

Marketing Prospects of T&M Equipment in India

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There has been a definite slowdown in the sales prospects of OFC test and measuring instruments in the developed nations. Main reasons for this has been, on one hand, the developed infrastructure itself in such countries leaving limited scope for further growth, and on the other automation in monitoring system, which allows monitoring of the network from a centralized location. This has resulted in slow growth in the sales of T&M equipment. In developed countries, there is least disturbance to the network as there is less activity in other infrastructure areas such as roads, drainage, buildings, etc., which may cause damage to telecom OFC networks. This is also one of the factors reducing the demand for such equipment.

In India, it is a bit different. Firstly, rural network establishment is still in a nascent stage and huge potential of expansion is there both due to government's gigantic expansion program to provide broadband connectivity to each and every panchayat of the nation, and secondly roll out of 4G by all the private operators throughout the country. This will keep driving growth of telecom networks at a good pace. Besides, the existing telecom network has also not stabilized up to the desired level.

FTTH is still a distant dream due to various infrastructure constraints. All these factors taken together provide a good ground for use of OFC tests and measurement instruments in India wherein sales of these instruments are bound to grow. Indian market will still take quite a long time to saturate so far as use of T&M equipment is concerned. This is the reason all the manufacturers in the world are constantly keeping an eye on Indian market to push their sales.

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as well as costly equipment from United States, Japan, Canada, France, United Kingdom, Germany, etc., are recording good sales in India. They are also trying to increase the capacity of their equipment to make their equipment more attractive for Indian operators.

Recent thrust by TRAI to address the issue of call drops is likely to keep the operators on their toes. They will have to overcome this problem by strengthening their network to make it worthy of providing 3G and 4G services. All these factors will keep the demand for T&M equipment afloat.

We at Savitri understand the market scenario and are bracing up to exploit the opportunity available in the OFC T&M equipment market by marketing of a few best available products in the world. Taking into account the Indian mindset where mostly equipment is not discarded and is used after several repairs, we have established a state-of-the-art service center, where we repair the equipment at component level and make it workable again and again.

This attracts the customer to us and provides us a good opportunity to sell new products too as per the customer's requirement. We expect to record a 30 to 40 percent growth if not more, year-on-year, in the sales of tests and measurement instruments. ■