

CARL ZEISS INDIA PRIVATE LIMITED



Carl Zeiss is a leading player in the optical and opto-electronic industry. Founded in 1846, the Carl Zeiss Group delivers products and services for the three strategic growth fields of Life Sciences and Healthcare, Consumer Goods, and Systems Solutions for industrial markets. The group has a global workforce of around 14,000 employees and has production sites in Europe, North America, Central America and Asia. The company also has branches and subsidiaries present in more than 30 countries.

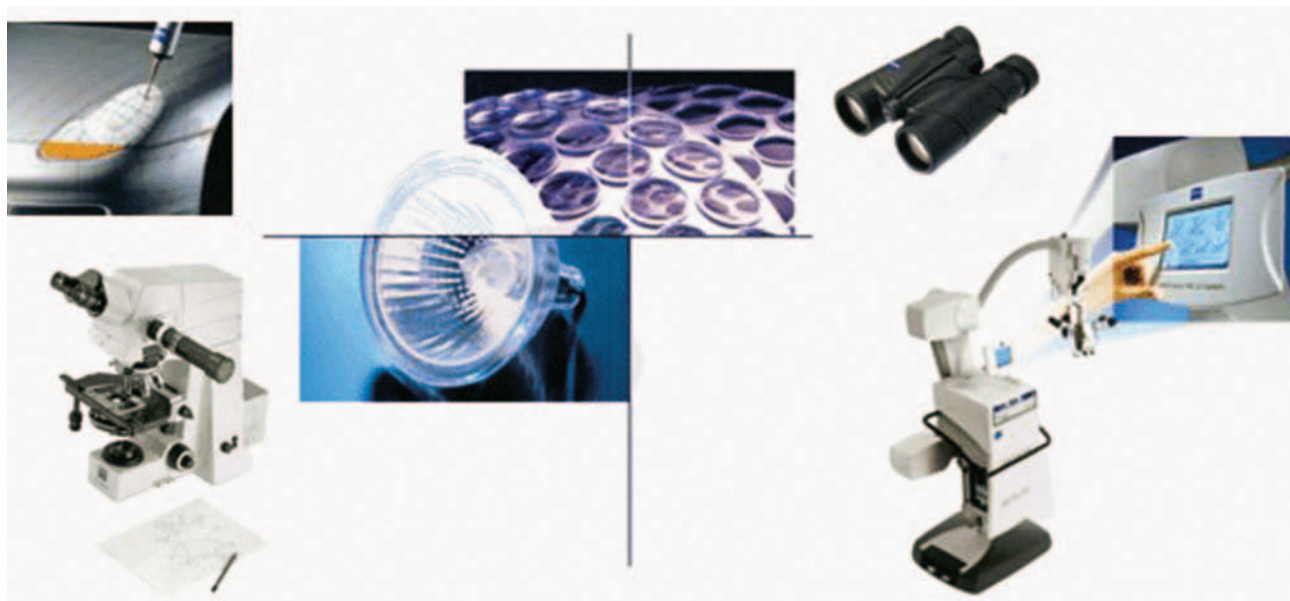
The company believes in the potential of the Indian market

Carl Zeiss entered the Indian market in 1998; however, the company's products have been sold in India for the last 30-40 years, through its

network of dealerships. The company sensed India's potential early and in 1996, it commissioned a market survey to assess the potential. Based on this, in 1998, Carl Zeiss set up its operations in India with headquarters in Bangalore.

The decision for entering India directly was prompted by several considerations, such as:

- The need to get in close contact with customers. Carl Zeiss lays great emphasis on customer service. Given India's large size and diverse population, the company felt the need for setting up its own operations to support the dealer network, so as to service the variety of customer needs.
- India has a large number of highly qualified doctors who required high quality medical facilities. This provided an opportunity for Carl Zeiss to enter the market to meet this need.



- India's capabilities in high tech research also influenced the company's decision to start operations in India.

The results so far have exceeded the expectations of the parent company. The company had a CAGR of nearly 40 per cent in the initial 3 – 4 years, and by 2001 had achieved around 300 per cent growth over what dealers used to do earlier.

Carl Zeiss's business units in India include Consumer Optics (Ophthalmic Products and Sport Optics), Industrial Metrology, Medical Systems and Microscopy. The company has over 100 employees and has branch offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad and Hyderabad.

Improving ophthalmic care in India

Carl Zeiss is committed to improving the standard of ophthalmic care in India. To this end, it has associated with various hospitals and research centers in the country providing education and training to doctors. Some of the hospitals and research centres Carl Zeiss is associated with are LV Prasad Eye Institute, Aravind Eye Hospital and Center for Cellular and Molecular Biology in Hyderabad.

Committed to customer service

The company puts a lot of emphasis on customer service and after sales support. It strives to be completely transparent with the customers and see to it that the customers are well informed in matters pertaining to their interest. It focuses on training its employees so that they are equipped to provide superior customer service and after sales support for its products. Customer confidence in the company has increased significantly as a result of these initiatives.

Employee satisfaction and motivation is taken care of through regular national events twice or thrice a year where all the employees come together. This serves as a platform for social interaction and bonding, as well as sharing ideas and best practices.

Developing India as a sourcing base

Carl Zeiss sees India as an important sourcing destination for the Carl Zeiss network, and also plans to develop India as a hub for the Asia Pacific region. As an initial step the company has set up its manufacturing facility in Goa. The company has also entered into a joint venture with GKB Hi-Tech Lenses and has planned to have a 'Zeiss Brand Lab' with a manufacturing capacity of 1,000 prescriptions a day. The plan is to export 'Made-in-India' products exclusively to Carl Zeiss, Germany.

Future plans

The company's success and strong performance in its existing businesses in India, and the continuing promise and potential of the Indian market, have led to India becoming increasingly critical to the firm's global operations. The company is therefore committed to the Indian market and has plans to expand its operations. It plans to start at least one more business division in India this year.

Carl Zeiss India Private Ltd: At a glance

- Started India operations in 1998 and headquartered in Bangalore.
- For Carl Zeiss, India is: A strategically important, key growth market
- Factors for success: Sensing market early, Working to grow the market, Good after sales support
- Future plans: Set up at least one more business unit in India.