

***masibus***<sup>®</sup>

## CORPORATE PROFILE



# OVERVIEW

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**K. Subramaniam**  
**Executive Director**

The brand 'Masibus' started its journey in 1975 as a small company with a handful of people, and has now grown into a large organization with more than 200+ people in its workforce. Having been around for more than four decades, the company is still strongly rooted in the ethical principles laid down by the founding fathers. After the initial baby steps, and with the Indian economy opening up in 1991, Masibus steadily expanded operations and moved to our current headquarters in Gandhinagar, Gujarat. Since then, we continue to serve as solution providers in industrial automation and instrumentation segment to customers within the country and across the globe

Recognized as one of the premier industrial automation solution providers, Masibus serves nearly 10,000 customers in about 50 vertical industrial segments, offering products, solutions and services through regional sales representatives and a wide network of Channel Partners and an international office in Sharjah, UAE.

Our goal is to exceed the expectations of every customer by offering innovative industrial automation solutions, outstanding customer service and greater value addition, thereby optimizing process functionality and improving operation efficiency of the industry. Our team is distinguished by its functional and technical expertise combined with its hands-on experience, ensuring that our customers receive the most effective and value based solutions for their requirements.

Today, we have proven track record of many conceivable products and solutions in SCADA, PLC and DCS platforms that have been successfully installed at several sites across the globe. Masibus has been quick in keeping pace with global shift in technology and changing requirements and we constantly reinvent ourselves and our offerings. Some of the emerging industries that we will be concentrating on with our enhanced range of products like Wireless Humidity & Temperature Transmitters, Clean Room Display Units, Filter Display Units for Environment Monitoring in Pharmaceutical Units, String Box Monitors for String Monitoring in Solar parks, ZLD and ETP solutions for Water industry.

- Renewable Energy (world is expected to grow 6 times by 2050)
- IIoT (world is expected to have 50bn IoT devices connected by 2020)
- The NEW Liquid Gold - Water & Water Infrastructure
- Chemicals and Pharmaceuticals
- Food & Health Care Buildings

The export-worthy quality of our products and solutions stands out as differentiator for Masibus becoming a globally accepted brand, enabling us to find our footing in the Middle East, Africa, Europe and Far-East countries.



# OVERVIEW

## Our Culture & Value System



## The Masibus Philosophy

### Corporate Mission

Our mission is to grow consistently by 30% year on year, using the best global technologies in products and services offered to customers.

### Corporate Vision

Our vision is to become the **Most Admired Indian Company** in the field of automation and instrumentation.

### Masibus Value System

- Transparent, legal and ethical business practices
- Facilitating continuous improvement of technical and leadership skills in our people
- Safety of our people and customers
- Maintaining a clean and green environment

## Core Business Ideals

At Masibus, we believe that a satisfied customer is the best reward

- Extensive domain knowledge
- High quality and latest design experience
- Best industrial integration expertise
- Competent manufacturing capabilities
- World class products and solutions

# MANUFACTURING RANGE

## Solution Integrable Products

### Controllers & Indicators

- Auto-Tune PID Controllers
- On/Off Digital Controllers
- Large Display Indicators
- Explosion Proof Controllers & Indicators
- Flow Totalisers
- Loop Powered Indicators
- Clean Room Display Monitor

### Scanner (DAQ) Modules

- Multi Channel Scanners/ DAQ
- Data loggers
- Explosion Proof Multi Channel Scanners
- Weather Proof Scanner
- Analog/Digital Input/Output Modules
- String Box Monitor



5040



LC5296H



1008S



LC5296-XP-AT



CDU



TC548



LPI-LED



DDU-26



TEST BENCH



MC2



HT16Ew



UC12



LC12



TC12



MINT-AI/DI



8204



85XX



8208-XP

### Calibrators & Calibration Test Bench

- Universal Calibrator
- Loop Calibrator
- Temperature Calibrator
- RTD Simulator
- Multifunction Calibration Test bench

### Wireless Products

- Wireless Temp/RH Transmitter and Logger
- Wireless GPS Master and Slave Clocks

# MANUFACTURING RANGE

## Solution Integrable Products

### Signal Conditioners and Transmitters

- Signal Isolators
- Universal Transmitters
- Temperature Transmitters
- Humidity Transmitters
- Strain Gauge Transmitter
- Field Interface Board

### Power Monitoring

- AC Transducers
- Multi-Function Transducers
- VAF Indicators
- Multi-Function Meters



### Time Synchronization

- GPS Time Server
- Din Rail and Rack Mount Option
- Time Distribution Rack
- Digital Display Units (Time, Date, Day, Frequency, Calendar)

### Vibration Based Condition Monitoring

- Accelerometer, Loop Powered Sensor, Proximity Sensor
- Vibration Transmitter and Switches
- Multichannel Vibration Monitor
- RPM Indicator
- Vibration Meter

# RESEARCH & DEVELOPMENT

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- > 35 Dedicated & Skilled Engineers
- DSIR Certified R&D Division
- Protocol Development, Software Development, Microcontroller Architecture and Operation, Compiler Knowledge, PCB designing, Hardware Designing, Wireless Communication, Product Ergonomics, Sensor Engineering
- Customised Product Development for Solutions Business Vertical

## R&D for Products

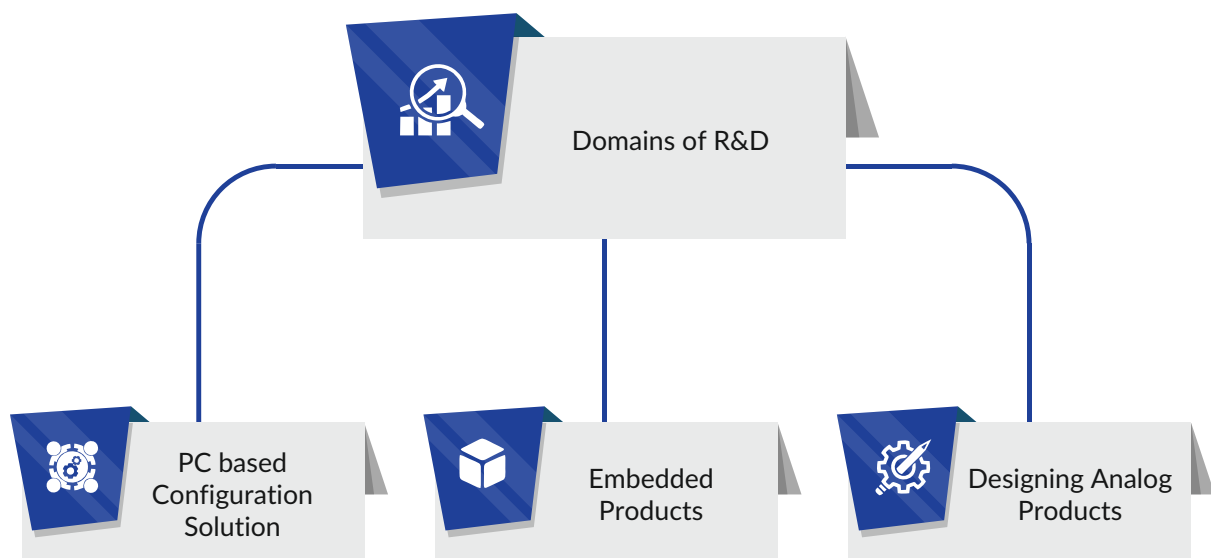
- Conceptualising
- Design
- Development
- Validation

## R&D for Solutions

- Understanding of the Customer's Requirement
- Support for Bidding of Project
- Optimising the Solution to make it Cost Effective



## Domains of R&D



# RESEARCH & DEVELOPMENT

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## Objectives

- To start from basic design concept, hardware & software design and engineering that shapes it into a viable, economical and feasible product with a competitive edge to meet customer needs
- Creative approach, innovative ideas through verification & validation to provide reliable and long term product performance

## Embedded Division Service Offerings

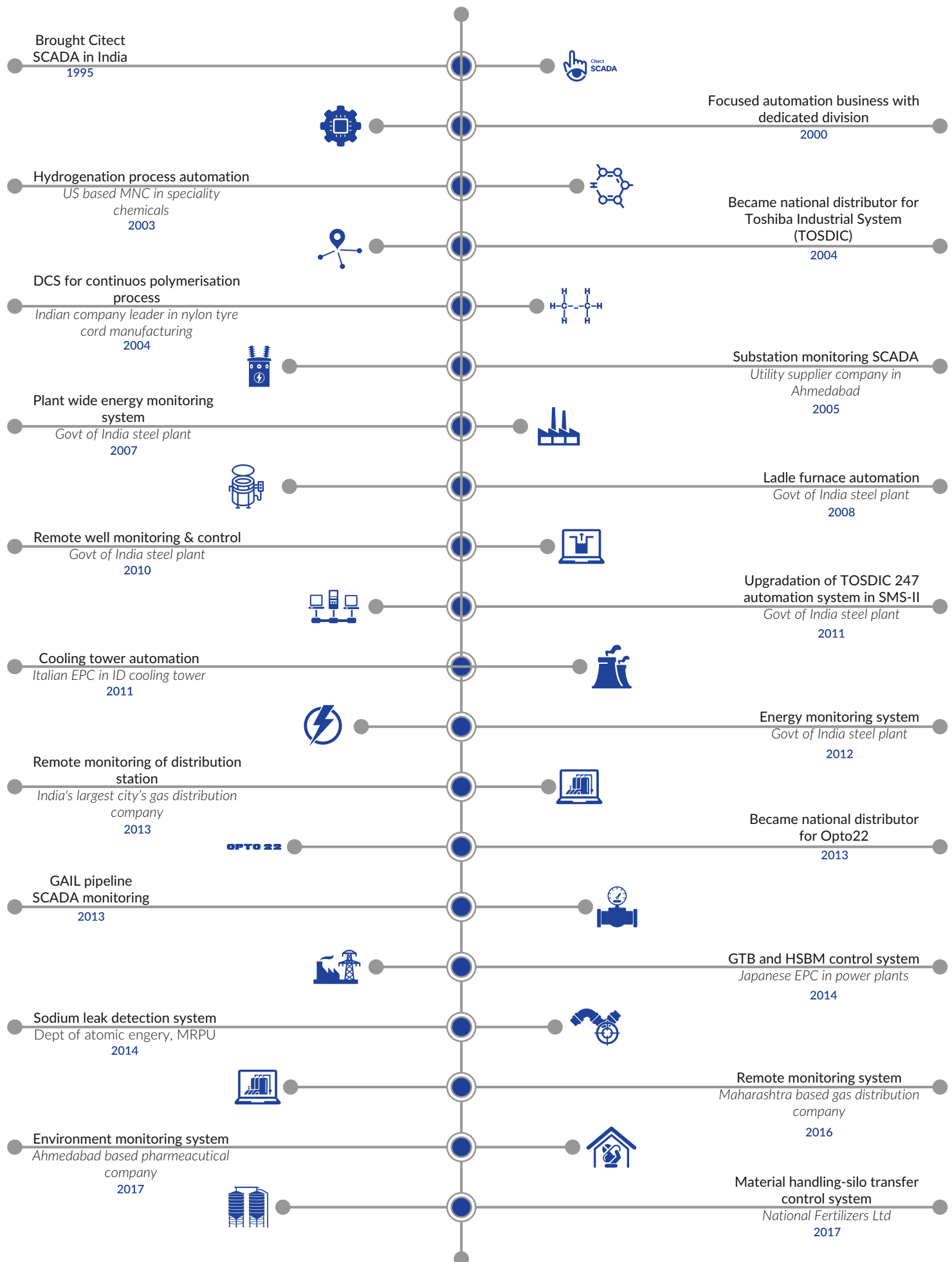
- Embedded Product Design
- Application Software Development
- Hardware Development
- Embedded Software/ RTOS
- Development
- Testing/ Verification/ Certification
- Rapid Prototype Manufacturing
- Re-engineering Optimization

## Competencies & Skill Sets

- Protocol Development
  - CAN bus
  - Software Knowledge
  - Cross Compiler know-how
  - Micro Controller Architecture & Operation
  - RTOS (Real time Operating System)
  - Board Support Packages
  - Driver Development
  - Circuit/ Schematic Designing
  - PCB Designing
  - Hardware Designing
  - Simulation Technique
  - EMI/ EMC Knowledge
  - Wireless Communication
  - Product Mechanical Designing
  - Product Ergonomics
  - Industrial Designing
  - Sensor Designing
- 



# SOLUTION





# ORIGINAL DESIGN MANUFACTURING

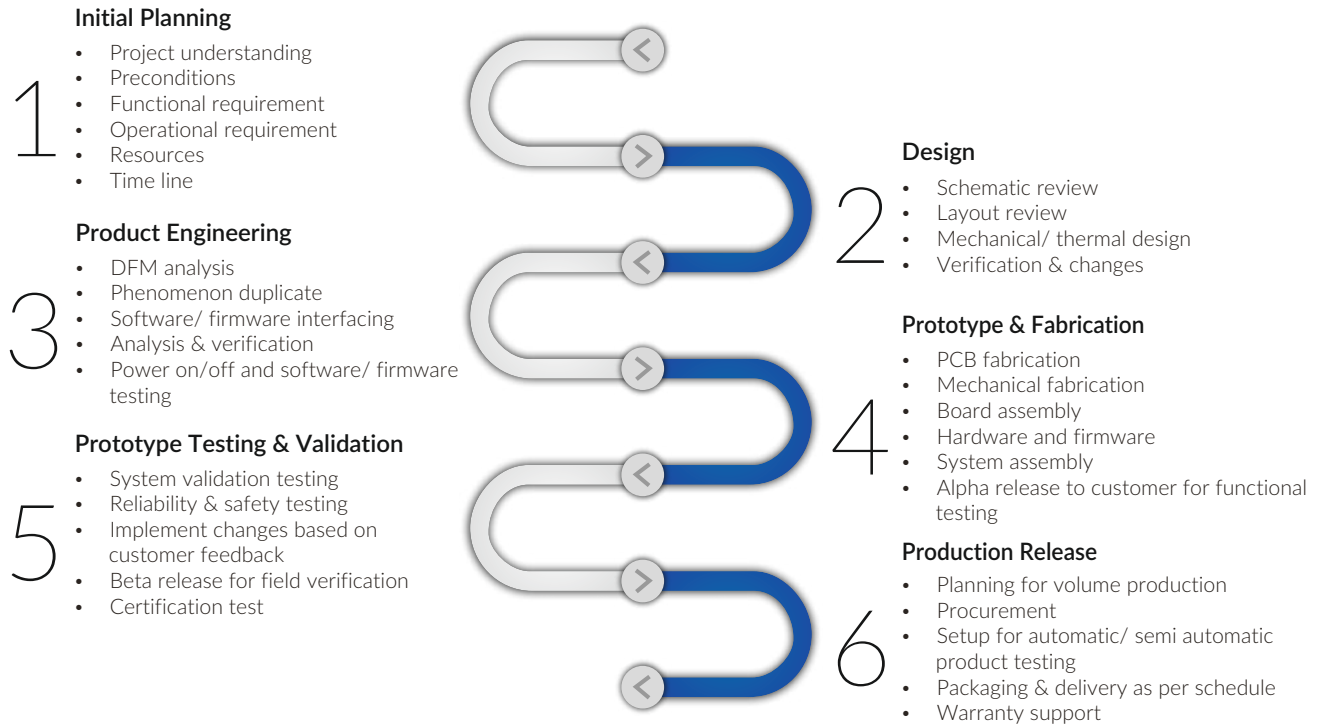
## Manufacturing Services

Companies specializing in innovative technologies often look for a partner to outsource the manufacturing and logistics of products designed by them, either owing to limited capital or capacity.

Rhombus takes up such manufacturing services based on customer designs.



### Our services include:



## Applications

### Automation



- Comprehensive process control & monitoring module
- GPS Time synchronization server
- Wi-Fi based LAN switch
- Field interface module
- Substation monitoring solution
- Remote monitoring unit with GSM
- Wireless current & voltage measurement data logger
- EMS (Energy Management System)

### Security and Surveillance



- Biometric authentication and access control products: Wall mounted and handheld
- Smart surveillance cameras for consumer, retail, homeland security and defense applications
- Hybrid video recorders for recording inputs from analog and IP cameras

### Power Electronics



- AC/DC & DC/DC Power supply
- Energy metering and remote monitoring
- Motion control device
- Battery backup management
- Power RTU (Remote Terminal Unit)

### Industrial & Automotive



- Navigation system – GPS based marine and automotive navigation system
- Signal conditioning modules – Isolated analog and digital signal conditioning modules
- Microprocessor based textile equipment: print the name selvage on cloth
- Drive through order processing system
- Locomotive system monitoring and analytics
- Street light controlling



# SERVICES

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## Annual Maintenance Contract:

We provide cost efficient AMC during or after warranty period to our customers to provide quick and immediate access to solutions without emergency breakdowns.

## Spare Systems:

Back up systems as spares allow customers timely solution during emergency without going through logistical or procurement delays.

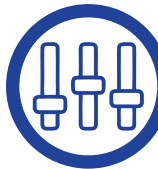


## Product/ Software Upgradation:

We act as a touch point for product and software upgrades as and when they are released from manufacturers; reducing the time spent.

## Online Remote Support:

In case of emergencies; online remote support serves as an ideal solution to customers as it avoids logistical delays, allows them to get a hands on experience of the solution and an immediate resolution.



## Automation/ Control System Validation:

Masibus acts as the touch point for periodic validation of the automation system for all hardware and software functionality.

## SCADA 21CFR Compliance Upgradation:

The service offers non-editable data from SCADA software to maintain sanctity of data, avoiding manipulation and misuse as per compliance requirements of USFDA.



## SCADA System Re-Validation:

Revalidation of the automation system is essential to provide error free measurement reading; this is specific to pharma industry.

## Thermography Services:

We provide survey and inspection of electrical installations and mechanical equipments for hotspots; providing preventive maintenance and reduced downtime of the system.



## Extended Warranty:

This is ideal for customers who wish to avoid AMC or multiple vendor interactions; extended warranty allows them to maintain a single touch point for all their system issues.

## Test Bench Calibration:

Test benches provide on the spot calibration of instruments which means the test bench itself should be constantly upgraded and maintained by traceable international master calibrators. Masibus provides the same as a field service at site.



## Trainings:

To enhance technical knowledge on various platforms, Masibus provides certified training programs on SCADA, PLC, DCS & other offered solutions.

# QUALITY & CSR

## Quality

### Quality Assurance

At Masibus, we place high priority on achieving uniform quality worldwide and instilling a quality-first mindset in our workforce to keep our customers satisfied. We can, with confidence and assurance, claim to be delivering “Export Worthy” products that stand at par with their American or European counterparts in terms of quality.

Guided by the “Quality First” principle that Masibus has stayed true to since its founding, we have established a quality management system led by a team picked from various departments that encompass all our business processes from planning, design, development and manufacturing, testing & validation, servicing, post sales services etc.

To execute the “Quality First” ideal, we are an ISO 9001:2015 certified organization.

### Awards & Accreditations

- ISO 9001:2015 Certification
- TRACE Certification
- CRISIL SME Rating
- WCA Certified Vendor
- SMERA Certification for 2009
- Excellence in Electronics Award
- National Productivity Award
- DSIR Certified Research & Development
- ‘Leading SMEs of India 2014’ Award from Times of India in Association with Federal Bank and D&B



## CSR

We strongly believe in giving back to the society, community and environment, which is why we have integrated CSR into our lifestyles with various big and small day-to-day activities.

### How we 'Give Back'

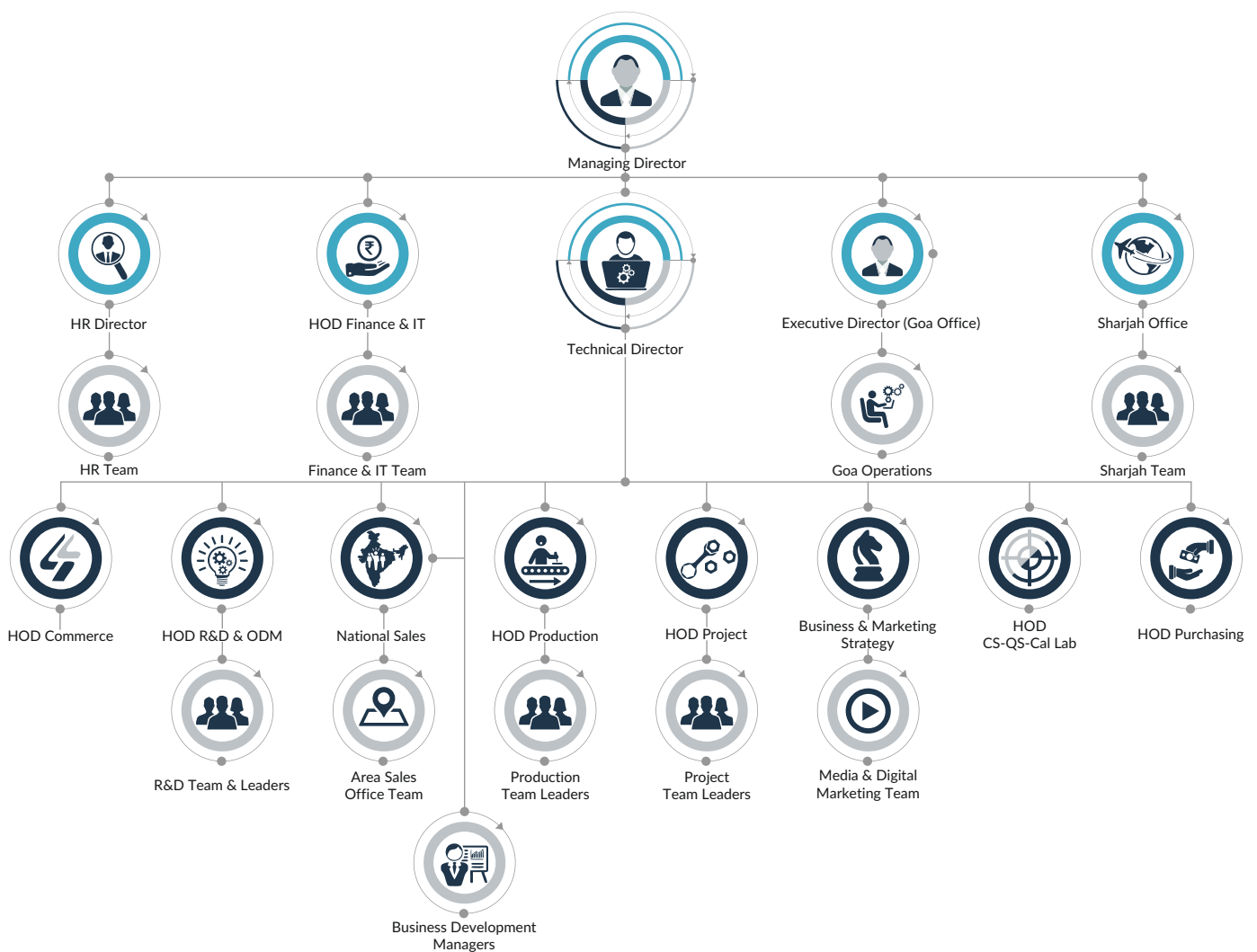
- Regularly accommodating meritorious final semester engineering students from IC and EC branches for their projects. Students are placed in R&D, projects and customer support divisions for hands-on experience, enabling them to prepare for life as an industry professional. Deserving candidates may be absorbed by Masibus, subject to vacancies and merit
- Our Managing Director Mr. K Subramaniam and Technical Director Mr. Dominic Cordeiro have setup the EQDC (Electronics and Quality Development Centre) Lab in Gandhinagar on behalf of GESIA (Gujarat Electronics and Software Industries Association) and Govt. of Gujarat for facilitating quality and testing of electronic instruments by industries. Our MD also served on the Governing Body of EQDC for more than a decade.
- Our MD is currently a member in the Governing Council of AMA (Ahmedabad Management Association)
- Supporting the Akshaya Patra Foundation - the world's largest non-profit organization providing mid-day meals to 1.6 million children in India daily
- Supporting ALERT (Animal lovers emergency rescue team) - an Indian NGO working towards the rescue and rehabilitation of abused animals
- Sponsoring school books and stationery for up to two children of our support staff

# QUALITY & CSR

## Code of Conduct

- Keeping National Interest high
- Doing Business only with High Ethics and Integrity
- Maintain Accurate and Timely Financial Reports and Records
- Maintain Healthy Competition in the Market
- Equal Opportunities Employer
- Placing High Priority on Health, Safety and Environment
- Maintaining High Quality Standards for Products and Services

## Organization Structure



# MILESTONES

**1975**  
Inception of the brand 'MASIBUS'



**1987**  
Masibus Process Instrument (P) Ltd. was formed



**1992**  
Started achieving compounded growth of 25% YOY



**1998**  
Productivity award from 'National Productivity Council (NPC), India. Developed LAPTRACK, a unique software to detect stolen laptops



**2000**  
Forayed into 'Process Automation solutions'



**2001**  
Awarded for "Excellence in Electronics" by Government of India



**2002**  
New production unit setup at Goa, for large volumes.  
Transitioned to become 'Masibus Automation And Instrumentation Pvt. Ltd.'



**2005**  
First overseas office set-up at Sharjah, UAE



**2009**  
Recognition of "In-House R&D" by Government of India, Ministry of Science & Technology



**2010**  
Accredited by TRACE International for ethical business practices



**2011**  
Expanded Calibration offerings through partnership with Beamex, Finland



**2012**  
Ventured into ODM (Original Design & Manufacturing) operations by starting RHOMBUS division



**2014**  
Shifted panel manufacturing to a new world class facility in Gandhinagar.  
Recognized under "Leading SMEs of India 2014" for excellence in Electrical & Electronics Goods sector by TOI in association with D&B and Federal Bank



**2015**  
Forayed into wireless technology products & solutions



**2016**  
Set-up our own SMT line of manufacturing



**2018**  
Received and executed order for a 7 star state of the art hospital for Energy Monitoring and Control System

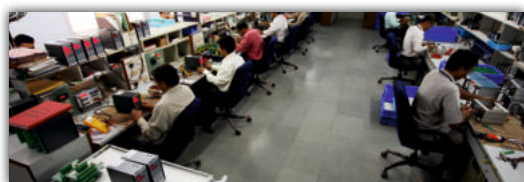
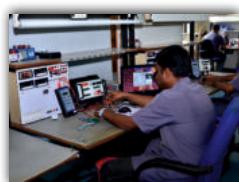
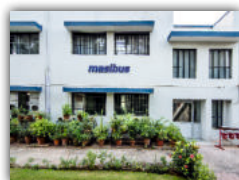




# CORPORATE DATA

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<b>Corporate Name:</b>	Masibus Automation and Instrumentation Pvt. Ltd.
<b>Managing Director:</b>	K. Subramaniam
<b>Head Office:</b>	B-30, GIDC Electronics Estate, Sector - 25, Gandhinagar - 382044, Gujarat, India
<b>Workforce:</b>	200+
<b>Infrastructure:</b>	<ul style="list-style-type: none"><li>• Head Office and manufacturing unit based in Gandhinagar</li><li>• Additional manufacturing unit based in Goa</li><li>• Panel manufacturing unit based in Gandhinagar</li></ul>
<b>Subsidiaries/Area Offices:</b>	8 across India + 1 international office in Sharjah, UAE



*masibus*

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