

MOSER BAER INDIA LIMITED



Company Background

Moser Baer India Limited, incorporated in 1983, is headquartered in New Delhi, India. It is one of the leading developers and manufacturers of removable data storage media in the world, and figures among the top three optical storage media manufacturers in the world. Its products include floppy disks, compact discs (CDs) and digital versatile discs (DVDs). It is also a major distributor of data cartridges, and computer and magnetic tapes.

Moser Baer has six marketing offices in India, the US and Europe and a presence in more than 82 nations. Its overseas offices are located in the Netherlands, USA, Japan and the Middle East. The company manufactures optical media at the lowest cost in the world. It has collaborations with the world's leading technology companies. Currently, the company has five plants and a workforce of more than 4500 personnel.

The subsidiaries of Moser Baer include European Optic Media Technology Gmbh (Europtic), Moser Baer Photovoltaic and Moser Baer SEZ. Europtic was formed to strengthen Moser Baer's global marketing network. Moser Baer Photovoltaic was set up when Moser Baer entered the solar power generation business. Moser Baer SEZ was incorporated in February 2006 to develop special economic zones in India.

Moser Baer's total revenues for the year ending 31 March 2006 stood at EUR 331.5 million, which was 24 per cent higher than the previous year.

Moser Baer in the European Union (EU)

Moser Baer in Germany

Moser Baer performs its operations in Germany through its wholly owned subsidiary, European Optic Media Technology Gmbh (Europtic), incorporated in September 2002 in Erfurt, Thuringen, Germany. Europtic targets niche markets, and aims at establishing a manufacturing facility to produce different types of optical media. It plans to set up manufacturing facilities in Europe to strengthen Moser Baer's R&D, and distribution and marketing networks. This would help Moser Baer to better serve its clients, which include OEMs, retail customers and enterprises.

Moser Baer in the Netherlands

Moser Baer has its office in the Netherlands.

Factors for Success

R&D and Innovation

Moser Baer is an R&D-focussed organisation that endeavours to drive the market by launching innovative products. The company has a rich pool of dedicated research personnel. It has forged R&D alliances with major global players to facilitate the joint development of products and process innovations. The scientists of the company have developed innovative process design and machinery engineering, which has propelled the company to higher levels of manufacturing excellence. Moser Baer has capabilities to produce all its products using in-house proprietary technology.

Synergy with Indian Operations

The synergy between its Indian and EU operations has been one of the main factors for Moser Baer's success. Through its Indian operations, the company provides high quality while enjoying the advantages of incurring low costs in production and human resources. The European subsidiaries help the company to keep pace with the latest trends and technologies.

Focus on Customer Relationship Management (CRM)

Moser Baer has added value to its products and services by customising them according to its customers' needs. It has consistently succeeded in meeting diverse client requirements. The company has been described by its customers as the 'most flexible, reactive and innovative supplier'. Moser Baer serves 11 out of the 12 largest OEM customers in the world; it has not lost a single OEM customer till date. The company has implemented a comprehensive e-CRM programme. Moser Baer's deep understanding of business cycles and markets has helped the company to make productive investments, thereby increasing its returns and giving it a competitive edge.

Comprehensive Logistics and Supply Chain System

Moser Baer owns a comprehensive logistics and supply chain system, enabled by an in-house IT system, which is integrated with freight forwarders, major shipping lines, customers and suppliers at the back-end. Moser Baer leverages this integration to respond with celerity to changes in customer expectations and market conditions. As one of the major containerised cargo shipping companies, Moser Baer has reduced its shipment lead time by more than 20 per cent in the last few years; it has also brought down the instances of delays in shipments to less than 0.1 per cent of the total despatches.

Future Plans

Setting Up a Subsidiary in Cyprus

Moser Baer plans to set up a fully owned subsidiary in Cyprus for its optical media and other businesses. This subsidiary would be set up as a green-field venture or by acquiring an existing unit. This would involve an initial investment of EUR 25,000. This subsidiary would aim at identifying worldwide R&D opportunities in optical media and other technologies. It would also help Moser Baer in embarking upon green-field projects in Europe and other markets.

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