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How would you describe the journey of your company since its inception?

Since its inception in 1972, Asiatic has carved a niche in the switchgear market, specializing in LV/MV products. Acquired by M/s LTL Holdings Pvt. Ltd., a major Sri Lankan engineering conglomerate, the company has ambitious plans for growth. Asiatic is approved by major utilities worldwide and exports to the Middle East, Africa, SAARC, and beyond. Certified to ISO 9001, ISO 14001, and ISO 45001, Asiatic recently ventured into solar arena with two IPP projects in Rajasthan. The company thrives on customer satisfaction, driven by teamwork, dedication, and a commitment to energy-efficient solutions.

What are the Key Milestones for Asiatic Electrical & Switchgear?

- 1972:** Began manufacturing LV cutouts and panels.
- 1975-1985:** First exports to Kuwait, Bahrain, and Oman.
- 1986-1995:** Secured global utility approvals & developed LV products.
- 1997:** ISO 9001 certification for the first time.
- 1998:** Entered the African market,



securing approvals in Kenya and Tanzania.

2000: Recognized as an export house.

2002: Entered the Sri Lankan market.

2004-2005: Introduced silicone rubber MV products in India.

2006: Transitioned to a Private Limited company.

2007: Started manufacturing 11-36 kV VCB panels, got OEM of ABB India.

2014: Secured approval in Kahramaa Qatar.

2016: Acquired by LTL Holdings

2019: Supplied LV panels for a prestigious power project in Bangladesh.

2024: Bagged two solar IPP projects in Rajasthan.

What are company's initiatives to drive sustainability practices for business operations?

Asiatic drives sustainability through several key initiatives:

- 1. Renewable Energy:** Entered the solar sector with two 8 MW IPP projects in Rajasthan and plans rooftop solar generation to reduce carbon footprints.
- 2. Resource Conservation:** Practices rainwater harvesting and uses clean fuels like PNG.
- 3. Pollution Prevention:** Implements measures to prevent soil and water pollution through ETP plants.
- 4. Energy-Efficient Products:** Designs and manufactures products that reduce energy consumption and environmental impact.

5. ISO Certifications: Holds ISO 9001, 14001, and 45001 certifications for environmental and safety quality standards.

6. Global Standards Compliance: Products meet IS/IEC/RDSO/CPEI-India/KEMA-Holland/KERI-Korea standards.

7. Continuous Improvement: Invests in R&D for better products and operational efficiencies.

What are some of the innovative initiatives taken by your company in recent years?

Asiatic has driven growth and enhanced market positioning through several initiatives:

- 1. Country-Specific Products:** Developed tailored products for various countries, ensuring stability and growth.
- 2. Compliance to National/International Standards:** Ensured products meet IEC/IS/BS standards, increasing global market penetration.
- 3. Expanded Product Range:** Expanded product range with 11 kV and 36 kV VCBs, enhancing industry partnerships.
- 4. Strategic Acquisition by LTL Holdings Pvt. Ltd:** Improved efficiencies and market reach through synergies with LTL Holdings Pvt Ltd.
- 5. Solar Projects:** Entered the solar sector with two 8 MW IPP projects in Rajasthan.
- 6. SAP B1 Implementation:** Streamlined operations and improved efficiency with SAP B1.