

2013-14

masibus[®]
Advanced Automation - Sure Solutions

MASIBUS CORPORATE PROFILE



About MASIBUS

Headquartered in Gandhinagar, Gujarat, since 1991, Masibus offers industrial automation & instrumentation solutions to customers within the country & across the globe. Recognized as one of the premier industrial automation solution provider, Masibus has close to 10,000 customers, in about 50 vertical industrial segments, offering products, solutions & services through 8 regional offices & a wide network of Dealers & System Integrators.

Masibus' goal is to exceed the expectations of every customer by offering innovative industrial automation solutions, outstanding customer service & greater value addition, thereby optimizing process functionality and improving operation efficiency of the industry. Our team is distinguished by their functional and technical expertise combined with their hands-on experience, thereby ensuring that our customers receive the most effective & value based solutions for their requirements.

Masibus has been quick to adopt & incorporate new technologies like Ethernet & Wireless into the industrial automation solutions that are offered. Today we have many proven track records of every conceivable product and solution in SCADA/PLC/DCS platforms that have been successfully installed at several sites.

Masibus has been the preferred supplier of products & solutions to the power sector also. We have recently tied up with Siemens- EDEA to offer complete sub-station monitoring & automation solutions. This tie up enhances Masibus' offerings to the power sector & we now have products & systems to offer for Power Generation, Transmission & Distribution segments too.

Masibus has been exclusive dealers for world class Calibrators from Beamex, Finland & Vibration Products from VMI, Sweden; recent additions to the world class products is Toshiba's DCS range in India.

The promise of quality has helped Masibus in becoming a globally accepted company with increasing exports to countries world over. Masibus' global journey has begun with the opening of an office in Sharjah.



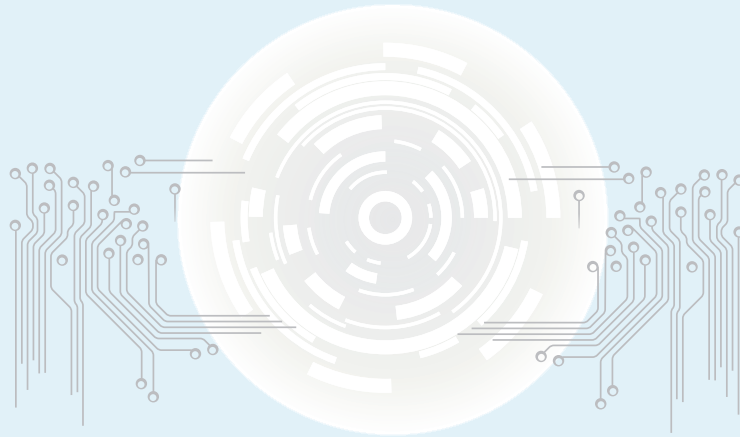
MASIBUS Philosophy

VISION

Masibus moves ahead with the VISION to “Become the most admirable Indian Company in the field of Automation and Instrumentation”

MISSION

As a company, our MISSION is to grow consistently by 30% YOY, using the best global technologies in products & services offered to customers.



MASIBUS BELIEVES IN

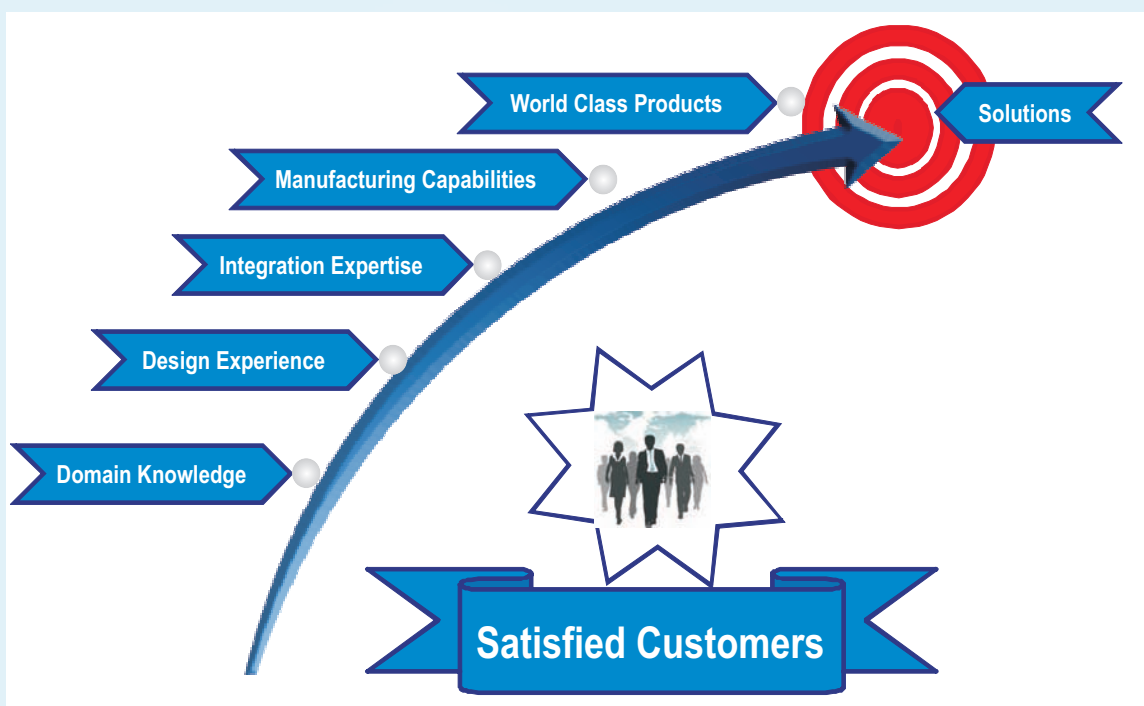
Transparent, legal & ethical business practices

Facilitating continuous improvement of technical & leadership skills in our people

Safety of our people & customers

Maintaining a clean & green environment

Masibus is proud of its vast expertise & relentless dedication to provide result oriented & effective industrial instrumentation & automation solutions to its numerous customers in an assortment of vertical segments



Business Overview

Masibus' Products Division caters to manufacture a complete range of process instrumentation products which include Calibrators, Indicators, Controllers, Scanners, Remote Terminal Units, Signal Isolators/Converters, Power Meters & Transducers, I/O Modules, HMI/SCADA software products, customized OEM products as well as Control Panels.

Masibus' Projects Division offers complete systems solutions for several vertical segments like Steel, Power, Chemicals, Cement, Pharmaceuticals, Oil & Gas and Water with leading technology partners - Toshiba, Schneider, Siemens, MOX, Qualitrol, Beamex and Williamson. Masibus has served many major / known customers in these fields:

Steel: SAIL (All units), Vizeg Steel, IISCO, Tata, Panchmahal Steel, Shah Alloys, NRB Bearings etc

Power: NTPC, PGCIL, Tata Power, NHPC, Siemens, Nevaly Lignite, BHEL, BSES, Torrent and many more

Chemicals: SRF, Gulbrandsen, Arti, Futura, Hindustan Lever, Core Green Sugar, UPL and many more

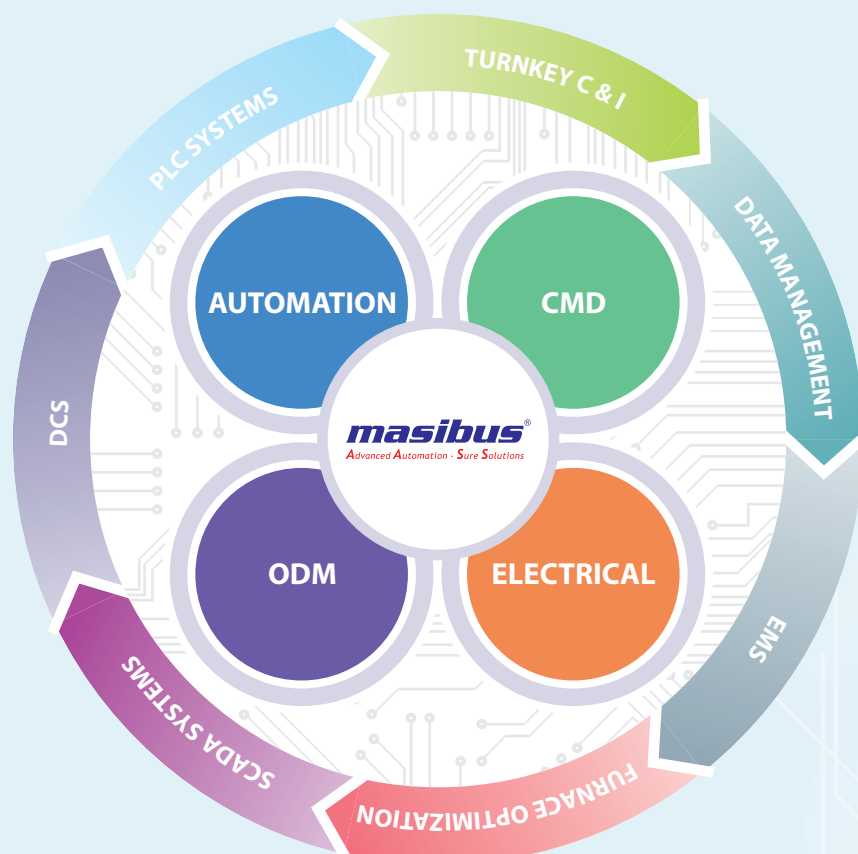
Cement: Ambuja, Hathi, Siddhi, Digvijay Cement, LnT Cement, High Bond Cement and many more

Pharmaceutical: Lupin, Ranbaxy, Concord Biotech, Torrent Pharma, Aventis, Gland Pharma, Haffkein

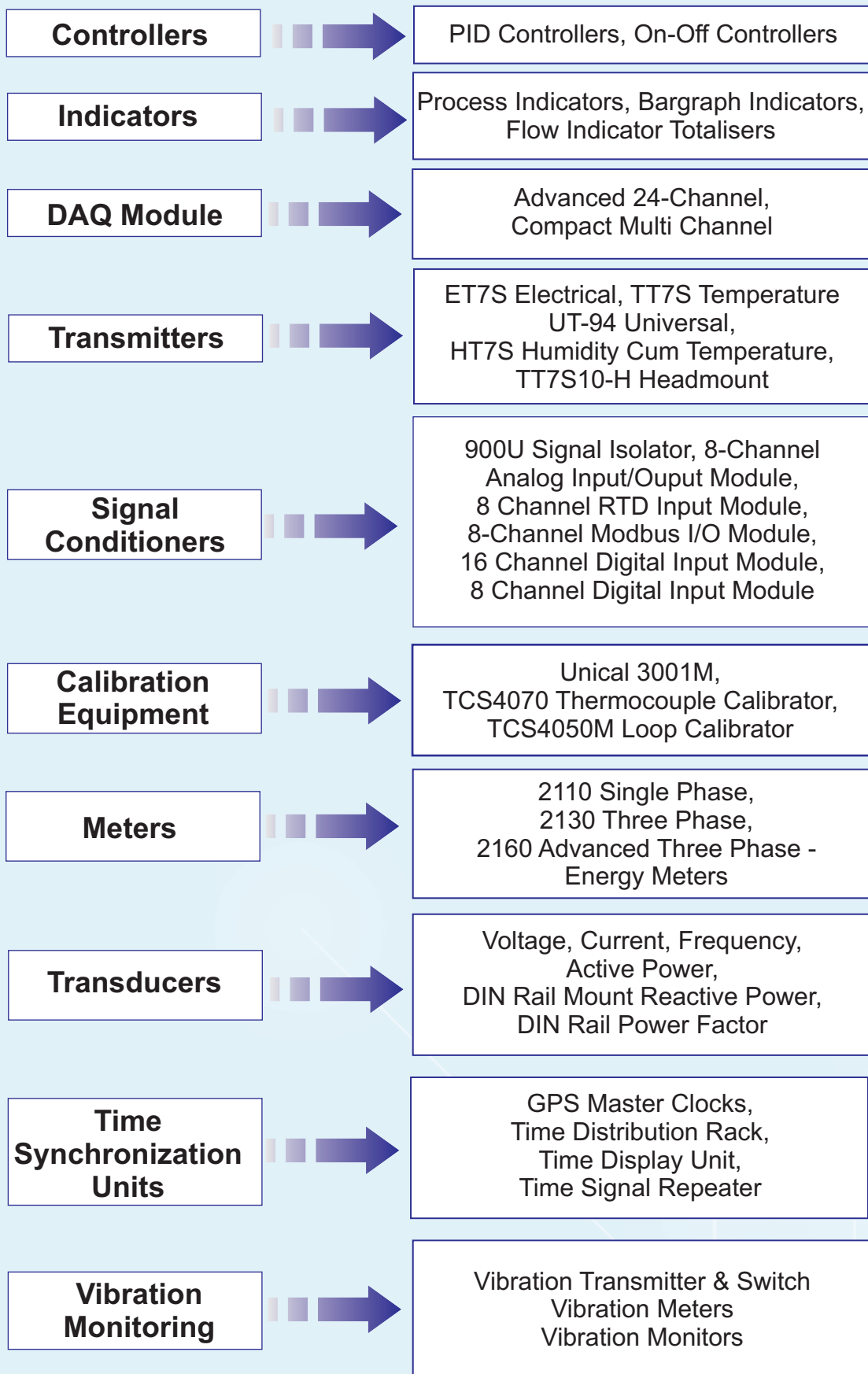
Masibus' Condition Monitoring Division offers products and services in Vibration Monitoring. It also offers on-line turnkey asset management solutions.

Masibus' Power Division offers power products Transducers, Power meters, Energy meters, Sequence of event recorders, Disturbance Recorder, GPS Receiver & Time display units and solutions.

Masibus' Original Design Manufacturer Division will offer the customers a new design experience with high sustainability and reliability; effective re-engineering costs, support and service. The ODM division serves as a one-stop shop for the designing and manufacturing needs of our clients.



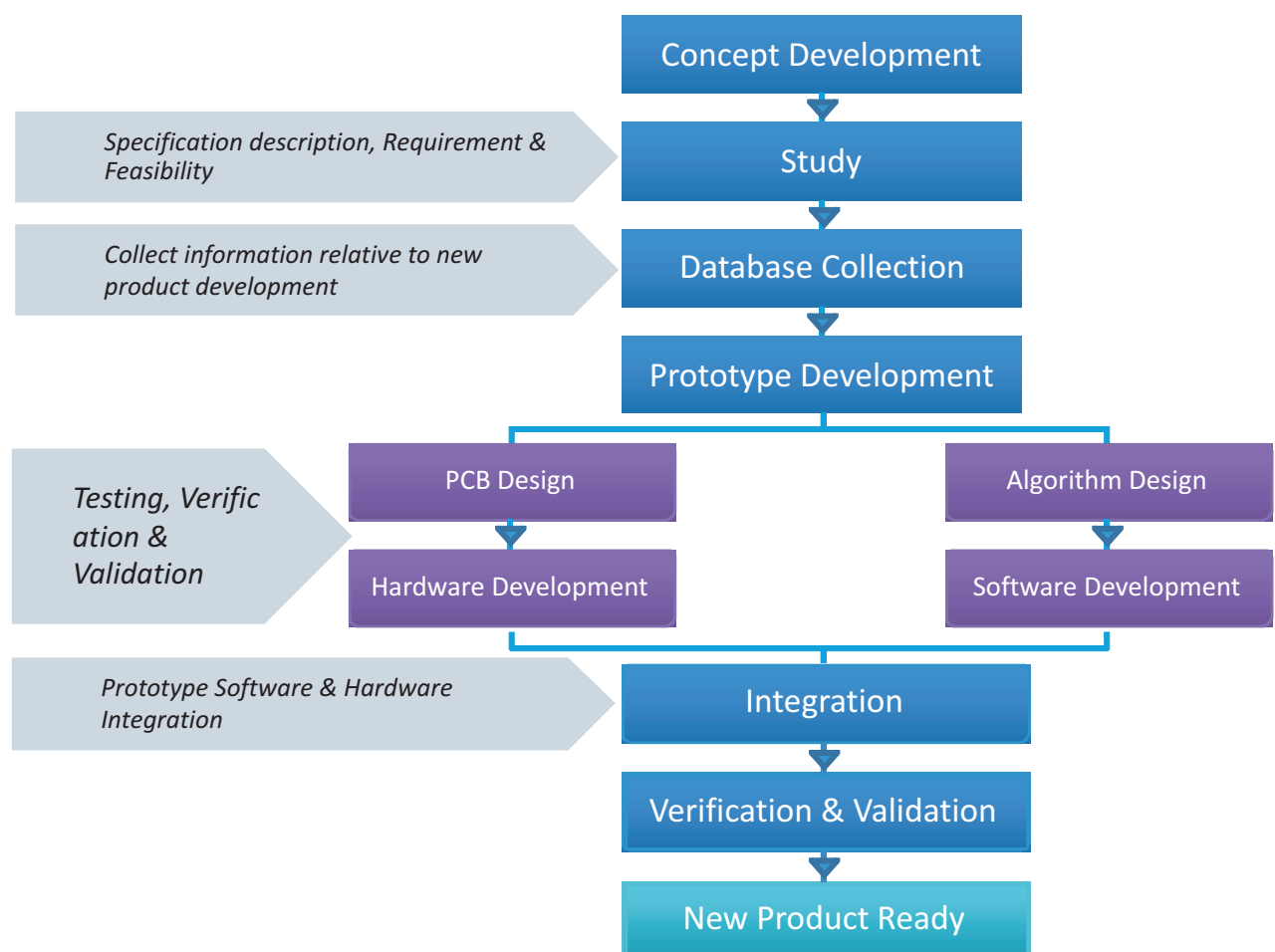
MASIBUS Manufactured Products



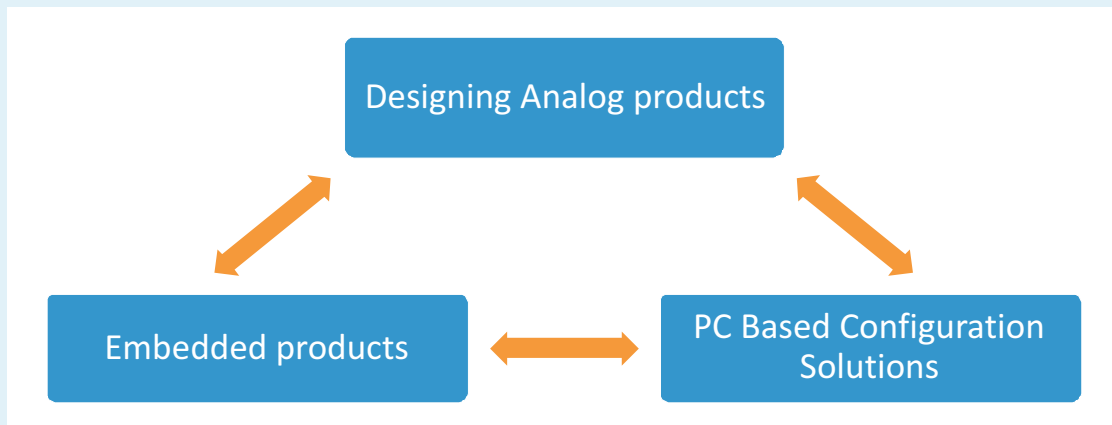
Masibus R&D

- R&D unit is DSIR certified and also follows ISO 9001-2008 for processes.
- For reliable product and better quality we follow extensive Gate – Stage process for product development.
- R&D covers range of works like product modifications, product revision, Line extension, completely new product line development, product development on totally new technology.
- R&D department has a knowledge base of 30 qualified engineers, having qualification of B.E., M.E., Msc, B.Tech, M. Tech. Average age is around 28 years with of more than 150 total man years experience.
- R&D has extensive knowledge on Protocol development, Software development, microcontroller architecture and operation, compiler knowledge, PCB designing, Hardware designing, EMI-EMC know how, wireless communication, product ergonomics, sensor engineering.

R&D Methodology



Masibus R&D



R & D Objectives

- To start from Basic design concept, shape its relevance to meet customer needs & Engineering that turns it into a Viable, Economical & Feasible Product with a competitive edge.
- Creative approach, innovative ideas, thorough verification & validation to provide reliable and long term performance product.

Main R&D Domains

- Designing Analog products.
- Embedded products.
- Automation and supervisory control.

Masibus Embedded Service division offers following:

- Embedded product design
- Application Software Development
- Hardware Development
- Embedded Software/RTOS Development
- Testing/ Verification/ Certification
- Rapid prototype
- Manufacturing
- Re-engineering optimization

Masibus R&D Skill Sets

- Protocol Development
- CAN bus
- Software Knowledge
- Cross Compiler Know-How
- Micro Controller Architecture and Operation
- RTOS (Real Time Operating System)
- Board Support Packages
- Driver Development
- Circuit / Schematic Designing
- PCB Designing
- Hardware Designing
- Simulation Technique
- EMI / EMC Know-How
- Wireless Communication
- Product Mechanical Designing
- Product Ergonomics
- Industrial Designing
- Sensor Designing

Masibus Projects' Division

Masibus has an all India coverage, with dedicated staff in each of our local offices and an extensive network of partnerships. We are able to provide vertical expertise across a wide-range of industries. Our advantage is the domain methodology, institutionalized globally by experienced engineers and backed by a global knowledge management system, ensures flexible and scalable delivery capabilities.

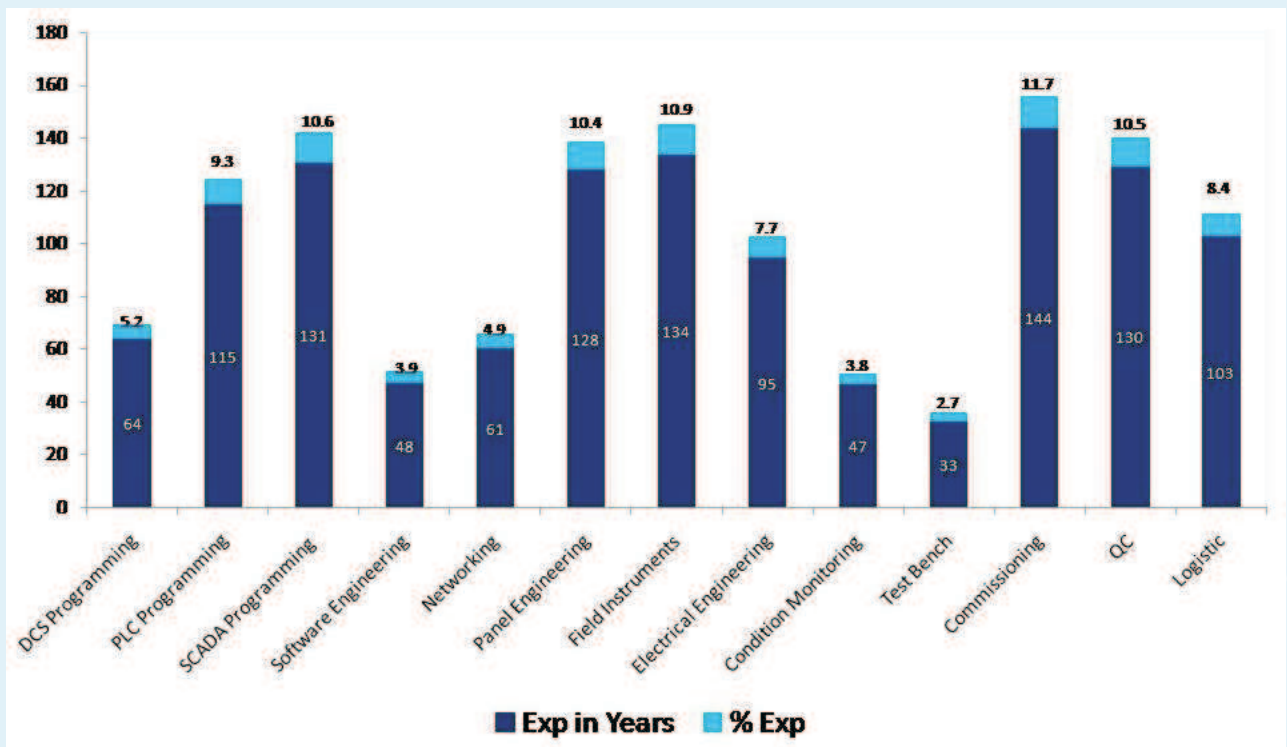
Masibus' extensive experiences with a wide range of clients developed over the period of three decades of existence give us the unique insight to understand and address your needs.

The company follows Quality Assurance program with the objective of ensuring high quality products & services and ISO 9001:2008 Certification is result of the same.

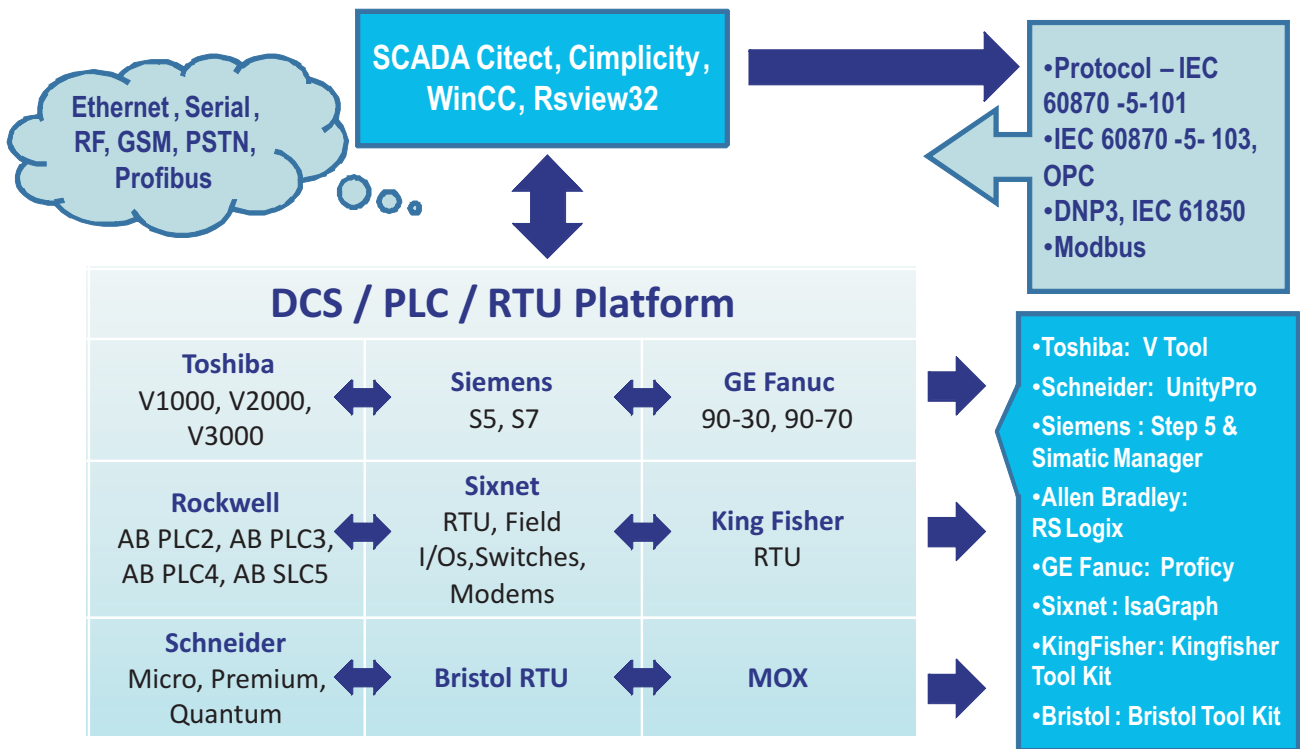
We provide turn key automation for jobs with PLCs, DCS, SCADA, Soft Logic Controls, and RDACS and so on, based entirely on customer requirement. Our manufacturing base and affiliated product range boasts of complete turnkey automation solutions including I/O Modules, Controllers, Scanners, Remote Terminal Units, Signal Isolators/Convectors, HMI/SCADA software products, interoperability products as well as customized products. Our Project Division is currently focusing on accomplishing ambitious complete system solutions across numerous vertical segments like:

- Power
- Steel
- Oil & Gas
- Pharmaceuticals
- Cement
- Water

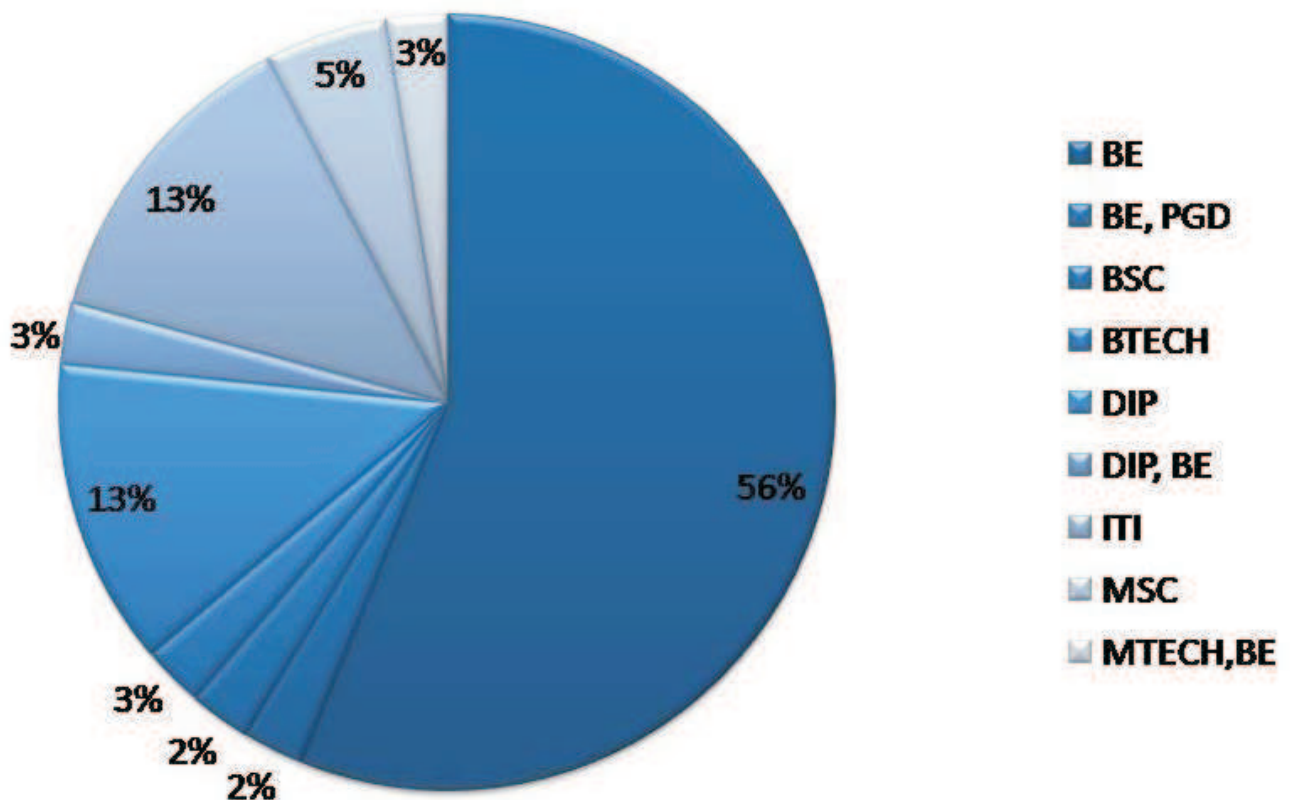
Masibus is tied up with many foreign Principals for supply of Automation Hardware in India as distributor or VARs.



Masibus Projects' Division



Resources



Quality Assurance

Masibus believes in a Customer Centric approach, hence we give high priority to quality and instill 'quality first' mindset in our team. We have established a QMS that encompasses all our business processes, from Planning, Marketing, Sales, Design & Development, Manufacturing and Services.

Masibus has adopted the following Quality Policy to achieve higher standards of Customer Satisfaction and growth:

“Masibus will continue to satisfy customers by delivering best of class products and services. Masibus commits to create for its people an environment for continuous learning & deploying best global technologies.”

Milestones

- **1975:** The brand 'MASIBUS' was born
- **1987:** Masibus Process Instruments Pvt. Ltd. was created
- **1992:** Started achieving compounded growth of 25% YOY from 1992
- **1998:** Productivity award from NPC.
Developed LAPTRACK: Unique software to track stolen laptops for a US based customer
- **2000:** Integrated a process automation solution as a Projects Division
- **2001-2002:** Achieved the 'Excellence in Electronics Award' from the government of India. Incepted a sister concern in Goa to manufacture large volumes of standard products
- **2005:** Masibus evolved to become Masibus Automation And Instrumentation Pvt. Ltd.
Masibus received the single largest product order of Toshiba for SRF
- **2006:** Masibus started international operations with the first office in Sharjah
- **2009:** Crossed the Rs. 25 Cr turnover.
Recognition of 'In-House R&D' unit by Government of India, Ministry of Science and Technology
- **2010:** Received the membership approval from TRACE International
- **2011:** Tied up with Beamex as partners to market their Calibration products in India
- **2012:** Conceived a new Original Design Equipment Manufacturing division 'RHOMBUS'



Corporate Information

- Corporate Name: Masibus Automation and Instrumentation Pvt Ltd
- Managing Director: Mr. K Subramaniam
- Head Office: B-30, G.I.D.C Electronic Estate, Sector - 25, Gandhinagar – 382044, Gujarat - India.
- Number of Employees: 168 = 155 (Consolidated), 13 (Trainees)
- Infrastructure: Head Office & Manufacturing Unit based in Gandhinagar
- Subsidiaries/Area Offices: 10 across the country with 1 international office in Sharjah

Client Testimonials

“Masibus supplied and commissioned Toshiba V-2000 based DCS control system for our polymerization process plant. The performance of Masibus is very good in respect of quality, reliability and response”

- Mr. P. K. Gupta, Associate Vice President (Project)
- SRF Limited, MP

Client Testimonials

“TATA Power would like to put on record that we appreciate the efforts taken by Masibus to resolve the issues. TATA Power is immensely satisfied with the type of continuous support Masibus has provide”

A Leading Power Company - based in the Southern Belt of India



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