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Growth through a stronger team Message from the Director

Dear Friends and Valued Customers,

It's a pleasure communicating with you for the first time. I hope Q1 of this financial year has been excellent for all of you.

As I take care of HR and corporate communication activities for this company, I thought of sharing some information about these areas with you.

In March, our Managing Director Mr. S. Thyagarajan retired, after 30 years with the Electronica group and passed on the baton to Mr. Sujit Natekar, member of the Board. As Managing Director of the company since 1st April, 2010, he will be managing the metal cutting and metal forming businesses. A member of the family, he has also worked in various Electronica group companies in various capacities for the last 15 years, like CEO of the plastic machinery business and Director of EDM and the carbide business. As Director, Electronica HiTech, since March 2009, he has been actively focusing on the Machine Tool Trading business.

This newsletter is an important part of our marketing and corporate communication activities. Since we represent many principals, and sell their machines across India, we keep you updated about all these principals and the latest product information through this newsletter.

Exhibitions are opportunities to meet existing and

prospective customers, and to display the various products we offer. This year too, we plan to participate in some of the more important ones like Amtex 2010, Intec 2010, Imtex 2011 etc. With all signals pointing to turnaround and a boom, we expect a good footfall at our stalls. Our participation in Acme 2010, in June, also was a successful event. Apart from this, our brand recall will be reinforced through various ATL and BTL activities like advertisements, e-mailers, exhibitions, seminars, web portals etc.

We are also taking special steps to strengthen our team. At Electronica, we have always believed in an open culture and ethical values. There are many new employee initiatives on the anvil this year. The objective is to create a more fun filled atmosphere in the company, and to also motivate people to achieve set goals. We are adding substantial manpower in sales and service support and strengthening our network.

I take this opportunity to invite you to the upcoming Amtex Exhibition, from 23rd to 26th July, in Delhi where we are displaying our latest range of Metal cutting and Metal forming machines.

Happy Reading !!!

Mugdha Kaskhediker

Director - Marketing & HR

Sales Conference - planning the way ahead



Upcoming years new sales plan



Electronica HiTech's sales team



Mugdha Kaskhediker makes a point



Listening in rapt attention

A new chapter

A leading light retires



S. Thyagarajan, former Managing Director, being felicitated at a function by Mr. S. R. Pophale

In March this year, Mr. S. Thyagarajan, our Managing Director retired after completing 30 long and distinguished years in the Electronica group. During his tenure, he handled various key positions in the group, and the company achieved many milestones during his stay at the helm. He was always at the forefront when it came to innovative business ideas and introduction of new products. A man of unwavering principles and ethics, we will miss him throughout the group.

A new agreement with Brother



Inking the agreement

Brother, Japan, is the leading manufacturer of CNC Tapping Centres in the world. The company leverages 40 years of rich experience and cutting edge expertise to produce machines that are world renowned for their accuracy, speed and ease of operation. Machines that are at work in some of the most demanding applications across industries.

The good news is that, with the recently signed agreement, Electronica HiTech is now the sole distributor of Brother CNC Tapping Centres for India.

Reinforcing market presence

ACMEE 2010, Chennai



Crimping machine FP120 steals the show



The newly launched Electronica Lathe ELTURN 16 on display

Upcoming Exhibitions



July 23 - 26, 2010
Hall No. 18L, Stall No. S-66,
Pragati Maidan, New Delhi



September 1 - 5, 2010
Hall No. D, Stall No. 254,
CODISSIA Trade Fair Complex,
Coimbatore

Product update



Prima Industrie, Italy

Prima Industrie S.p.A., established in 1977, is a worldwide leader in the field of laser and sheet metal machinery.

The Prima Industrie group, after acquiring Finn-Power, Finland, acknowledged leaders in sheet metal machinery, now has a wide network in 60 countries with manufacturing facilities in Italy, Finland, USA and China.

Electronica HiTech offers integrated solutions from this group in India.

Advanced laser cutting capabilities

- Sheet Thickness: 0.5 - 25 mm
- Sheet Size: 1.5x3 - 3x40 m
- Power: 2.5 - 5 kW
- Laser Source: Convergent Prima, USA/ Rofin Sinar, Germany

Feedback

Want to tell us what you think of these articles, or looking for more details about a particular write-up? Then get in touch with us today.

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We look forward to hearing from you soon.

