

# Conzerv enters service space with BPO

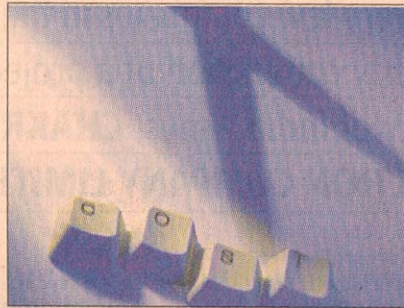
## Seller Of Digital Power Meters Will Now Peddle Cost-Cutting Advice

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**B**ETTING on services, especially in the export market, energy management firm Conzerv Systems is planning to set up an energy management business process outsourcing (BPO) unit in Bangalore to cater to its European and US clients. The centre will remotely control customers' energy saving initiatives.

"Many large European companies don't have technicians anymore because of the layoffs. So selling only our digital meters will not be enough. We have decided to set up the BPO to offer an additional service of remote metering and advise companies on how to cut costs," said Ms Hema Hattangady, managing director of Conzerv Systems. The BPO will initially be piloted with 4-5 clients in Germany and Paris (France), including Hilton Hotel, Nestle Worldwide headquarters, Unilever and Lafarge



Cements. The second phase is slated to begin in six months with about 15 clients. "We will roll out the service for all our 270 clients globally. The BPO will start with a 25-employee base from our own company. We will hire electrical engineers with expertise in energy management as we grow," she informs.

The Bangalore-based firm is using this approach to cement its focus on the services segment which includes energy auditing and consulting. "Our aim is to achieve 30% of our total revenues from this seg-

ment," says Ms Hattangady. The company is also hunting for a firm either in the services space, or one which is strong in sales and marketing in Europe and the US, for acquisition.

The company is expecting revenues

of Rs 60 crore in fiscal 2005-06 against Rs 40 crore last year. Conzerv currently has 40-50% share in the Indian digital meter market worth Rs 80 crore-Rs 100 crore. Companies like L&T, HPL and Automated Electric (AE) which primarily focus on analog meters have now also begun to aggressively eye the digital meter market. Conzerv, which is confident of reaching the Rs 100-crore revenue mark in fiscal 2007-08, also plans to go for an IPO. It is tentatively scheduled for 2008 unless the company goes in for an acquisition before that.