution was passed and sent to his bereaved family members. It has unanimously expressed to convey their deep sympathy and condolences to the bereaved family in this hour of sorrow and grief. On behalf of the Executive Committee and the members of ELIAP let us pray the god "May the departed soul rest in peace"



Late Sri M. Madan Mohan  
Founder President ELIAP  
(1914 - 2005)

Sri M. Madan Mohan founder President ELIAP has passed away On 27<sup>th</sup> November 05 at Hyderabad. 91 year old Mr. Madhan Mohan born in 1914, studied in Nizam's College, Hyderabad and took B.Sc. degree of Madras University. He studied BE (ECE), IISc., Bangalore and PG in RCA Institute and Brokoklyn Polytechnic, New York on Nizam's Govt. and GOI Scholarships. Started his career in Nizam's State wireless service and participated in the installation of two transmitters and studios by Marconi Engineers. In 1943-46 with his passion for indigenous technology he built outside Broadcast equipment both transmitting, receiving and audio terminal equipment

and organized coverage of events outside the studios which included the proceedings of inauguration of Tungabhadra Dam near Hospet. He also demonstrated successfully by building wireless equipment so that expanded with minimum cost and gestation period. The sequel of this was sanction of Nizam's Government to extend wireless telephony between Hyderabad and all Dist. HQrs. 18 transmitting and receiving and terminal equipments were built with components from army disposals after World War II. In 1950 his services were transferred to All India Radio where he held several responsible positions. He has to his credit the installation of more than 24 AIR Centres all over India under 5 years plans. He was the founder president of AIR Engineers Association and succeeded in the reorganization of Engineering services and betterment of Professional Status.

Taking premature retirement in 1968 he returned to Hyderabad to set up his own electronic Industry. He was Member of High level Committee set up by Govt. of AP for development of Electronic Industries in the State and arduously worked for the establishment of A.P Electronic Development Corporation and was the Member of the Board of Directors since its inception in 1981.

He is the founder President of ELIAP and encouraged establishment of more than 200 Industries in the State. The Hyderabad Centre of IETE established in 1973 is his dream child and he became Chairman in 1975-76 & 1976-77. He was elected as the Distinguished Fellow of IETE in 1994. He was instrumental in the establishment at Hyderabad, the Central Institute of Tool Design (UNDP Project), ATI Electronics (ILO Project) etc. In recognition of his services he has been honored "BHISHMA PITHAMAHA". He has also been honored by several Professional Bodies, Associations and Societies for his services to the society in several fields.

He is a multifaceted and respected personality and is actively associated with a score of All India and State Associations and holds important positions in education, industry, sports, cultural and social organizations and professional bodies. He was the President of Osmania Graduates Association and a moving figure in the All India Industrial Exhibition with whose beneficence 14 colleges and technical institutions both for girls and boys are run. He served on the Board of Studies of OU, JNTU. Member of Academic Senate and Executive Council of OU, Governing Council of Autonomous Engg. College of OU. He served on several Central and State Government Committees, like ministry of Industries, Ministry of Information and Broadcasting, State Committee on Science and Technology of Govt. Of A.P.



Late Sri D.V.S.Raju  
Past President ELIAP  
(1924 - 2005)

Sri. D.V.S.Raju Born on 24<sup>st</sup> June 1924, he studied until his graduation in Andhra Pradesh and then obtained his Post-graduate Diploma in Electronics from Madras Institute of Technology followed by a course in Radar Engineering from Marconi College in UK.

After his successful completion of education, Sri. D.V.S.Raju worked as Development Engineer in Furzehill Laboratories, Watford, UK and in Hydraulic Instrument Division, Central Water & Power Research Station, Pune.

He is the founder of ELICO Group of Industries with the distinction of being the first to start an Electronic Industry in Andhra Pradesh in 1960. He introduced the first Indigenous PH Meter laying the foundation for Instrument

Industry in Hyderabad.

His love for Indigenous technology made him to partornize know-how from various CSIR Labs through NRDC and DST. His passion for HRD in industry is impeccable.

Despite his rich experience and matured industrial vision, he is very simple in his attire and broad-minded in his thinking. He commands respect from the industry and the society. He was elected as President of Electronic Industries Association of A.P. (ELIP) during 1982-83. He was founder / President/ Chairman/ associate of many professional and industrial bodies and steered them to greater successes exhibiting his managerial abilities and progressive instincts. He was former Chairman to IETE, Instruments Society of India and many more organizations.

In recognition of his distinguished career in the field of Electronics and Instrumentation and his contributions to the Industry in Andhra Pradesh he was felicitated and received several Awards as a token of reorganization to his credit.

Finally Sri D.V.S.Raju has passed away on 8<sup>th</sup> December 2005. We pray the god may the departed soul rest in peace.

## Members in News

### ELIAP President representing in Indian Chamber of Commerce & Industry

Mr. L.Satyanarana , Vice Chairman & Managing Director, M/s. ECIL Rapiscan and President ELIAP was nominated as member of the Industry on Finance Expert Sub-Committee of Indian Chamber of Commerce and Industry, New Delhi.

### ELIAP Past President was representing in ESC South India Chapter

Mr. R.Venkatramna, Managing Director, M/s. PEC Manufacturing Company and Past President ELIAP was nominated as Co-Chairman of the Electronic and Computer Software Export Promotion Council South India Chapter which is starting its operations from Hyderabad. Sri.L.Satyanarayana, Vice Chairman & Managing Director, ECIL-Rapiscan was also nominated to the Committee as Member.

## Agenda

- Skilled Man Power development programmes through NSIC / GIOE /ATI etc.,
- Enrolment of New Members
- Arrears/ Out standing dues collection
- SEZ/ Hardware Park
- Formation of Electronic Clusters in the State in Association with NSIC
- Cluster for excellence for electronics industries with CII
- Participation in International Trade Fairs/ Exhibitions
- Preperation of Members Directory
- Development of ELIAP website

## RINGING IN SUCCESS

*Ringling in success has not been easy for Linkwell Telesystems, especially after the country's telecom sector was liberalised in 1993. But, over the years Linkwell has overcome challenges from established players to carve out its own niche, not only in the domestic market but abroad as well.*

A trading company to a manufacturing giant, one that is carving out its place in the global telecom arena, this is the story that Linkwell Telesystems has scripted. Today, the company's products under the brand name, **VISIONTEK** dot the countryside not only in India, but in more than 34 countries, including Sri Lanka, Malaysia, Sudan and the Congo. Its clients include not only the local PCO operator in the village but domestic telecom giants like Airtel, Hutch, Reliance and Tata Teleservices apart from global banking giant VISA International and VoIP companies like Sify and Net4India.



A. Krishna Prasad M.D.

Linkwell is a success story that has kept pace with the growth of the telecom market, not only in India but also in other developing countries. From a modest turnover of Rs 80 Lakhs in its first year of operations as a manufacturing company, Linkwell's turnover has leapfrogged to over Rs. 170 crores. Beginning from the now omni present pay phones, the company today has payphone products, SOHO (small office, home office) products, telecom terminal products and Banking (EMV and Non-EMV) products in its portfolio.

As company Managing Director, Krishna Prasad, says "At Linkwell, the focus is on staying one step ahead of our competitors. We design, develop, produce, market and support all our products." And, it is in keeping with this vision, the company emphasises on research and development. "Linkwell today believes in creating its own intellectual property," says Mr. Prasad. Each year, Linkwell spends 5 per cent of its revenue on R&D to ensure that it does not get caught lagging.

In fact, it was because of this focus on R&D that Linkwell was able to turnout in partnership with VISA International the first indigenously developed low-cost point of sale (POS) terminal in India. POS terminals are fast becoming the preferred way of processing credit cards, debit cards, cheques, smart chip cards, and other electronically submitted transactions in a traditional retail environment. The POS Terminal developed by Linkwell brought down the cost of their installation by almost 50 per cent as compared to machine supplied by

### The Linkwell Range

From simple payphone terminals for PCOs to GSM products, it has been a strong ride for Linkwell Telesystems. Today, their product range can be classified into the following:

- Payphone Terminals:
- Fixed Wireless Terminals
- Point of Sale Terminals
- Modems
- IP Products
- Customised Solutions and
- GSM Products

global giants like Verifone. "We had to redesign the machine to make it wireless, to get the requisite regulatory approvals" Mr. Prasad said.

The company has now developed a Terminal Management System, which is a GUI-based management system that enables tracking terminals of point-of sale terminals company wide and across geographical locations.

Linkwell is today a recognised name in the telecom related equipment segment. It has been honoured by leading organisations, industry bodies like ELCINA, FAPCCI and government organs like the Ministry of Information Technology and industry media organisations like Electronics For You and Voice & Data. The company's export efforts have also received official recognition. The Electronic Software Exports Council rated Linkwell Telesystems seventh last year, and it is a one-star export house, the recognition given by the Director General of Foreign Trade.

While the company itself has ISO 9001:2000 certification, besides meeting the telecom department's TEC specifications as also the standards specified by its customers, all the components it buys are screened according to standards. In fact, Linkwell's manufacturing facility in Hyderabad conforms to ISO 9000 standards, with filtered and pressurised air ensuring a dust free environment. Today, Linkwell employs over 400 people for its R&D, manufacturing, marketing and service activities, with offices in Bangalore, NOIDA, Mumbai, Kolkata, Chennai and other major towns.

On what the future holds for the company, Mr Prasad says things are today really taking off, and Linkwell will certainly be a partner in such growth. He visualises Linkwell as one of the top five hardware companies in the private sector in the country that will have made its mark on the global scene too. On the company's growth prospects, he says for the moment he wants to concentrate on the company's bottomline. "Managing growth is tough. I only want to establish good products and relations with people," he says.

## ePOS TERMINALS FOR PAUSELESS PROFITS

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