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**Elcome Technologies Private Limited**

**Welcomes**

**Hugh Beertlein, Terrence Lim and**

**Harshit Shah**



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**ELCOM**



# Group of Companies





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# Elcome Group Companies



**Elcome Marine Services Pvt. Ltd. (1978)**



**Indocen Electronic Systems Pvt. Ltd. (1993)**



**Elcome Technologies Pvt. Ltd. (1998)**

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**ElcoSoft Pvt. Ltd. (2003)**



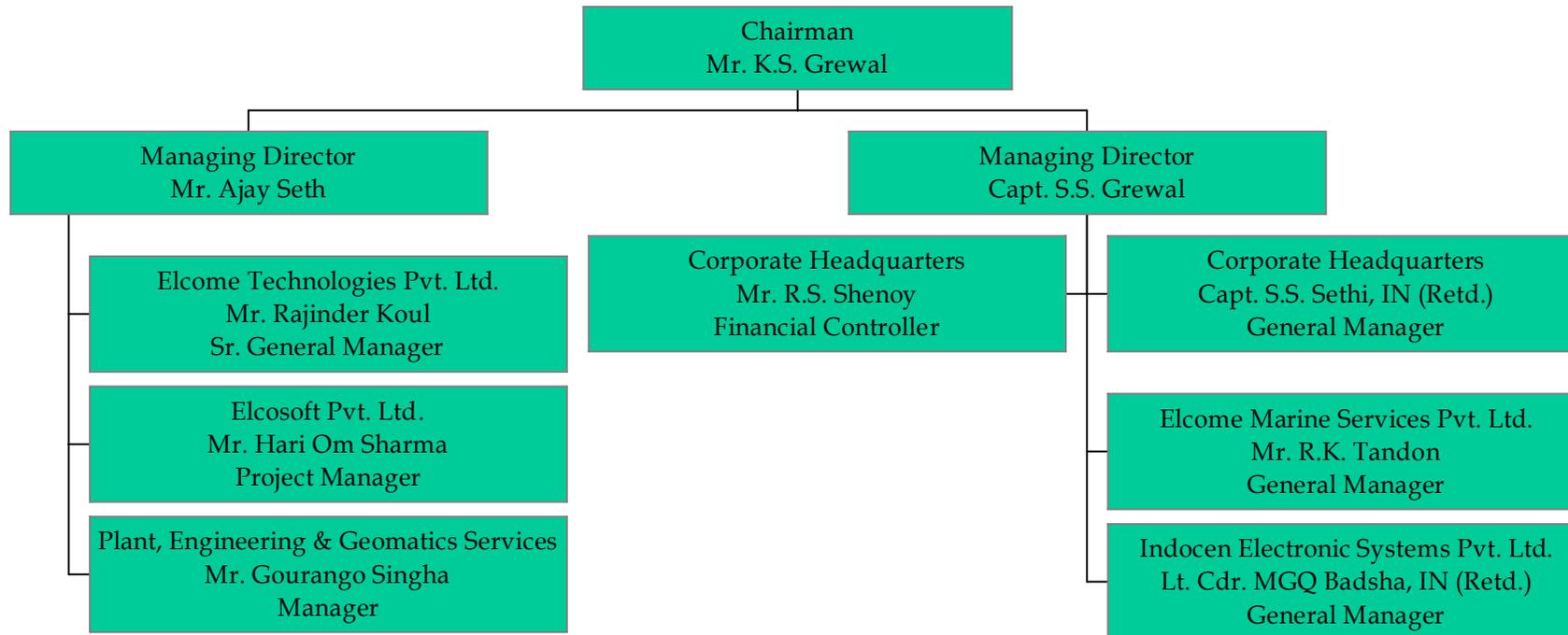
**Plant, Engineering and Geomatics Services (2006)**





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# CORPORATE ORGANISATION





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## Introduction

- ❑ Established on 1st July 1998
- ❑ Operations Commenced on 1st August 1998
- ❑ Started With Representing Leica Geosystems in India





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# PRINCIPALS

LEICA GEOSYSTEMS A.G,  
SWITZERLAND

Optical/Laser Measurement  
&  
Positioning Technology



AMBERG MEASURING  
TECHNIQUES LTD.,  
SWITZERLAND

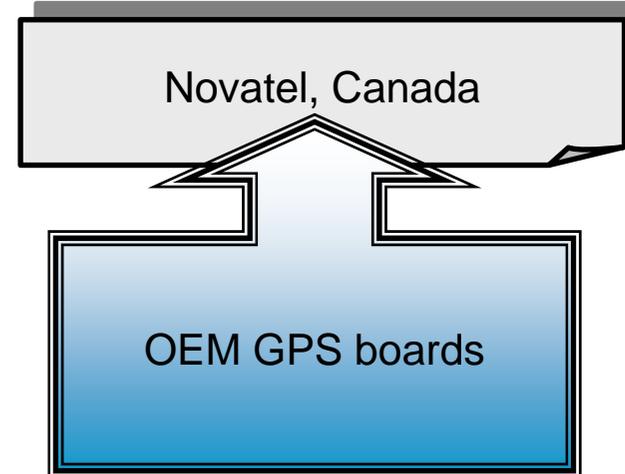
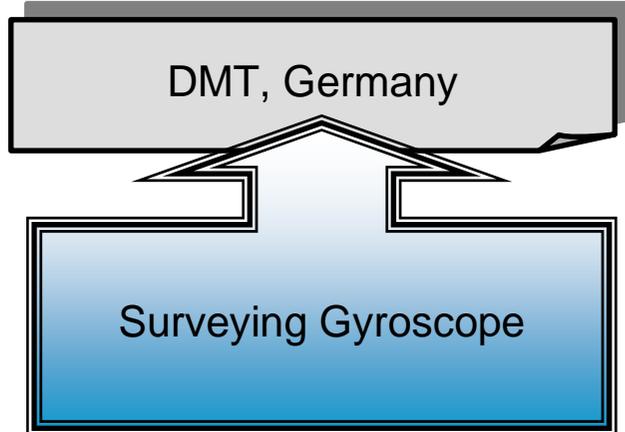
Tunnel Profiler





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# PRINCIPALS





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# PRINCIPALS

Magellan, USA

Handheld GPS



NEWCON OPTIK, Canada

Laser Range finders





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# PRINCIPALS

Campbell Scientific, Canada

Weather Station



Riegl Inc. Canada

Long Range Laser Scanners





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# PRINCIPALS

Paro Scientific Inc. USA

Pressure Transducers

**Digiquartz® Technology Advantages**

**New**

**Model 765 Portable Pressure Standard**  
**0.008% Accuracy 0.0001% Resolution**

The advertisement features a collage of images. On the left, a digital pressure transducer displays '29.55215 1mPa' and '-0.00037 1mPa/s'. In the center, a pressure transducer is mounted on a tripod in a field. On the right, a rugged black case contains a portable pressure standard. The background shows a coastal scene with waves and a rocky shore.



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## MISSION STATEMENT

Our mission is to be  
the India's **first-choice provider** of innovative solutions to  
our customers' needs in the market segment we serve

and

**Trustworthy, Loyal and professional partner to our  
Principals and customers**



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## Our Office





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## Our office





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# Conference Room





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# Application Area





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## Our Market Segments

- Engineering & construction surveying
- Industrial measurement of large structures
- Cadastral surveying, mapping & land titling
- Mining & exploration surveying
- Utilities, forestry and agriculture GIS applications
- Avionics
- Photogrammetry
- Seismic Studies
- Marine Survey and Meteorology for Weather
- Defense surveying & intelligent observation
- Building & associated trades
- Through Out Indian Subcontinent



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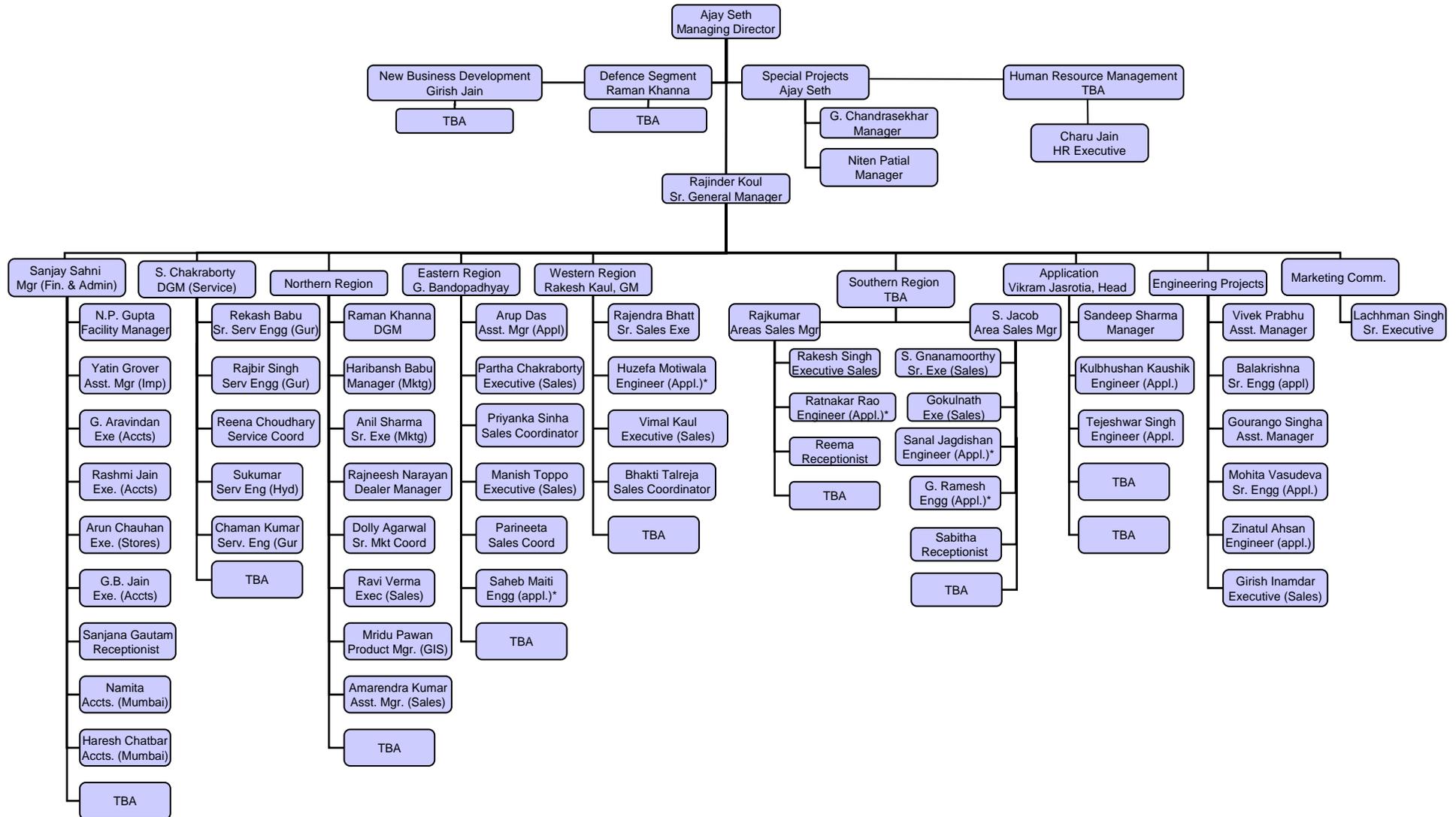
## Competence

- More Than 200 Man years of Surveying Experience.
- Among the world's best technical know-how on Surveying, GPS (Leica) & IMS products available.
- Capability to assist in Implementation of Projects
- Capability for Man Power Training to Factory Standards
- Repair facility for complete product line.
- Application training and project support for all Leica product line and all targeted market segments
- Understand the need for quick response and can support customers time crucial requirements.



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# Organization Chart





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# Showroom





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# GURGAON SERVICE CENTRE





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# Service Workshop





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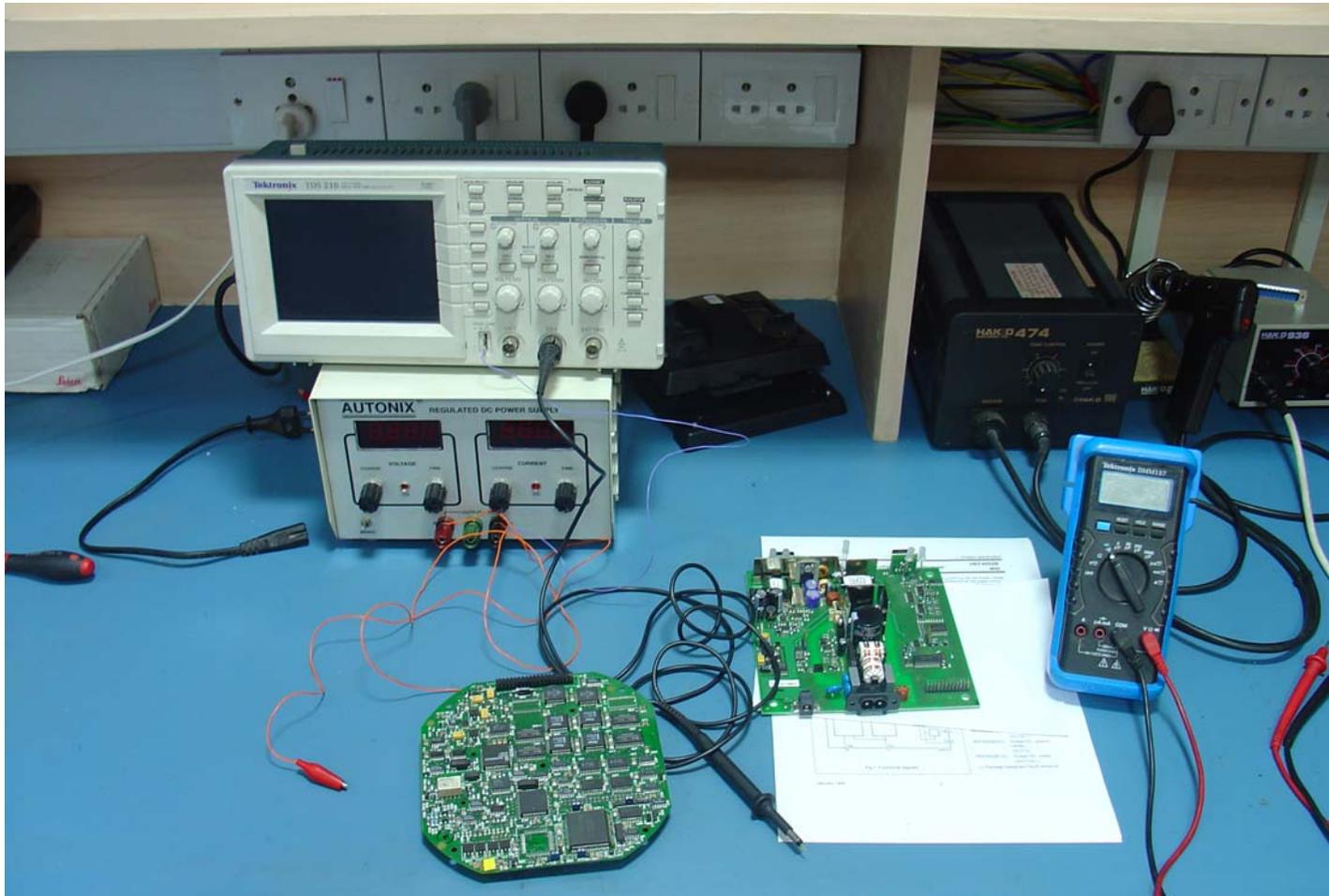
# Service Workshop





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# Service Workshop





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# STATE-OF-THE ART SERVICE CENTER, HYDERABAD





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# SERVICE CENTER CERTIFIED BY LEICA

## Authorization

Leica Geosystems AG, Heerbrugg (Switzerland) confirms that the Service Center of

### **Elcome Technologies Pvt. Ltd. Gurgaon; India**

has implemented a Service management system and has successfully demonstrated during an Audit by **Leica Geosystems AG, Heerbrugg (Switzerland)** that this system meets the relevant criteria for a Leica Geosystems Service Center.

Leica Geosystems AG, Heerbrugg qualifies above area to be an

### **Authorized Service Center of Leica Geosystems AG**

Based on this Authorization the Service Center is authorized to maintain and repair products and to issue Service Certificates in accordance with Leica guidelines (Reference: Service News 29/2001; 24.9.2001 /3679-AER) for the range of Leica Surveying & Engineering instruments as stated in Annex 7 of the Service Agreement.

This authorization remains valid until December 9<sup>th</sup>, 2007

Leica Geosystems AG  
S&E Division

Reinz Zudrell  
Director  
Quality Management S&E



Heerbrugg, December 10<sup>th</sup>, 2004

Rolf Aerni  
Manager Workshop Advisory  
Customer Support & Services CSS

CH-9435 Heerbrugg (Switzerland)  
Phone +41 71 727 31 31 Fax +41 71 727 4705  
www.leica-geosystems.com





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# ELCOME- ISO 9001:2000 CERTIFICATE



## DET NORSKE VERITAS MANAGEMENT SYSTEM CERTIFICATE

Certificate No. 03550-2006-AQ-BOM-RvA

*This is to certify that  
the Quality Management System  
of*

**ELCOME TECHNOLOGIES PVT. LTD.**

*at*  
Elcome House, A-06, Infocity, Sector 34, Gurgaon - 122 022, INDIA

*has been found to conform to the Quality Management System Standard:*  
**ISO 9001:2000**

*This Certificate is valid for the following product or service ranges:*

**IMPORT, MARKETING, SALES & AFTER SALES SERVICES OF  
SURVEYING, ENGINEERING & GIS INSTRUMENTS**

*Original Certification date:*  
2006-03-09

*Place and date:*  
Chennai, 2006-03-11

*This Certificate is valid until:*  
2009-03-09



*for the Accredited Unit:*  
DNV CERTIFICATION B.V.,  
THE NETHERLANDS

*Compliance to the Standard in respect to the indicated scope is  
verified by the DNV approved registered Team Leader:*

Cmde K.B. Suri  
*Lead Auditor*

D.K.S. Moorthy  
*Management Representative*

Lack of fulfillment of conditions as set out in the Appendix may render this Certificate invalid.

DNV 5020/1.2

DNV CERTIFICATION B.V. Haastrechtstraat 7, 3079 DC Rotterdam, The Netherlands, TEL.INT.: +31 10 2922 688, FAX: +31 10 4790 708



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## Major Clients

- Airport Authority of India
- Anna University Chennai
- CBRI, Roorkee
- Central Mine Planning and Design Institute
- Central Mining Research Institute
- CESS, Trivandrum
- Coal India Ltd
- COMAU INDIA
- DRDO Labs
- Delhi Metro Rail Corporation
- Forest Survey of India
- Geological Survey of India
- HAL
- ICMAM, Chennai
- IITs (Delhi,Roorkee, Kanpur, Kharagpur,Mumbai)





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## Major Clients

- Indian Space Research Organization
- IIGM
- Indian Bureau of Mines, Nagpur
- IRCON
- Land Records Departments of various State Govts
- Larsen & Toubro
- Ministry of Defense
- MOIL, Nagpur
- NAVY
- National Hydrographic Office
- National Hydroelectric Power Corporation
- National Remote Sensing Agency
- NGRI, Hyderabad
- NIO, Goa, NIOT Chennai





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## Major Clients

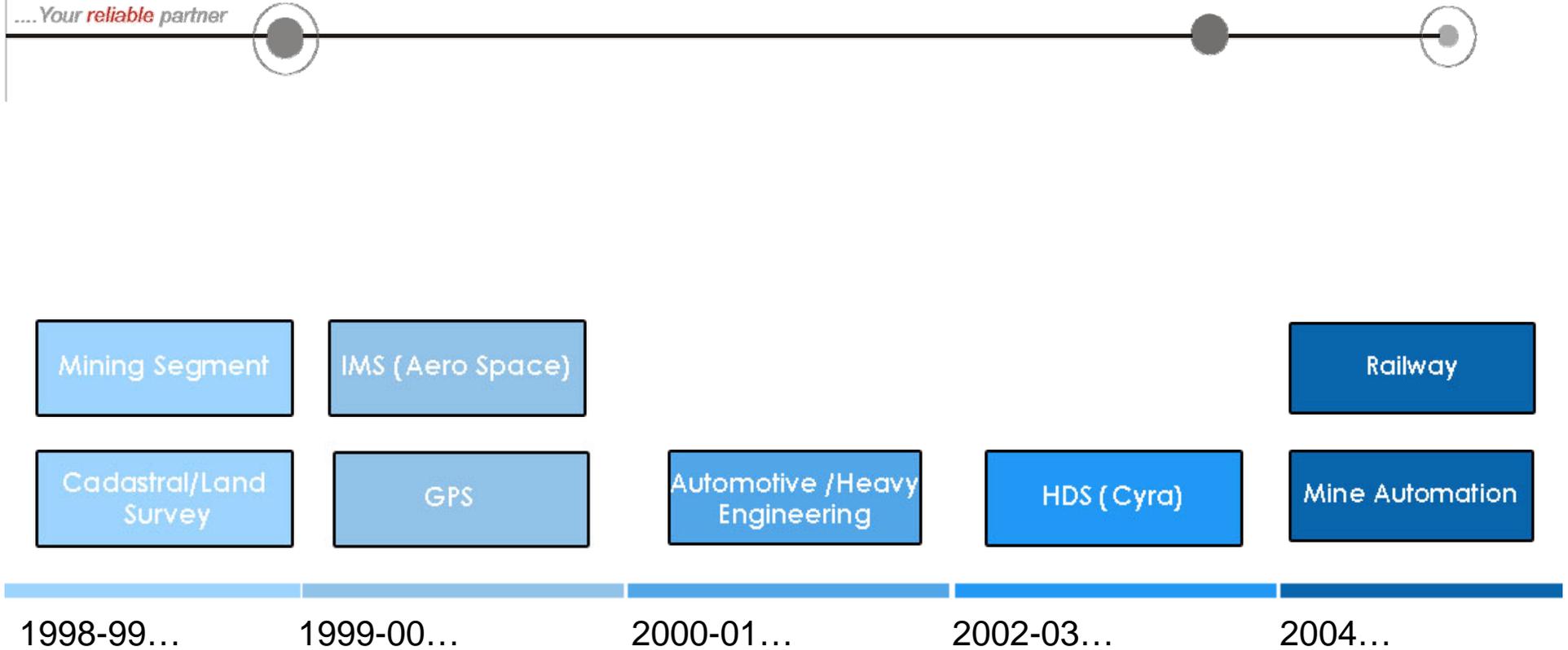
- Oil & Natural Gas Corporation
- Oil India Ltd
- Private Surveying & Construction Companies
- RITES
- Space Applications Center
- Survey of India
- TATA MOTORS
- VSSC
- Wadia Institute
- Construction Companies like Jayprakash, HCC, Simplex





# Elcome Technologies Time Line

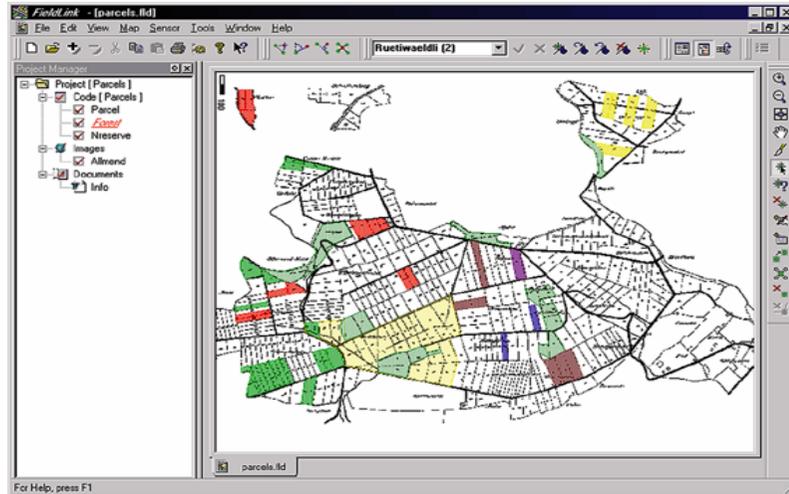
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# Cadastral/Land Survey



- Started Market Development in 1998
- First year we sold 25 Total Station in this market
- We were leader in this market until 2003 and now the market is driven by price
- Almost 100 to 125 Total Stations are sold in this market every year
- We are struggling due to price as this is tender driven segment.



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# Mining Segment



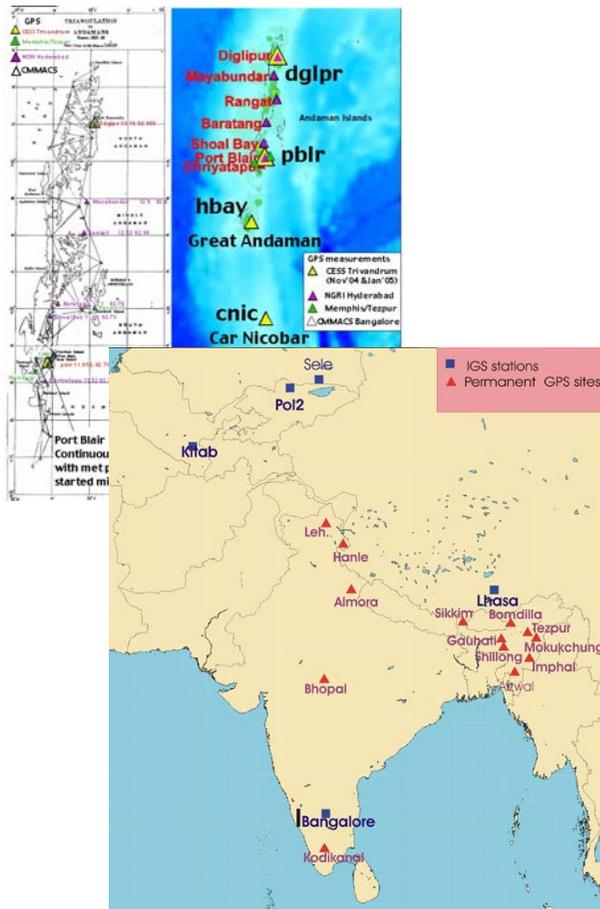
- Have sold over 100 Total Stations and 3 sets of GPS.
- Started in 1998 and we more or less dominate this market.
- Major competition comes from Sokkia & Topcon.
- Still the Strong Player.



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# GPS

- Started with NHO, SOI back in 1995.
- Trimble started dominating market in 1997
- Made few strategic move In 1998-99 and threw Trimble out of market except in Scientific community.
- As of mid of this year we enjoyed over 70% market share.
- Have seen loss of market share to Trimble due to very aggressive pricing of Trimble. Now Topcon and Thales getting very aggressive





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## IMS (Aerospace)



- Started activity in 1998-99.
- As of date we have monopoly in Aerospace market.
- We have sold over 100 theodolites and 3 Laser Trackers
- Now Farro, API is threatening due to their aggressive price.
- We need to protect this market.

Indian Space Research Organization (ISRO)



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# Automotive / Heavy Engineering

- Started in 2000-01
- Have had few successes.
- We are been threatened by FARO, API and Metronor.

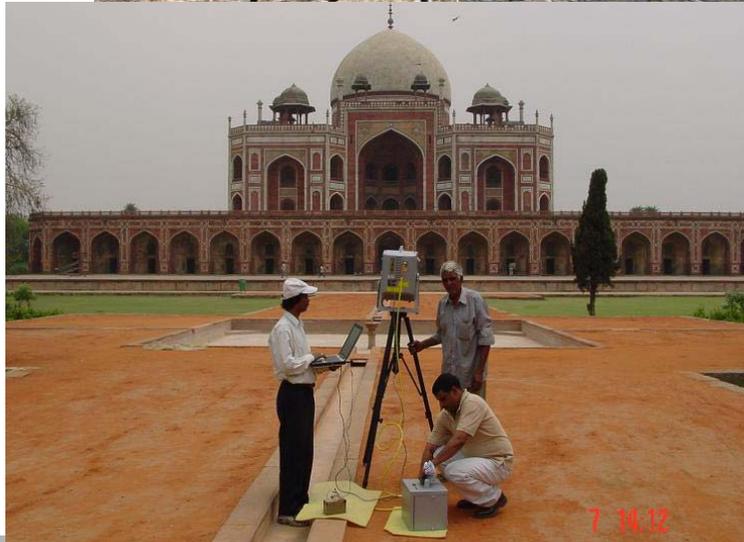




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## HDS (Cyra)

- Started activity in 2003.
- Have sold one scanner to ASI
- Lot of potential but slow maturity of the market.
- OpTech and Trimble are showing presence and hopefully this will help open up the market.



HDS(Cyrax) Activities In India



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# Mining Automation

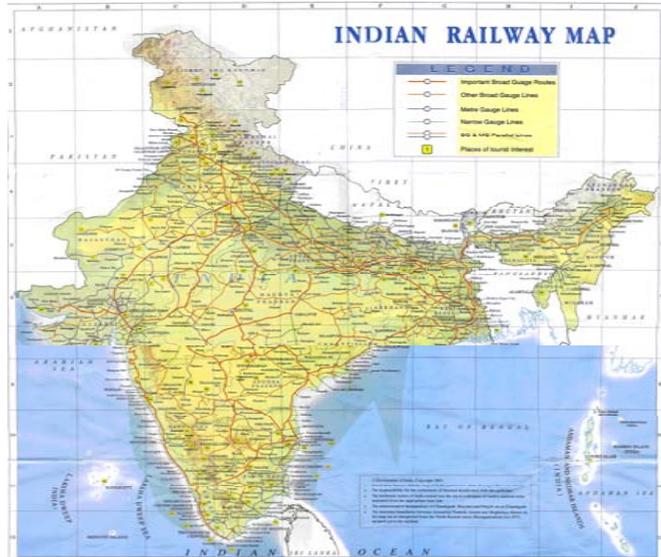


- Have sold over 100 Total Station and 3 sets of GPS.
- Started in 1997 and we more or less dominant in this market.
- Major competition comes from Sokkia & Topcon.
- Still a Strong Player.



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# Railways



## ❑ Milestones

- We have already sold and installed GRP3000 system to RDSO (Research Design and Standards Organization). This organization defines standards for all the railways in India. Once the system is successful with this organization it will be mandatory for all the railways to use this kind of system.

## ❑ Challenges & Risks

- Lack of awareness
- Not suitable for long length railway lines
- Software still having bugs and limitations