



# Plans for Customers in 2015-16

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Telecommunication has been recognized as an important tool for socio-economic development and plays a phenomenal role in growth and modernization of various sectors of the Indian economy. Past few years have been quite revolutionary for the industry, as it witnessed the emergence of smartphones, GPS-enabled sets, and 3G handsets.

Presently, the telecom sector is poised for huge growth and has shown a robust build-up, especially with lots of money being spent on new infrastructure. The 35 percent YoY growth makes it necessary to develop India as a global manufacturing hub. With its proven track record in skill-intensive industries and the global trend to manufacture and source products in low cost countries, India is well placed to emerge as one of the leading hubs for manufactured exports also.

Most of the growth is driven by establishment of OFC network on a huge scale both in private and public sectors; not only to meet the consumer demand and consumption of ever increasing quantities of data services, but also with a view to connect rural masses for services related to agriculture, weather, and livelihood. This has also provided an opportunity for the sector meeting the demand for OFC T&M equipment and OFC-related passive products. We at Savitri have already geared up to meet the growing demands of the industry. Presently, we are dealing in seven verticals in Savitri Group, viz., trading, manufacturing of OFC passive products, renting of OFC T&M instruments, projects, O&M of OFC network, services, repair, maintenance and calibration of all types of telecom equipment, and building telecom and other infrastructure.

Our main strategy in the years to come is going to be two fold – to increase our manufacturing capacity and skill development. Other verticals which form part of major chunk of our business will also be boosted to meet the demand of the industry. To avoid capital expenditure and issue related to service and maintenance most of the service providers



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are resorting to acquiring T&M equipment on rent. In order to meet this requirement we have stepped into a new vertical – leasing of OFC T&M equipment to various service providers. We are leasing equipment on large scale though it has affected our direct sales.

Shortage of skilled manpower in support industry of telecom is proving a bottleneck in meeting the timely delivery of services at various levels. We have established our service center in Delhi and are trying to upgrade our four service centers in four different zones of India. We have already raised a highly efficient technical team of our own to meet our in-house requirements. It provides training in the field to various infrastructure formations of service providers. We are investing hugely in manufacturing vertical and aiming at improving the quality of our product and at the same time making our cost very competitive. We have already increased our capacity and are expecting to increase our output of manufactured goods two fold during 2015-16. Ultimately, we are targeting the achievement of 10 times growth by 2020. We are also working out the strategy to become an exporter of manufactured goods to some of our neighbors in Asia to start with.

Our assumption is based on the fact that present dispensation at center will continue and liberalize the economy further as easy access to fund on a reasonably lower rate will also be made available to the manufacturing sector. ■