

BAUMULLER KAT INDIA PRIVATE LIMITED



The Baumüller Group founded in 1930 is a Complete Solutions provider for A.C. and D.C. Motors and Control Systems technology. Worldwide, Baumüller is represented at over 40 locations with 1,700 employees and annual sales of US\$ 200 million. The main sectors represented by the company are Printing, Plastics, Textile, Packaging and General Motion.

India is a strategically significant market for Baumüller

Baumüller KAT India Private Ltd is a company jointly promoted by - Baumüller Nürnberg GmbH, Germany (51 per cent) & Kat Controls Pvt. Ltd. India (49 per cent). The company offers sales, plus pre-sales and after sales support to all the Baumüller made products.

The company provides “Complete Systems Solutions for Motion Control”. In addition, the company also performs the following: Services and Repairs, Application engineering support, Systems engineering, On site servicing & commissioning and Development of peripherals for Baumüller products.

The company started operations in 1997 and today has over 25 employees in India. The company has its registered office and service station in Pune and is supported by System Integrators at different locations in India.

Growth, cost and efficiency advantage

Baumüller entered the Indian market as it saw huge

market potential, given India’s growing economy and increasing industrial growth. The Indian operation also caters to the demands of the neighbouring countries like Sri Lanka, Bangladesh etc.

Apart from growth, India offers Baumüller the advantage of lower operating costs and higher operational efficiency. Baumüller-KAT has been able to maintain the lowest costs and highest performance in the group, and is also one of the leading companies within the group in terms of operational efficiency and potential.

The parent company has been sensitive and supportive to the Indian arm

India is a very competitive market and has a large number of established competitors. Considering this, the parent company has been very supportive to the operations of Baumüller KAT, in terms of strategising, capability building, etc. The company has been focusing on providing training to the Indian employees to improve their efficiency of operations and to ensure the same product/service quality across locations. The Indian market being highly price sensitive, there is much attention paid towards an ideal pricing strategy. The parent company also provides support through equipments for demonstrations, free trials, training etc.

Baumüller is monitoring the Indian market keenly

There is a lot of synergy in the operations of the

Baumüller group and Baumüller KAT India. The company is being watched keenly by the Baumüller group. Senior management personnel from the Group have been visiting India frequently to better understand the market and the “parent” has shown keen interest and commitment in making more investments in India.

The company plans to start manufacturing operations in India

Baumüller KAT plans to set up an assembly or manufacturing plant in India to cater to the Indian market. The new plant is expected to scale up and potentially become a base for exports, thereby gradually developing India as a manufacturing hub. In future the company also plans to set up a R&D facility in India.

Baumüller KAT: At a glance

- *Incorporated in India in Jan. 1997 as a Joint Venture Company between Baumüller Nürnberg GmbH, Germany & Kat Controls Pvt. Ltd. India. The operations started in June 1997.*
- *For Baumüller, India is: One of the lowest cost, high performance operations globally*
- *Factors for success: Active Support from the parent company, transparent dealings by the local management with the parent company.*
- *Future plans: Set up manufacturing and R&D facility in India.*