

HUBER+SUHNER ELECTRONICS PRIVATE LIMITED



HUBER+SUHNER is a leading global supplier of components and systems for electrical and optical connectivity, with 17 subsidiaries and agencies that cover more than 60 countries across the world

Global Overview of HUBER+SUHNER

HUBER+SUHNER, headquartered in Switzerland, is a leading global supplier of components and systems for electrical and optical connectivity for the communications, transport and industrial markets. It was founded in April 1969 with the merger of R&E Huber and Suhner & Company AG. By skillfully exploiting the synergies generated by the merger, the newly founded company developed continuously over the following years. Special emphasis was placed on establishing an international market presence. In 1974, a subsidiary was set up in Australia, and two years later HUBER+SUHNER AG was being represented in 28 countries around the globe, with its R&D activities centralised.

In the early nineties, global market presence was continuously intensified and subsidiaries were set up in France, Hong Kong and Singapore. In general, increasing attention was paid to countries in East Asia. Careful exploitation of the synergies existing between the available technologies enabled new

market-leading products to be developed. By the end of 1996, products for the globally expanding telecommunications sector already accounted for over half of total turnover.

Today the HUBER+SUHNER Group is a leading global supplier of components and systems for electrical and optical connectivity. It offers technical expertise in radio frequency, fibre-optics and low frequency technology under one roof. It works in close collaboration with its customers and offers products and services to three main markets: Communication, Transportation and Industrial.

Communication: For the fixed line and mobile communication, the Group offers coaxial and radio frequency components, antennas, fibre-optic components and systems, passive network components and lightning protection components.

Transportation: For modern rail transport systems, it offers a wide range of innovative and reliable products such as cables, cable assemblies, cable harnesses and systems, connectors and antennas together with project management and engineering. For the automotive industry, the company provides wires and cables, cable assemblies and connectors.

Company	Mode of presence in India	Year of entry	Key business
HUBER+SUHNER Electronics Pvt. Ltd.	100 per cent subsidiary	2005	Products for the communication, transport and industrial markets

Industrial: For the three main market segments - instrumentation, space and defence, and industrial wiring - the company provides cables, cable assembly delay lines, adapters and connectors.

Through its own subsidiaries, HUBER+SUHNER is present in a total of 17 countries. It currently operates over 10 production and assembly facilities and branch offices in more than 60 countries across the world, proactively developing their market position close to their markets. In the year ending December 2005, the company had gross sales of US\$ 465 million and a net income of US\$ 39.5 million. At the end of 2005, globally the Group employed about 2,750 people.

HUBER+SUHNER in India

HUBER+SUHNER started its operations in India in January 2005 by setting up a wholly owned subsidiary in Gurgaon (Haryana), named HUBER+SUHNER Electronics Private Limited. This was set up with an objective of establishing its own distribution structure and to offer Indian customers' technical consulting and support, in addition to supply management solutions. HUBER+SUHNER Electronics is engaged in the manufacturer/contract manufacture, cash and carry wholesale trading, institutional sales and bulk imports with ex-port/ex-bonded warehouse sales. HUBER+SUHNER Electronics focuses its efforts on the distribution and sale of its parent's products for the communication, transport and industrial markets. It currently markets coaxial and fibre optic cables and connectors, copper cables and cable systems, antennas and lighting protection components. Services offered include technical support to customers such as Ericsson, Motorola, Alcatel, Bombardier and Siemens, among others.

In the industrial market, its focus is on the business of instrumentation, with a strong focus on test and measurement equipment manufacturers, defence

Products Basket of HUBER+SUHNER Electronics

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|----------------------|-----------------------------------|
| • Coaxial cables | • Lightning protection components |
| • Fibre optic cables | • RF resistive components |
| • Antennas | • Test leads |
| • Connectors | |
| • Assemblies | |
| • Railway cables | |

and aerospace applications as well as industrial wiring. Products offered predominantly consist of coaxial cables and connectors, RF resistive components, test leads, fibre optic components and assemblies, as well as high performance copper wires and cables.

In the transportation segment, the company supplies high performance RADOX® railway cables for power, control, data and communication as well as jumper cable assemblies, pre-assembled subsystems and antennas for the global rolling stock market. For the automotive industry, it supplies high temperature electrical wires for drive chain, sensor and battery connections and coaxial and Automotive Radio Connectors (ARC) for infotainment and navigation systems.

Key Success Factors in India

Strong market orientation

The primary principle governing the company's activities in India is a clear orientation toward the market and its needs. Globally it has invested heavily in the development of new products, technologies and processes and focus on quality. In India stringent orientation and training is provided to all new employees within their work cell, using mentors to build new skills. Urge to constantly innovate, stay close to the customer and a high level of responsiveness have aided its cause of providing customer delight in the country.

Thrust on quality

For HUBER+SUHNER Electronics, quality has been a major element of all its business planning and

goals. It qualified for SQS ISO 9001 certification in the same year in which it started its operations in India. Striving constantly to improve processes and products so as to prevent wastes and delays has been a driving force behind its day-to-day operations that has enabled it in gaining market acceptance for its products.

Cost efficiency

Through specialised competence centres in HUBER+SUHNER's three most important markets (Europe, the US and Asia), the company has been able to offer considerable cost efficiency to its customers. The company's IT-supported production and logistics operations are managed and co-ordinated centrally, minimising purchasing and warehousing costs and maximising flexibility with regard to fluctuations in demand. This element has worked in its favour in India also.

Future Plans

HUBER+SUHNER's motto has been to offer "Excellence in Connectivity Solutions". At the heart of its offering is a broad range of products that can be relied on to meet high response times. HUBER+SUHNER Electronics is committed to the same quality culture of its parent company. It strives to provide all its customers with an exceptionally high quality of its products and services.

With China and India recording strong growth, both markets appear to have a promising outlook, especially in the railways and mobile communications sectors. HUBER+SUHNER Electronics intends to further step up its presence in these markets by expanding capacities and workforce. It is also devoting increasing attention to the further development of distribution network and representatives. The company intends to expand its customer base and increase its penetration level, establish new industrial niche

segments, expand fibre optics business and innovate on an ongoing basis to bring superior products and solutions to the market.

HUBER+SUHNER's India operations

- Present in India as HUBER+SUHNER Electronics Private Limited, a 100 per cent subsidiary of its Swiss parent
- Engaged in the manufacture/ contract manufacture, cash and carry wholesale trading, institutional sales and bulk imports with export/ex-bonded warehouse sales
- Focuses on distribution and sales of HUBER+SUHNER's products for the communication, transport and industrial markets