



Non-Software Companies Now Find It Easy To Convince Clients About Quality

India's IT-savvy image boosts exports

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INCREASED awareness of the India Inc brand across the globe, aided by the software services sector, is having a positive rub-off on companies growing revenue from exports.

Hard selling India before talking about the products, a norm earlier, is now not needed. Prospects across the globe are more aware of India than before, say exporters.

Energy management firm Conzerv, till recently Enercon, fast expanding its footprint across the globe, is seeing encouraging response to its offerings, partially due to the prominence of the brand India Inc. Conzerv's managing director, Hema Hattangady, told ET that growing information tech-



THE WORLD IS NOT ENOUGH

nology exports has helped in giving a stamp of quality on products and services from India. This image, she said has to a

certain extent helped Conzerv in export business.

A view echoed by Ajit Kumar Rai, managing director of Suprajit Engineering, who said that to some extent, the positive image that brand India enjoys, is helping Suprajit in exports. In the case of K K Merchandising services, the power of the Indian brand is having a few positive impact. The company's managing director Krishna Kumar said that a few years ago, for some buyers, India had to be identified in the map. Besides Delhi, not many customers knew about other cities in India.

Though brand India is helping Conzerv in its export efforts, a prime reason for the company's healthy export order book is due to energy conservation becoming a priority world-wide. Ms Hattangady said that indus-

trial and commercial users are realising the significant sums of money they can save by smart energy management. Conzerv has a string of products and solutions for the energy management and conservation. These include digital panel meters and energy meters, software for energy management system and services like energy and power quality analysis.

Ms Hattangady said that a global OEM (original equipment maker), whose name she said cannot be disclosed due to a non disclosure agreement, is selling Conzerv digital meters across the globe. Conzerv also sells products in its brand 15 countries. It has over 170 clients world wide. Increased acceptance of the product and services is not because of India being perceived as a low-price supplier

she points out.

Although products from Conzerv are four times low in cost, when compared to an equivalent offering from Europe or US, buyers are more demanding on quality, and the ability to meet quality expectation is responsible for building export orders she pointed out.

Conzerv which saw 65% growth in revenues last fiscal, expects to be a Rs 65 crore firm this fiscal. The company has three factories in India and is present in 5 countries. As Chinese companies, operating in Conzerv's space are more focused in providing energy conservation and monitoring products to electricity companies—a huge volume market—they are not a major threat as Conzerv operates in the industrial and commercial segment only.