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Vice President (Marketing & Sales)  
Precision Electricals

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**Q. What is the Precision Electricals is all about?**

PRECISION ELECTRICALS is part of the Choudhary group of Companies. It has grown to become a single stop solution provider for all the High-end Electricals Switches and Accessories requirements with its wide range of modular switches meeting international standards with the highest quality and aesthetic value which not only takes care of the safety parameters but also adds beauty to residential as well as commercial structures.

**Q. What are the products and services that you are catering in?**

Precision Electricals is manufacturer of Electrical Domestic Products mainly in to different variety of Modular Switches, GI Box, Surface Box, Distribution Boards. We are also entering the segment of protection devices starting with our upcoming range of MCBs. We are catering all kind of project requirements i.e. Premium, Standard and Affordable. We have variety of products which suit individual project requirements.

**Q. These days a huge competition is going on among the modular switches companies; what makes you different from all?**

Competition is healthy for any industry and we use this to push ourselves to achieve high standards. At PRECISION we focus on creating technically superior products that are safe to

use at the same time enhance the aesthetic of any space. With our in-house capabilities we are able to provide all of this at great value which makes us the preferred brand for builder, consultant and architect.

**Q. What are your quality parameters and what are your branding strategies?**

All our raw material comes from highest quality and reputed manufacturers along with test reports. We do random sample testing of inward raw material at our end. We do not deliver any product unless and until it approved and certified by our quality team. We also take regular feedback and reviews from our end customers for improvement in quality and design.

Customer satisfaction is extremely important for us and we always strive to give more than our 100 %. We are a very trusted brand in the industry and our long term relationship with our customers highlight that fact.

**Q. Please share your global presence and in India; are you planning to expand further?**

We have built a good PAN India presence over the 30 years that we have been in the industry. However, Elecrama allows us to expand into new markets, which is why this is very important event in our calendar with this year's participation, we hope to reach not only newer cities and states in India, but also expand internationally. ■

