

# Global in merit and Indian in spirit

Consul Neowatt Power Solutions is the No 1 Indian power electronics company and the fastest growing UPS company in India

The only Indian company to manufacture and supply a full range of power electronics products from UPS, Industrial Inverters and Active Harmonic Filters to Industrial UPS, Solar Inverters, Servo Stabilisers and Isolation and Static Transfer Switches, Consul Neowatt Power Solutions is India's number one power electronics company. It is also the country's fastest growing UPS company – growing at a rate of 200 per cent over the last four years.

## The Transformation

Consul Neowatt products and solutions are backed by more than three decades of field experience in developing customised power products that meet the exacting standards of clients in supporting critical and sensitive equipment in various industrial and commercial applications. The company operates ISO 9001, ISO 14001 and OHSAS 18001 certified state-of-the-art manufacturing facilities in Chennai and Pune and all its products are backed by a nation-wide service network covering over 80 locations so as to ensure a quick, reliable and local service.

Consul Neowatt has completed over 300,000 installations so far across India, Africa and the Middle East delivering over 1,000 megawatts of power conditioning and power back-up products and solutions.

"We have over three decades of experience in the Indian market but our growth had stagnated. When I took over five years ago, we clearly saw an opportunity in

the B2B market for an Indian company to be a viable alternative to an MNC," says Managing Director and Chief Operating Officer, Sriram Ramakrishnan.

With over two decades of experience in setting up and heading large global profit centre operations of MNC's in the US and in India, Sriram has five US and European patents in power electronics and brings a unique blend of technology and business acumen to the table. "Our vision was to become the premier Indian company in our niche and be the preferred power partner for our customers by offering cost effective, innovative, energy efficient and reliable power quality products, services and solutions," he continues.

This was not going to be possible without the introduction of new products, improving the company's manufacturing and quality standards apart from strengthening its service delivery capability across the country. "Over the last five years, we have built one of the best teams in the industry by developing the existing team and also by bringing in talent from competition and through M&A," says Sriram.

"The new products launched over the last five years, have been well received in the market where we have achieved the market leadership position in Active Harmonic Filters and Large Solar Inverters with energy storage. The Falcon UPS range has proved to be one of the most reliable Three Phase UPS systems in the market that provide power backup for a variety of industries



Consul Neowatt flagship Falcon UPS range from 10 to 800 kVA for industrial, commercial, healthcare & IT applications

like engineering, process industries, heavy industries, healthcare, commercial and IT/ITES applications. Our Three Phase UPS portfolio has been growing at the rate of 50 per cent year-on-year and we have been taking market share from MNCs. This has been instrumental in Consul Neowatt becoming the fastest growing UPS company in India," explains Sriram. The company sees immense growth opportunities in the coming years. Its confidence of being "Global in Merit and Indian in Spirit" is backed by its continuous improvement programme – to offer world class power quality products in India backed by customer-friendly service support. Today Consul Neowatt has one of the most experienced manpower re-

## R&D Key to Success

Leading a world class R&D team at Consul Neowatt's DSIR approved R&D facility in Pune that has the distinction of developing and launching many of India's firsts in the area of Three Phase UPS, Solar Inverters and Active Harmonic Filters, is CTO

and Technical Director, Shivaji Waghmare. Shivaji is India's leading power electronics expert with over 25 years of rich experience in developing power electronic products in MNCs and Indian companies.

Explains Waghmare, "We have invested in developing a strong R&D base as it gives us a clear edge over MNCs whose products are designed overseas. We have translated our deep understanding of the challenging Indian power conditions into innovative products and solutions that are tailor-made and optimised for each application. We believe 'Design in India' is even more critical to truly achieve the government's mission of 'Make in India'."

The company has focused on developing sturdy UPS products that can work even in harsh ambient temperatures and under demanding applications. "We recently supplied our Falcon UPS for a critical application at the L&T MHI

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manufacturing plant where previously other imported UPS had failed to handle regenerative power from the machines protected by the UPS," says Waghmare. Consul Neowatt has also supplied their seismically qualified UPS to BARC (Bhabha Atomic Research Centre). "Today, we are among the few companies globally that have the capability to design and manufacture seismically qualified UPS," Waghmare adds.

Product designs are based on modular power electronic building blocks that allow for

standardisation across the product offering. "We use the latest 32 bit floating point DSP processor to achieve superior performance and also ensure a friendly HMI interface with intuitive MIMIC screens with TFT / LCD options. Internal communication is based on CANBUS technology to enhance reliability of the products. We are also continuously looking at new technology and are working on next generation products for emerging applications in Energy Storage, Solar Micro Grids and Electric Vehicle Charging Infrastructure," says Waghmare.

All Consul Neowatt's products go through stringent quality and reliability checks followed by field testing. Temperature and environmental chambers are used to conduct accelerated life testing and products also go through 100 per cent burn-in and performance evaluation tests before they are shipped out.

## Next Phase of Growth

Driving the next phase of growth in the highly competitive Three Phase Online UPS market in India is Kamal Singh. Heading Sales and Business Development at Consul Neowatt, Kamal brings with him over 25 years of experience gained with leading industrial automation and power electronic companies in India. "Our Falcon UPS range that is available in capacities up to 800 kVA and can be paralleled up to 6,400 kVA, has impressed customers and gained acceptance and recognition for its leading technology that is married with robustness and reliability. We have been chosen

as power partners by leading MNCs to support their 'Make in India' programmes like Komatsu's truck and construction equipment manufacturing facility where multiple Falcon UPS systems are supporting over 1,000 kVA of machining centres and robotic welding stations. Similarly we have supplied over 1,500 kVA of UPS supporting India's largest mobile manufacturing unit of Foxconn," he explains.

Apart from manufacturing the company has a strong presence in the healthcare segment with many leading hospitals using its UPS for IT, lighting and medical equipment. "We have also developed special UPS features to meet the stringent requirements during the scanning of diagnostic imaging equipment and have received approval from all leading diagnostic imaging equipment suppliers," says Singh.

The company has also supplied 98 per cent energy-efficient, power backup solutions for process industries like plastics, printing and packaging. Its Pelican Offline UPS can work without an air conditioner and has delivered large power bill savings for 24x7 process industries. Singh explains that they have also deployed this high efficiency solution for emergency and safety lighting power backup for hospitals, hotels, commercial buildings and industries. "Today we are a clear alternative for clients looking for leading technology and value for their investment with the lowest total cost of ownership when it comes to UPS solutions," he says.

## Building Relation Through Service

At Consul Neowatt service is a key pillar in building long term relations with customers as the company believes that the sale is only the start of the journey with their customers. Senthil who heads Service Operations at Consul Neowatt is responsible for delivering a superior customer experience through the lifecycle to ensure repeat business and customer stickiness, reiterates this philosophy. A home-grown leader who has handled multiple roles of increasing responsibilities across India over the last 20 years, Senthil says, "With 300+ factory-trained company service engineers in over 80 locations we offer one of the largest pan India service networks. Customers are supported by a 365x7 multi-lingual service call centre and we also have a mobile app that gives customers a 24x7 facility to easily and conveniently log in service requests."

Senthil says that the company has leveraged technology smartly to enable a better customer experience. "Our complete installed base is managed in our CRM and we monitor service response time and resolution time for each service call through an in-house developed service mobile app that is available on the smartphones of each of our service engineers." This facility also allows real time service reports to be emailed to the customer after a service call is completed so that there is complete transparency in the company's services.