

A Case Study

on

“TOPLINE SWITCHGEAR PVT LTD.

By

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under

Vikalp – Case Study Forum

L J MBA

2013-14

ABOUT THE VISIT (EXPLORE)

As a part of Explore (Industrial Visit), a group of students, under the guidance of a faculty, was directed to visit a Micro, Small-scale or Medium scale enterprise registered as an SME or MSME. The motive of the Industrial Visit is to help students to gain first-hand information regarding functioning of the Industry. Visit helps the students to plan, organize and engage in active learning experiences both inside and outside the classroom. The group of students from section A of MBA (Noon) planned to visit Top Line Switch Gear Pvt. Ltd at Vadasar village near Ahmedabad city. 14 students of my group participated in this industrial visit in order to get exposure of operations of the company. We hired a mini-bus and reached at Vadasar village by 11.00 AM.

At the factory, we were welcomed by the manager of the company and he directed us to conference room. Mr. Shailesh Patel, the CEO of the Toplineswitch gear pvt. Ltd., met the students and gave brief introduction to the company.

Then we first visited the production area of High Tension Switchgear and Fuses, where one can see how Switches and Fuses are manufactured, assembling some lathe and semi-finished parts together on insulators of High Tension, Switches and Fuses. Aligning the parts is skilful process for High Tension Switches and Fuses and thus the process requires adroit workers. Further to this, quality check of the finished product is done. Testing the manufactured items involves Engineering skill. Switches and Fuses are subject to Electrical testing. This can be done at established testing laboratory.

Fabrication workshop is another part of the factory, where M S Angles, Channels, Flats, Plates are to be properly marked and punched to make proper holes and welded as per drawing and as per requirement of customers. Then all M S material is sent for Hot Dip Galvanising, where, first of all, all M S material is washed properly to eliminate the scale and then dipped in Zinc at around 450 deg. Celsius temperature. Hot Dipping can give full weather protection to M S materials. After that, they are properly stacked and dispatched. After visiting factory, students asked questions to Mr. Shailesh Patel, CEO and the queries were well addressed. He answered for various questions of students related to organizational functioning, finance and marketing issues. We thanked the owner for his co-operation and left the plant around 2.30 pm. It was an informative, interesting and successful visit. As being

management students, students learnt a few technical and mechanical applications about the plant as well managerial functions of a company.

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About the Transmission and Distribution Equipment Industry in India:

The process of power generation and its eventual transmission and distribution (T&D) can be compared to the process by which food grains are supplied to cities from the places where they are produced and stored. Even if the warehouses are full with food grains, the transport infrastructure should be in good condition for the food grains to reach the end-users. If transport infrastructure is inefficient and inadequate, it not only results in to supply shortage but also leads to wastage during transport. In case of power, generation capacity is the warehouse and T&D infrastructure plays the role of transport facility.

Transmission and Distribution sector encompasses more than hundred major, medium and small equipments and components. From application point of view it can divide broadly in two sections. Indian T&D equipment industry consist of variety of products. The industry’s size is estimated at INR 64,072 Crore in 2011-12.

Table 1: Transmission & Distribution Equipments

Transmission Line Components	Substation Components
Conductors	Circuit Breaker
Transmission Towers	Isolator
Insulators	Current Transformer
Wave Trap	Potential Transformer
Auto Re-Closer	Lighting Arrester
Vibration Damper	Bus Bar
Corona Rings	Control Panels
Other Accessories	Relays
	Capacitor Bank
	Battery Bank
	Metering Instruments

The T&D equipment market has registered a compound annual growth rate (CAGR) of 21.7%, from INR 7,400 Crore in 2000-2001 to INR 64,072 Crore in 2011-12. This growth has been driven by increased generation capacity addition and subsequent need to augment the T&D network.

ABOUT THE COMPANY

Topline switchgear pvt ltd. is established in the year 1996, This group has emerged as a key player in the specialization of switchgear & transmission line tower fabrication & power transmission line equipments. Today company has earned expertise, and the faith of numerous clients not only in India but overseas as well. Topline switch gear pvt. ltd. is a prominent and leading manufacturer, exporter, supplier and trader of numerous power transmission line equipments like G.O.A.B. switches, rotating isolators, disconnectors, earth switches, change over switches, fuses, clamps & connectors, disc insulators, pin insulators, etc.

Products and Services

Topline Switchgear Pvt. Ltd. is a reckoned manufacturer, exporter, trader and dealer of a number of power transmission line equipments. Following is the categorical division of the products manufactured as well as dealt in by company: Products Manufacturing & Exporting

- 11/22/33kV G.O.A.B. Switches, Rotating Isolators, Disconnectors, Earth Switches, Change Over Switches, etc.
- 11/22/33kV Drop-out Fuses-Bracket/Channel type, Horn Gap Fuses, etc.
- Disc Hardware Fittings & Transmission Line Hardware-Tension/Suspension Both bolted & compression
- Clamps & Connectors upto 400kV Switchgears
- 66kV Rotating type Isolator & Earth Switches
- Isolator Contracts upto 220kV Isolators
- Galvanized Structure Steel for Transmission line & Substations upto 220kV

Products Trading & Exporting

- Disc Insulators
- Pin Insulators
- Pin / Shackle G.I. Hardware Fittings
- Post Insulators
- Lightning Arrestors & Accessories
- ACSR, AAAC Conductors

- Earthing Materials viz. Plate, Patti, Wire, Coal, Salt, Electrode, Chamber Cover, etc.
- Stay Set Includes Stay Rods, Turn Buckles, Adjusting Screws, Stay Insulators, Wire & Plates
- L.T. Insulators with Hardware Fittings
- Operating & Discharging Rods
- Rubber Hand Gloves & Rubber Mats
- Danger Plates, Phase Plates
- Electrical, Over-Head H.T. & L.T. Transmission Line Materials & Porcelain Goods, etc.

Quality

With an accumulated experience of more than a decade in the similar trade, Topline Switchgear Pvt. Ltd. has earned great glory owing to the impeccable quality of its products. The products manufactured by us undergo vital quality checking processes before reaching the final packaging stage. Each product is analyzed and tested on various parameters to ensure that only the perfect and precise products reach your doorsteps.

Infrastructure

Topline Switchgear Pvt. Ltd. is adorned with an extremely efficient and well equipped infrastructure. Each manufacturing and supplying unit is outfitted with the latest and the most sophisticated machinery, which carries out each production process smoothly and proficiently. Each machine is upgraded after short durations to ensure that we keep in pace with the advancing technology.

They employ a dedicated and experienced workforce, with each professional an expert in carrying out his/her respective tasks. Together, they aim to take the company to the zenith of success. They offer superb services for clients which include engineering assistance, installation after-sales service, and on time project completion.

SWOT Analysis:

Strengths

- Strong research and development help in developing exceptional and compitative products
- Wide range of products

- Ability to deliver high quality products at a competitive price
- Huge customer base in domestic as well as foreign market

Weaknesses

- Small business unit
- The company lacks effective marketing infrastructure
- Longer delivery cycles when compared with competitors
- Dominated Un-organised Industry
- Rising input cost
- High energy rate

Opportunities

- Whole society depending to the electricity and its extending day by day
- Electricity substitution instead of other energy types
- New acquisitions
- Research and development
- Positive Economic changes
- Outperforming energy sector

Threats

- Uncertain market and economic conditions
- Highly competitive market
- Exchange rate risk
- Competition among players
- external business risks
- Cheap imports from outside countries

PESTEL Analysis

Political

The government policies and regulations relating the company's industry and Clients Company's industry can largely affect the future of its business. For example, power sector has seen amassive growth in the last few years and has been at the top of the political agenda.Promotion of the sector augers well for theorganization as it can crack heavy deals with these companies.

Economic

The economic in India has played a significant role in charting the success of the company. Lot of Industrialization has been brought about, which has always been a catalyst for Top line switch gear ltd. sprinting growth. Businesses are dependent on each other for their survival and help themselves flourish mutually. When the economy does well all businesses ride up the rising wave.

Social

Companies are taking more interest in corporate social responsibility these days and steps have been taken by Top line switch gear ltd. too to further the same. Its contributions towards CSR free medical treatment facilities to employees, ban on child labor, Employment for handicapped

Technological

Topline switchgear being a manufacturing company of transmission line equipments is to a great degree driven by technological developments and innovations and has its earnest efforts directed towards improving its technological prowess to meet the changing requirements of a growing economy. At the same time the company has to keep pace with the developments happening in its business areas, else it will be knocked out by the competitors.

Legal

Company has attained ISO - 9001 certification for quality management and manufacturing unit has been upgraded to the latest ISO-9001: 2000 version.

The company has to adhere to the scores of legal rules and regulations, the acts, particularly the Companies Act 1956, The Factories Act, the Environmental Protection Act, Sale of Goods Act etc

Environmental

Proper disposal of Chemical and other wastes is also a major concern for which the company has put up Chemical storage and disposal plants.

Challenges faced by Company:

- Imports of electrical equipment have grown in the past five years at a CAGR of 28.28%. Current export-import trends based on select major ports trade data indicates alarming growth of almost 20% in imports; especially from China, South Korea, Germany and other EU countries.

- Inadequate Availability of Critical Inputs
- Inadequate Domestic Testing and Calibrating Infrastructure
- Low GDP Growth: General slowdown in the economy.
- Rising Input costs: Increase in input cost- raw material
- Exchange rate fluctuation which creates uncertainty about amount of payment from export order

Customer overview

This business works on a “made to order” model. So an advance contract is made with the customers and production is scheduled accordingly.

About the Employees

The employees are governed by the Factories Act and the same rules in case of wages, working hours and safety are applicable to them. The employees have to be careful about their safety while working on machines. The management try to assure that there have been no problems related to safety with their employees.

Conclusion

The company works at full capacity and company has no. of international clients. The company has evolved as quality conscious company. Company is planning to spend on marketing and promotion activities to make presences in different geographical areas. The company aims to expand its production capacity, so that more orders can be accommodated.