

Expansion of international sales activities

Beckhoff invests in India

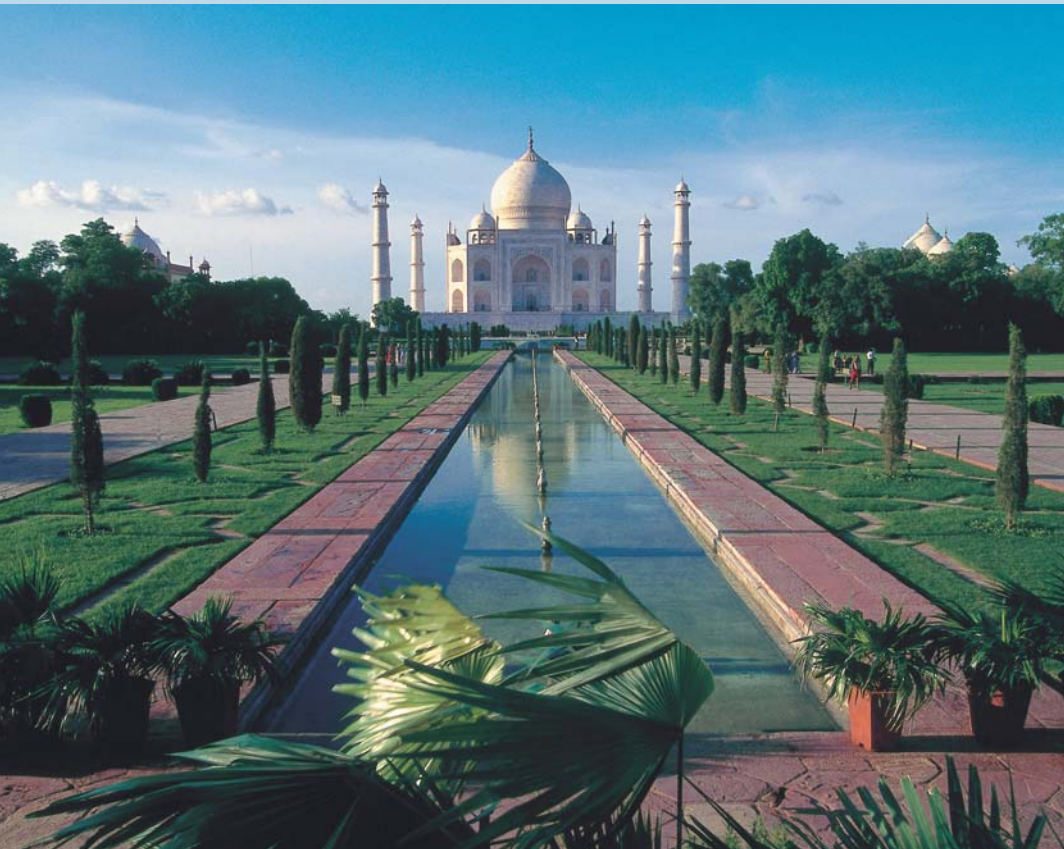


- Beckhoff Automation is expanding its international sales network with the establishment of a subsidiary in India and now has a global presence with twenty branches of its own. The Beckhoff sales network includes more than 60 countries in total.



Jitendrakumar Kataria, managing director of Beckhoff Automation Pvt. Ltd., has lived in Germany for the last 5 1/2 years and has worked for more than four years in the development department at Beckhoff in Verl, Germany. He has excellent specialist knowledge in the area of automation and is familiar with both the Indian and European markets.

The newly established Beckhoff Automation Pvt. Ltd. has started operations in India on 1 August 2007. India has a broad range of industries from electronics manufacture through automotive engineering to textile production. The branch headquarters is in Pune, a metropolis with a population of 3 million in western India. The site chosen is the Muttha Towers technology park close to the airport. "Pune is the industrial heart of India", explained Jitendrakumar Kataria, managing director of Beckhoff Automation Pvt. Ltd. "In addition to the automotive industry, numerous chemical and pharmaceutical companies as well the iron and steel industries are located in Pune. Moreover, in the past, numerous foreign companies have become established around the city and in the Mumbai region. Besides the market for industrial automation solutions, the demand for intelligent building automation is currently booming." Beckhoff is entering familiar territory with the newly established branch office. Since 2001 the company has been represented throughout the Indian market via its distribution partner Inteltek Automation Pvt. Ltd., which also has its headquarters in Pune and branch offices with trained engineers in major cities.



From left: skyline of Mumbai, Taj Mahal and motor rickshaws



India is located between the Himalayas and the Indian Ocean. With its 1.1 billion inhabitants it is the largest democracy in the world, measured in terms of population. The highly developed tradition-based culture has led to more than 100 languages including 21 official national languages. For this reason, in addition to Hindi, English has also developed into the universal economic and official language of India. Having previously been focused on the domestic market, the Indian economy has been developing foreign trade since the beginning of the 1990s, primarily due to the lifting of trade barriers.

The successful collaboration will continue in the future. "Our customers and prospective buyers receive comprehensive support – from the first enquiry to subsequent maintenance or expansion of their automation solutions" explained Kai Ristau, Beckhoff international sales manager. "We are pleased to be increasing our commitment in this interesting and fast-growing market with a branch office. The development of our own resources in India is a challenge which we are looking forward to. We expect this to lead to a further growth process which we shall be promoting jointly with our distribution partner Inteltek.

→ **Beckhoff Automation Pvt. Ltd.**

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