

## Intec Group rides the wave of success

The organization believes that its mission to create enduring value for the customer is the driving force in sustaining its growth in organizational value.



**W**ith over 25 years of experience in manufacturing home appliances and 1 Million air conditioner products for renowned global brands, the first generation entrepreneur, Amarjit Singh, CEO of Intec Group is delighted with the overwhelming response for Intec Brand of Air Conditioners launched successfully in 2013 in North India. The available range includes window, split, inverter, floor standing and cassette air conditioners in the category of 0.75 ton to 2.00 ton capacity. The company also offers an exclusive category for the kids rooms which have attractively designed panels. These panels can be replaced to match with the child's growth. The premium models are available with hot and cold category. The split ranges are available in 3 star and 5 star. All categories with high efficiency copper coil and the complete range has comprehensive filtration with anti-bacteria technology for pure and healthy air. Moreover, the price range of the air conditioner is most competitive as compared to the leading brands available in the market.

INTEC air conditioners are available in I, IP, IW, IK, IT, IC, Inverter, Elite,

Grace and Natural Beauty series. **Amarjit strongly believes that, after being a reliable manufacturing partner of world class home appliances, it's time for him to build a global brand of home appliances. The Company has the aspiration of becoming a US \$ 200 Mn company by 2020 and a top 10 home appliance brand and market leader by 2025.**

Amarjit is currently evaluating some of the proposals from Investment Bankers who are keen to bring strategic investors to the company. But he is more keen to look at investment partnerships, rather plain vanilla funding which would bring greater value to the table to fuel its aggressive growth plan.

According to Amarjit, Intec's faith in Indian market has strengthened further with a stable, dynamic and vision-

ary Government at the centre which is poised to propel the Indian market leading to spurt in consumer spends. This should drive the consumer durable market to a higher growth rate.

Intec's world class AC manufacturing facility at Sriperumbudur, Chennai and Sirmaur at Himachal has

ty for 3 years for full equipment and 5 years for compressors. This makes Intec Air Conditioners a leader of value to its customers.

In order to leverage its core strengths and capture a higher market share which is annually growing at 20%, Intec, in addition to air Conditioners, is launching washing machines and geysers in 20 major states in India in the next 18 months. Intec is aggressively rolling out its pan India reach plan by hiring more than 500 sales and service manpower in a phased manner. According to Amarjit, the unique service-delivery process is designed keeping in mind the customer in focus. As part of this program, Intec will

have its own 10 regional service centers with highly competent and trained personnel.

Intec is also eyeing attractive international corridors for growth. According to Amarjit, talks are on with key distributors in Middle East, ASEAN, and African markets which promise high growth in the years to come.




over 0.5 Mn/Annum air conditioners manufacturing capacity. This has given Intec a good competitive edge to produce top class air conditioners.

Intec's unique Technology will ensure at least 40% energy efficiency for its customers. Along with this, warran-