

# Interview

## **‘Focused on becoming the top Indian power backup and power conditioning company’**



Consul through Megatech is among the first Indian manufacturer of off-grid solar solutions

**Sriram Ramakrishnan**  
CEO  
Consul Consolidated Pvt Ltd.

Consul Consolidated Pvt Ltd, an ISO 9001 and ISO 14001 certified company based at Chennai started operations in 1985 in the field of power conditioning, manufactures Uninterruptible power supply systems, Voltage Stabilizers, Isolation and K-Rated Transformers and Lighting Energy Conservers. Now Consul is playing its role in providing green solution. Consul offers comprehensive power solutions for all types of requirements by developing top-of-the-line systems and products. The company currently has 2 modern manufacturing facilities located in Chennai, seven regional offices and 75 branch offices across India. In an exclusive interview to **Electrical India**, **Sriram Ramakrishnan** reveals that they have recently acquired controlling stakes in Megatech Power Equipment Ltd.

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**EI** What is the scope of Original Equipment Manufacturers in India?


The Opportunity for Indian Original Equipment manufacturers (OEMs) for providing power backup and power conditioning products is immense, given the frequency of power outages and the wide spectrum of power quality issues across India. Many products imported from overseas, typically run into reliability issues when used in India due to the type of power and site issues prevalent in most Indian sites. Products designed specifically for Indian conditions will be more reliable and this is an area of opportunity for OEMs in India. A major challenge for Indian OEMs is the limited ecosystem for electronics and electrical supply chain compared to China. The Government must play an important role in promoting industrial electronics manufacturing and support in terms of incentives for electronics R&D and manufacturing as this will be critical for Indian OEMs to compete against cheaper imported products.

**EI** Could you describe the product range and what strategies do you apply to promote them?

Consul is known for its wide range of UPS and voltage stabilizer products. Consul's range of products include UPS (Three Phase UPS (10 – 600kVA) and Single Phase UPS (1 – 10kVA)), Voltage Stabilizers (Servo Voltage Stabilizer (1 – 3000kVA), AC Voltage Stabilizer, Single Phase and Three Phase Voltage Stabilizer, Automatic Voltage Stabilizer, AC Voltage Regulator, Automatic Voltage regulator, Power Stabilizer and Power Regulator), K-Rated/ Isolation Transformer (Isolation Transformer, K Rated Transformer and Ultra Isolation Transformer), Energy Conservation Equipment, Frequency Converters and Solar Power Products.

We have recently acquired controlling stakes in Megatech Power Equipment Ltd a leading Solar Power Pack, Inverter and UPS manufacturer based in Pune. With Megatech, we can now offer a comprehensive portfolio of power backup and power conditioning products to ensure the optimal solution can be delivered for every customer requirement.

Our products are sold by Consul technical sales professionals to our enterprise and Original Equipment Manufacturers (OEM) customers and we are now looking to add channel partners to ensure we can get better coverage in Tier II, III cities and towns.

 **The iPEMS-ATM (Intelligent Power and Energy Management System for ATMs) is a modular full service suite product that can be deployed for both new ATM sites and as a retrofit for any existing ATMs.**

**EI** Can you share details about various power solutions and their applications? Do you offer customized products also?

Consul is a ISO 9001 and 14001 certified company with more than three decades of expertise in

developing customized power solutions to meet the specific requirements of various industrial and commercial applications. We offer power back-up and power conditioning solutions to the manufacturing sector, banks, oil and gas industry, hospitals, retail, hotels and infact wherever power backup and power conditioning is critical for business continuity. We work closely with our customers to develop tailored solutions. Recently, we have introduced two new power solutions- iPEMS-ATM and ATMSure which will improve the uptime and reduce operational costs of ATMs operated by public sector banks, private sector banks and ATM service providers. The iPEMS-ATM (Intelligent Power and Energy Management System for ATMs) is a modular full service suite product that can be deployed for both new ATM sites and as a retrofit for any existing ATMs. The iPEMS – ATM increases the ATM availability to as high as 97% to 98% and reduces the energy bills by 25% to 40% apart from eliminating the need to man ATM sites which helps reduce the operational costs of current ATMs by another 25%. ATMSure is the first UPS, designed specifically for ATM sites, it has a quick charge and deep discharge feature ideally suited for locations facing frequent and long power cuts. It is a cost effective and green alternative to Diesel gensets at locations which face extended power outages or low voltage issues with an ability to operate over a wide input voltage range without going to battery and also has a powerful charger to quickly recharge batteries after an extended power outage. It has a battery management technology which when combined with maintenance free batteries extends the reliability and useful life of batteries and thereby eliminating a major failure mode in the downtime

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of UPS used in ATM applications especially in rural and semi-urban locations. Similarly, Megatech also has an extensive range of back-up inverters used for emergency lighting applications in retail sector, hospitals and commercial offices and also has delivered over five thousand innovative Emergency Lift Operating System (ELOS) to ensure uninterrupted operation of elevators and lifts used in high rise buildings and apartments. The Megatech Inverters and ELOS with battery back-up provide a green, cost effective power backup alternative to diesel gensets.

**EI** What various solar products are being offered by you in the Indian market? Could you tell us the characteristics and advantages about solar energy storage system?

Consul's solar range of product includes Solar Power Packs, Solar Power conditioning units (PCUs), Solar inverters, Solar UPS, Solar MPPT chargers, Solar Photovoltaic Modules, Solar energy storage systems, String box monitors, solar control systems and remote monitoring system. Consul through Megatech is among the first Indian manufacturer of off-grid solar solutions which have been tested and approved to IEC Standards. Megatech has an installation base of around 3MW off-grid solar installations in India, providing us with a solid reference base to offer robust solar power products to our customers across India. Our range of Solar Energy Storage batteries when used with our Solar power products is designed to offer reliable, low maintenance energy storage for renewable energy applications.

**EI** In the similar range of competitive products how do you

manage to vouch for your products?

It is indeed a competitive industry. Our existence over the last three decades with demonstrated expertise in customizing power solutions, to meet the power backup requirements of our customers has been the key factor in sustaining the credibility. At the recently held Soft Disk (SD) 2012 awards, the only award for the Indian UPS (Uninterruptable Power Supply) industry, CONSUL was ranked as the No. 2 Power Electronics Company (PEC) in India by our customers and Industry peers. Our offerings ultimately meets the specific requirements of various industrial and commercial applications and we also assist our customers in optimizing their power consumption through innovative products. Our business does not stop at the point of selling products, we offer reliable pre-and after-sales services to our customer by supporting our products through our factory trained service engineers in over 75 locations, this helps us in retaining the brand credibility in the market.

**EI** What state-of-the-art technology is being used in your manufacturing facilities as well as the process involved for optimizing products?

We constantly look for ways to improve the manufacturing standards at our factory and also that of our suppliers. The focus is on quality inspection at incoming, in-process and extensive final testing procedures. Also, we run our manufacturing set-up with an ERP to ensure the planning, purchasing, quality and manufacturing process in hard-wired. We are also doubling our manufacturing capacity for our new products as well as the growth of our existing products. This new

facility will incorporate global best practices for industrial electronics manufacturing apart from providing extensive support for product testing including customer witness testing requirements.

**EI** Could you share about R&D and quality standards processes being pursued by your company?

Consul will leverage Megatech's power electronics product development capability with further investments in R&D and develop it as the power electronics center of excellence for Consul. Megatech is recognized as a registered R&D facility by the Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India. With the increasing problems due to power outages and quality of delivered power in India, a strong focus on product development and innovation will enable Consul to offer reliable and cost effective power conditioning and power backup solutions tailored for Indian requirements.

**EI** What do you envision for your company in the next two years?

We have chalked out an aggressive growth strategy with the support of our investment partner, private equity firm Peepul Capital. We are focused on becoming the top Indian power backup and power conditioning company over the next two years. To support this goal, we have already started work on a second factory in Chennai and have recently taken a controlling stake in Megatech. Further, we will continue to make investment in technology, expansion of manufacturing, addition of distribution channels and acquisition of companies with unique offerings.