



# **MICHAEL CARTER**

## **Strong Relationships: Value-for-Money**

*Foreseeing India's emerging sophisticated needs, French company, Socomec entered India 12 years ago forging technological alliance with HPL INDIA.*

*Michael Carter, company's Chief Executive Officer on his last trip to India explained that forging strong relationships with HPL group helped the company establish strong market presence in India. Believing that sky is the limit for such evolving joint-ventures, he shares his increasing enthusiasm for India with DR. RANJIT SINGH.*

**— Dr. Ranjit Singh**

### **B**rief background of your company.

Established in 1922, the \$ 300 million turn-over Socomec S.A. France specializes in distribution, Control and Switchgear Protection Equipments and its allied products. Over the years the company has now grown to manufacture wide range of Switching & Protection Equipment, Energy Control Systems and Energy Management Equipments.

The company also manufactures Uninterrupted Power Supply (UPS) upto an enormous 4800 KVA. Today the company is one of the top three manufacturers of UPS equipment in the world. The company has its presence in 60 countries with 15 subsidiaries worldwide.

Socomec S.A. France has 8 manufacturing sites with 2 in India and 3 each in France and Italy. The company has a work force of over 3,000 people in these manufacturing

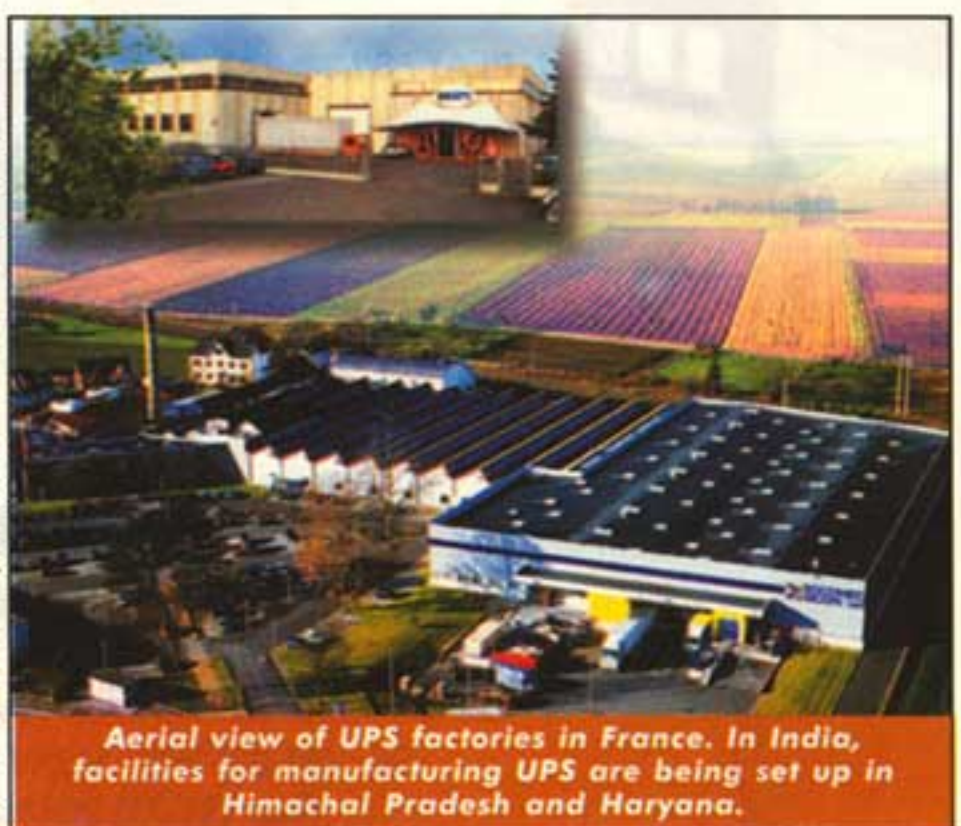
units.

### **How are you placed in terms of market-share?**

Although we are not as big as for example, a European company like Siemens, we are sufficiently large. In the market-segments where we operate, we are either 1st, or second or third. In India, for example, product entitled, c h a n g e - overswitch from our joint-venture enjoys a dominant market-share of 70% in India. Similarly, I'm pleased to mention that here, Socomec is synonymous

with Energy Meters: we manufacture as many as 2 millions meters per annum here.

### **But how do you manage to achieve that?**



**Aerial view of UPS factories in France. In India, facilities for manufacturing UPS are being set up in Himachal Pradesh and Haryana.**