APPENDIX - I

Organizational Profiles

Unit A

This is a public sector electronic's unit located in Mohali, near Chandigarh, engaged in the production of sophisticated communication equipments. This company entered the field of communication technology in 1975 and ever since, has been designing and manufacturing communication products and systems for various customers in India and overseas.

The company's current range of products include its state-of-the-art Radio Telephone System particularly suitable for rural/remote area communication, HF & VHF Trans-receivers, Electronic Push Button Telephone Systems, Special Purpose High Power Transmitters, Receivers and a host of auxiliary equipment to provide radio communication on voice, telex, fax and computer.

Its products enjoy a high reputation and reliability among its diverse range of customers which include the Departments of Defence.
Police, Telecommunication Authorities, Civil Aviation Agencies, Oil and Energy sector, Ports, Mines and Industrial establishments both in public sector and private sector. Its products are exported to Germany, Sweden, Vietnam, CIS, Nigeria and Kuwait. The company is managed by professionals and since its inception its turnover has increased manyfold and has given substantial profits.

Unit B

This is also a public sector enterprise located at Industrial Area, Mohali, near Chandigarh. This company is engaged in production of Telecom products and is also in the business of Information Technology. The company was established in 1981 and since then has laid special emphasis on technology tie-ups and has its own excellent Research & Development Department managed by professional managers and technocrats. These efforts have enabled them to come up with several new products such as HDSL Live Driver, Optimax-34 etc. which have been well received by their customers. Their range of products includes DTL (Chnl.), PCM(Chnl.), Radio (Sys.), M/W Radio (TR), T MUX (TR), TMUX (TR), RAX/MAX/SBM RAX(Lines), OLTE(TR), 2GHZ (TR), VSAT(TR). It has been serving diverse communication needs of professional users including Defence, Telecommunication Authorities, Railways, ONGC, Indian Oil Corporation, VSNL, MTNL etc.

The company enjoys excellent image in the market inspite of mushroom entrants in the field of Telecom and has improved its
Appendix I

performance in terms of sales and profits year by year. In recent times to enhance product range the company entered into a technical tie-up with Reliance Tech./Com., USA for the products which include ECI Telecom and Isreal for SDH range of products. It has also been accredited with the rare honour of ISO 9002 certification under Indian Register of Quality Systems evidencing the quality management of international standards.

Unit C

Unit C is among one of the leading companies of the 'Thaper Group of Companies'. It was the first unit to manufacture CPT's i.e, coloured Picture tubes in India in collaboration with Hitachi Limited, Japan. It was established in 1986 and is located in S.A.S. Nagar, Mohali.

The Thapar group is among the top ten industrial houses of India and it enjoys tremendous goodwill and trust of both the public and the manufacturers of repute. Some of its major customers in the electronics segment include, samsung, philips, onida, salora, daewoo, panasonic, videocon, sharp etc.

The built-in quality culture of the organization is substantiated by various approvals held by the company from certifying agents and its obtained the DE certification in April 1993. The company also got certification of Registration ISO 9002 from BSI (U.K.) in 1994.

Unit D

This unit is a private Limited Company established in year 1961.
It is a leading manufacturer of electronics components. It has its Head Office and factory in S.A.S. Nagar near Chandigarh. The Company has its own Design and Development Laboratory, Tool Room, Machine Shop, Press Shop, Plastic Moulding Shop, Plating Shop, Auto Turning Shop, Assembly, Quality Assurance and Marketing departments.

The range of products include switches-automobile, toggle, rocker, micro, rotary, miniature, Connectors - rack and panel, circular multipin, P.C. edge, jacks, plugs, automotive couplers, terminals blocks, resistors, circuit protectors, relays etc. Some of its major customers in automobile segment include TELCO, LUCAX-TVS, Swaraj Mazda, Subros, Escorts, Punjab Tractors, Daewoo Motors etc. In Telcom segment - I.T.I., Punjab Communication Ltd., Fujistu, Tata Telecome, CDOT, along with others like Godrej-GE, Shriram Honda, Onida, etc. are its major customers. In the private sector Godrej C&E, Shiram Honda etc are its major customers.

The company's continuous endeavour has been to improve and develop its products so as to match the international standards. It was awarded the prestigious ELCINA award and ISO 9001 : 1994(E) in 1995 for its performance.