

In an e-interview with Purchase, Mr. L. R. Katrat, M.D. and CEO, of Katlax states that Gujarat has created a favourable and investor friendly atmosphere due to huge investments over the past couple of years. Operating from Gujarat for over two decades, they were the first to implement Electronic Seal Monitoring Solutions for which they hold a global patent.



L. R. Katrat
M.D. & CEO

Katlax Enterprises Pvt. Ltd.

...Gujarat has created a favourable and investor friendly atmosphere.

Q & A **What are the specific advantages and challenges of doing business in Gujarat.**

Gujarat has created a favorable and Investor friendly atmosphere due to huge investments attracted in past few years. It is also a state with good infrastructure, power supply, law and energy and is politically stable to create confidence for the business community.

Challenges is quality of technical and managerial manpower and lack of incentives to attract young talent due to missing metropolitan culture and prohibition policies pursued by Govt.

Q & A **Elaborate on your manufacturing location, plants, investments, technology and human resources**

We have set up manufacturing facilities on 32000 Sq.Feet of Industrial land with state of art infrastructure comparable with any modern international standard in Santej close to

Ahmedabad city and accessible by International Airport and ICD to meet Import & Export needs. Our manufacturing facilities have backward and forward integration with in-house Tool Room and Injection Moulding supported by Endurance and Routine test facilities. We have pool of experienced and qualified manpower with background in IT and management. We have our own R&D with focus on IP related technologies. Our R&D has few Patents to its credit and our greatest strength is manufacturing niche products which is keeps our financial positions healthy.



Elaborate on your products and their specific advantages

We have divided our product portfolio into 4 groups and accordingly the whole business model is split into Strategic Business Units (SBUs). Our 4 SBUs are as follows:

- Sensors & Field Devices (SFDG)
- Interface Products (IPG- Cable & Connectors)
- Controllers & Instrumentation (CIG)
- Embedded Products (Logistics, Energy, Security, solutions).

Since we are offering a basket of automation solutions from concept to execution, we are a solution Company and not a product Company. Our strength is customization and solutions in a niche segment thereby we have retained our unique identity.



What according to you are 3 top opportunities offered by the state for attracting investments both domestic & foreign.

- Infrastructure – Roads, Power, Connectivity by Road & Air, Telecommunications.
- Business Friendly Government.- Gujarat is one unique state in India where Government. is acting like a facilitator and not a regulator in setting business. Stable Government. policies and proactive Bureaucracy is a major advantage and so are the various incentives from the Government.
- Gujarati Community – Every member of the Gujarati community is a born Entrepreneur and always thinks of creating wealth. This is precisely the reason that Gujarat has peaceful industrial labour and minimum or almost nil labor unrest, strikes and Lock-outs.



Key drivers for industrial success in the state

- Investment friendly Govt, Bureaucracy and Community.
- Infrastructure.
- Connectivity by Road, Air & Sea.
- Law and Order.
- Market as huge Investment has created major industrial units.
- Huge Reserves of Hydrocarbon.
- Major Refinery in Jamnagar
- Sanand Auto Hub
- Surat Diomond Hub
- Vapi to Palanpur major industrial corridor
- Major producer of Bulk Drug & Pharmaceutical products



Key strategic moves that has engineered the success of the company in the state

We are operating for the past 2 decades and have received constant support from the state Government. and Industries who work closely. When Government's role is facilitators, Industry feel partner of success and as whole there is win-win situation which Gujarat has been demonstrating. Since formation in 1960, Gujarat has been constantly growing in all spheres because it is dynamic both by Government and Community efforts.



For Engineering Innovations outline your company's focus on R & D and Quality Assurances

- We have developed an entire range of products by our R&D Team and with strict adherence to IP regime which is evident from our ownership of Patents for leading edge technology solutions.
- We are first to implement Electronic Seal Monitoring Solutions (ESMS) to more than 12000 Oil Tankers of HPCL, OIL, ONGC. We hold Global Patent



for the same.

- We are first to provide solution for City Gas Distributions (CGD) data acquisition to Adani Energy Ltd. to Ahmedabad, Vadodara & Faridabad.
- Manufacture products with Private Label for many MNCs in India and overseas.
- Company with Backward & Forward integration giving added advantages of cost effective flexible manufacturing.
- SBU concept to providing a product centric approach and cost effective manufacturing.
- Internationally accepted practices like ISO certification, products conforming to National and International Test Certifications such as IEC, UL, CE and Statutory approvals for hazardous area applications like Ex (Atex), IP-67/68, BIS, PESO at place for many years.



Q & A **Is the State Government policy incentives, infrastructures and climate, conducive to giving a big boost to industrial growth in the state**

Yes, I think without Government. policies and incentives it would not have been possible for State to attract the who's who of the Indian Corporate sector and leading international giants.

Q & A **Green initiatives undertaken by your company to support the state government in attaining energy efficiency**

We are basically an industry which has no polluting activities or excessive consumptions of power, water or any other resources hence the issues are limited. However as Member of Green Earth Mission we try best practices by way of using natural light, create Eco-friendly work conditions and within existing limitations provide best possible Eco balance by Green effects.

Q & A **In your opinion, 3 key Sunrise Sectors in the state, that needs urgent support and attention for accelerated growth.**

- Education in Technical & Management with focus on English language and exposure to vocational training not as academic requirement but true partnership between industry and academia.
- Create cosmopolitan culture so that young talent from national and international institute is attracted.
- Relax Prohibition policy and minimize moral policing because responsible citizens know their duties and unwanted Govt. moral policing and harassments can be avoided.

Q & A **Significant achievements in the company's history, since inception in the state.**

- ISO 9001 since 1997 (very early stage)
- Products Conforming to IEC and Bench Markes such as UL, CE, Ex etc.
- Company with Patents for ESMS & Smart Sensors (Published in India & Austria-EU)
- Export to more than 25 countries.
- First to implement ESMS solution to 12000 plus Oil Cargo Fleet.
- First to implement DAS in City Gas Distribution.
- Private Label manufacturing for leading European Brands.
- Profit making & Dividend paying Company from first year.
- Presence in all sector of Industry and Pan India other than Export markets and so many.

Q & A **Do you think 'Brand Gujarat' needs a makeover to face the challenges of the future, and to contribute to the India Super power Story.**

Yes, neither the Government nor industry should have complacency for the present state. Both have to keep on hard working to fulfill high aspiration created by the hype and major events like Vibrant Gujarat, Gujarat First and many more initiatives taken by Govt. and Trade bodies should continue and atmosphere of competitiveness to be kept alive.

