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Because of this approach, we have managed to work with some really reputed customers and prestigious projects - and they continue to show confidence in our brand and products year after year. This is a big testament to our consistent quality and services over the years.



Ayush Choudhary

Managing Partner

Precision Electricals

Q. PRECISION ELECTRICALS established in 1988, what do you think how much your company is growing till now?

Yes, in our company growth is a continuous process. We are always looking to add new product lines and add newer markets to make it easier for our customers to reach us. We have had very good footprints in the market working with top builders, housing boards, architects and consultants. Going forward, besides just increasing our presence in the project space, we are targeting the next wave of growth to come from Retail Segment.

Q. What are the assumptions from the government to boost electrical products in India?

A simplified taxation regime has really simplified our lives as an organized group of companies. Govt. is also doing advertisements for Customers in Television or Radio to increase awareness about the star ratings, tips for low electricity consumption among other things. Also, with the Make in India initiative, there is greater emphasis on companies and products made in India. Since the very beginning not only are we following those norms, but also promoting components and processes done in India. As a Manufacturer with good quality products and transparent processes, we are very happy with government initiatives and are confident that this will help with our growth plan.

Q. What are your products and how it works?

We have all Electrical wiring accessories of various range and ratings. All are switching devices. We also specialize in GI Boxes, Distribution Boards and are planning to also launch our line of switchgears later this year.

Q. What are the strategies which makes PRECISION ELECTRICALS as no. 1 brand?

Focus on quality, processes and personalized service is what really makes us stand out as a company.

Private projects, government projects and Retail segment are the three main customer segments for our industry and because of our company's principles, we are working with the top names in all these segments.

Q. What are the after sales services and unique initiatives in this respect offered by PRECISION ELECTRICALS?

We have a dedicated Customer Care number and Customer Care e-mail address for attending customers feedback and product complain if any. We have a special service team who ensures that these are attended to promptly and a solution is offered at the earliest possible without inconveniencing the customer.

Q. What is your reach in Indian market? How much

successful is PRECISION ELECTRICALS in India as well as globally?

We have a very good reach in Indian market as far as projects are concern. Currently we are supplying to very good and reputed builders in WEST, NORTH, and South region. Retail is a segment where we have started our efforts in a big way in the last few years and are planning to spread our wings across the country in the near future. With respect to exports, its still a small part of what we do, but are always on the lookout for committed partners and interesting opportunities.

Q. Tell us something about PRECISION ELECTRICALS success story?

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Q. What are the different strategies adopted by "PRECISION ELECTRICALS" to contribute in sustainability?

Today's world is all about new changes in technology and evolving mindset of customers and we mould and adapt ourselves as per the latest available technology.

Our well-qualified and experienced Technical Team is a huge asset to the company. They are continuously doing market survey both in India and abroad for deciding our next range of products as well as upgrade our existing product and processes to ensure lean practices, total quality management as well as minimum wastage.

Q. What is the great success story and the impediment of the PRECISION ELECTRICALS in Indian market, how do you cope up with hurdles?

As mentioned previously, we are a very organized company and our systems and processes allow the company to deal with the changing environment in India. The continuous focus on improvement and new product development ensures that we remain at the forefront of the electrical industry.

Q. Does PRECISION ELECTRICALS have any initiatives towards CSR (Corporate Social Responsibility)?

Yes we do at different levels of the organization. From inclusive employment to fully compliant factories to need-based financial assistance, the senior management ensures that the company is a responsible member of the environment that it operates in. ■

