

# KUNWER SACHDEV

## INVERTER MAN OF INDIA

### MEDIA COVERAGE







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# INDIA TODAY

10th December 2008

Unusual entrepreneurs  
INNOVATORS



BANDEEP SINGH





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KUNWER  
SACHDEV

42, INVERTER MANUFACTURER

CHAIRMAN AND MD, SU-KAM POWER SYSTEMS

INITIAL INVESTMENT IN 1992 **Rs 10,000**

CURRENT TURNOVER **Rs 430 crore**

## THE POWER ECONOMY

**N**ot many would notice the cable guy who comes to fix the connection just when the cricket match is perched at its climax. Let alone believe that he could emerge as the game changer of the inverter industry, a pioneer who would set new benchmarks for the sector, an entrepreneur who would generate a Rs 430-crore annual turnover from virtually nothing, even with no formal education in management or technical expertise. But when you are Kunwer Sachdev, sport a "can do" attitude, and are audacious enough to take risks, even the most exaggerated dreams come through for you.

He is the man who lit up millions of homes in the country during the incessant power shortages and went on to become one of the biggest inverter manufacturers in India since he launched his company Su-Kam in 1998. Son of a section officer in the Indian Railways, Sachdev admits that entrepreneurship was always on his mind. "Throughout college, that is all I thought of. I do look back and wonder whether it was I who did all that. But if you want to grow, you can't afford to stagnate, even if your ideas end up in failure initially," he says. Sachdev should know all about failure. He first tried to join his brother in the business of selling pens but they soon fell out and his next career move, as a sales executive in a cable company, was equally shortlived. He then started a business manufacturing cable equipment but with no technical skills, it was never going to work.

Undeterred, he switched focus, sensing a chance to improvise on the locally purchased inverter he had installed at home which could never keep pace with long and frequent power cuts. Failing to convince banks about the commercial viability of the venture, he went full swing into the production of inverters using his personal savings. The initial response would have turned most peo-

ple off: the first 100 pieces were returned by buyers because of glitches. He hired engineers with proven experience in technological innovation, even though he was running dangerously low on funds. "It was the only choice if my desire to create a brand was to succeed," says the maths graduate from Delhi's Hindu College. The gamble paid off, big time. Today Su-Kam has four state-of-the-art production facilities, including a Rs 100-crore plant at Baddi in Himachal Pradesh which produces 5,000 batteries a day. "The units are equipped with sophisticated assembly lines and backed by integrated in-house component manufacturing facilities and R&D centres," Sachdev points out.

Su-Kam is now a leading player in the inverter space which boasts of a 20 per cent equity stake from Reliance India Power Fund, a private equity fund sponsored jointly by the Anil Dhirubhai Ambani Group and the Singapore-based Temasek Holdings.

Sachdev's success story doesn't end here. Having made its presence felt in over 50 countries through product innovation, design sensibility and sales distribution network, Su-Kam Power Systems Limited has a Rs 250-crore expansion plan during the next fiscal year. "On the cards are more sophisticated areas of inverter application like aircraft, boats, golf carts and battery-operated gadgets," says Sachdev from his Gurgaon office.

Though an introvert, Sachdev doesn't mind shaking a leg in parties with his peers. He may drive a Toyota Corolla, but for Sachdev, wealth creation lies not just in the coffers he likes to fill but in the energy of his team which he drives with equal passion. His associates vouch for his ability to motivate people. "I believe in giving the requisite independence to people to take decisions in their respective spheres and grow professionally," is Sachdev's mantra. They are an intrinsic part of what, he considers, will literally power his future growth. **by Nivedita Mukherjee**

### SUCCESS MANTRA

"Can do" attitude coupled with grit, perseverance and a strong belief in himself

### biggest OBSTACLE

No management and technical background, no financial backing

### unsuccessful STINTS

Tried his hand at selling pens and then worked as a sales executive in a cable company

**FOR SACHDEV, WEALTH CREATION LIES NOT JUST IN THE COFFERS BUT IN THE ENERGY OF HIS TEAM WHICH HE DRIVES WITH EQUAL PASSION. HIS ASSOCIATES VOUCH FOR HIS ABILITY TO MOTIVATE PEOPLE.**



# इंडिया टुडे

13th December 2017

राजवंत रावत





# इंडिया टुडे

13th December 2017

## नया प्रयोग

» 1998 में कंपनी की शुरुआत ही इसलिए की कि बाजार में अच्छे इनवर्टर नहीं थे. खुद सचदेव के घर का इनवर्टर बार-बार खराब होता था. यहीं से बढ़िया इनवर्टर बनाने का आइडिया आया

## अब तक निवेश

» रिलायंस (अनिल अंबानी) और टीमसेक होल्डिंग ने निवेश किया  
» 1,000 करोड़ रु. टर्नओवर, शुरु में अपने संसाधनों से धन जुटाया

## सम्मान

» इनोवेशन के लिए 2004-05 में मैरिको फाउंडेशन का अवॉर्ड, 2012-13 में एशियाज मोस्ट प्रॉमिसिंग ब्रांड अवॉर्ड के अलावा कई और सम्मान

## जोखिम

» सरकार वक्त पर पेटेंट नहीं देती इससे रिसर्च का सही फायदा नहीं  
» तकनीक चोरी जाने की आशंका, बैटरी पर अनुसंधान जरूरी

## प्रतिस्पर्धा

» घरेलू बाजार में कुछ कंपनियों ने चुनौती पेश की है, हालांकि फौरी तौर पर इसका असर नहीं पर भविष्य में मुकाबला मुमकिन



और यह बात आइओटी सोलर डिवाइस में भी पूरी तरह लागू होती है.

1,000 करोड़ रु. के सालाना कारोबार वाली यह कंपनी बैटरी, इनवर्टर, सोलर पावर और यूपीएस के कारोबार के साथ अब वाहनों के क्षेत्र में उतरने वाली है. सचदेव ने अपने रिसर्च सेंटर में दिखाया कि सौर ऊर्जा से चलने वाला ई-रिक्शा तैयार हो रहा है. इसमें बैटरी इनवर्टर से चार्ज होगी और इनवर्टर को बिजली रिक्शे के ऊपर रखे सोलर पैनल से मिलेगी. सबसे बड़ी खूबी यह होगी कि यह ई-रिक्शा किसी चार्जिंग पॉइंट का मोहताज नहीं होगा. सचदेव बताते हैं कि उनके रिसर्च सेंटर में सोलर ट्रक की मशीन का भी काम चल रहा है. कंपनी ने अपने इनवर्टर आइओटी आधारित कर लिए हैं. सु-कैम के त्रिपुरा में लगे इनवर्टरों की निगरानी गुडगांव में बैठे इंजीनियर कर रहे हैं. उन्हें फौरन पता चल जाता है कि कौन-सी यूनिट काम कर रही है या नहीं.

सु-कैम के रिसर्च विंग में बिजली का बिल जीरो है क्योंकि यहां सब कुछ सौर ऊर्जा से चल रहा है. कॉर्पोरेट ऑफिस भी सोलर इनवर्टर से बिजली पा रहा है.

कंपनी ने सौर ऊर्जा से चलने वाले ट्यूबवेल वाटर पंप भी विकसित कर लिए हैं जो गांवों में, जहां बिजली नहीं है, किसानों के लिए किसी वरदान से कम नहीं हैं.

सु-कैम को पहली बार 2004-05 में इनोवेशन के लिए कंपनी को मैरिको फाउंडेशन ने अवॉर्ड दिया. फिर तो कुंवर सचदेव मीडिया में जाना-माना नाम हो गया. 2012-13 में एशिया का मोस्ट प्रॉमिसिंग ब्रांड का अवॉर्ड. 2013 में एशियन लीडरशिप अवॉर्ड के अलावा कई सम्मान समय-समय पर मिले.

सरकार डिजाइन पेटेंट जल्दी देती है लेकिन टेक्नोलॉजी पेटेंट के मामले में भारत में हलत बेहद खराब है. सचदेव बताते हैं कि उन्होंने 'हाइ फ्रीक्वेंसी लेड एसिड बैटरी चार्जर' के पेटेंट का आवेदन 2004 में किया और पेटेंट 25 अगस्त 2017 को मिला जो कि बेमतलब है. वे इस रवैये पर झुंझलाते हुए कहते हैं, "यहां इनोवेशन का इकोसिस्टम नहीं है." सचदेव ने 90 पेटेंट का आवेदन किया है. इनमें कई ऐसे हैं जो चीन की नजर में हैं. लेकिन भारत सरकार बेखबर है. फिर भी उनके हौसले कमजोर नहीं पड़ते.

सचदेव फिटनेस पर खास ध्यान देते हैं और इसी वजह से वे 2015 में दिल्ली में हुई मैराथन को दो घंटे से कम वक्त में पूरा करने में कामयाब रहे. वे अच्छे तैराक और सीटी से गाने की धुन निकालने में भी माहिर हैं. वे बचपन से ही सामाजिक और मददगार रहे हैं. सचदेव बताते हैं, "मैं मोहल्ले से

लेकर कॉलेज तक सबके काम कराया करता था तब दोस्त मुझे बेवकूफ समझते थे." लेकिन अब फर्क जाहिर है.

सु-कैम के उत्पाद 70 देशों को निर्यात होते हैं. विदेशी कारोबार के संबंध में सचदेव बताते हैं कि एक बार वे इनवर्टर लेकर नाइजीरिया गए. वहां एयरपोर्ट पर उतरते ही पुलिस ने उन्हें गिरफ्तार कर लिया. वजह पूछने पर उन्हें बताया गया कि इनवर्टर लाना इस देश में प्रतिबंधित है. वे बताते हैं, "सारा मामला घूस लेने का था. वे चाह रहे थे कि तीन सौ डॉलर मिल जाएं लेकिन मैंने 100 डॉलर देकर उस मुसीबत से छुट्टी पा ली."

कंपनी का नाम जापानी जैसा लगता है लेकिन ऐसा है नहीं. यह कहानी सचदेव की कॉलेज लाइफ में शुरू हुई थी जब उन्होंने अपनी दोस्त के साथ इस नाम का ताना-बाना बुना था. इसे दोनों के नाम का मिला-जुला रूप कहा जा सकता है. सचदेव के गुडगांव स्थित कॉर्पोरेट ऑफिस में काबिले गौर बात यह भी थी कि हर फ्लोर पर चारों ओर दीवार पर एक लाइन से मढ़ी हुई कर्मचारियों की तस्वीरें लगी हुई हैं जिनमें खुद सचदेव नहीं हैं. वे कहते हैं, "मैं अपने वर्कर को सम्मान देता हूँ. वर्कर सम्मान का भूखा होता है." अपनी रिसर्च फैसिलिटी में पहली मंजिल पर पहुंचते ही सचदेव ने पृथ्वीराज नामक बुजुर्ग कर्मचारी से कहा, "आशीर्वाद दीजिए." बुजुर्ग ने उनकी पीठ पर हाथ रखा तो सचदेव बोले, "पैर ठीक से आगे कीजिए अभी छू नहीं पा रहा हूँ." वर्कर के पैर छूते मालिक की मिसाल वाकई दुर्लभ है! सचदेव कहते हैं कि हमारे सिस्टम में सराहना का अभाव है. सिस्टम में क्रिकेटर और फिल्म स्टार की तो बहुत पूछ है लेकिन इनोवेटर को न कोई पूछता है और न उस स्तर का प्रोत्साहन मिलता है. वे बेबाकी से कहते हैं, "बदलाव लाने और इनोवेशन करने का काम सरकार नहीं, बल्कि हम जैसे लोग करते हैं."

कुंवर सचदेव का पूरा जोर अब सोलर और रिसर्च पर है. उन्होंने अपना पूरा ध्यान डीजल जेनरेटर का विकल्प पेश करने पर लगा दिया है. उन्हें लगता है कि ऐसे जेनरेटरों का भविष्य उज्ज्वल नहीं है इसलिए सोलर इनवर्टर की मांग बढ़ने वाली है और सु-कैम इसके लिए पूरी तरह तैयार है.

-मनीष दीक्षित



April 2013

## LBNL Leaderspeak

### KUNWER SACHDEV

MD, Su-Kam Power Systems Ltd

**My first guru**

C.K. Prahalad. He saw potential in my ideas

**My first job**

I started off selling pens with my brother

**My first boss**

Ajay Khanna, Managing Director of Shyam Telecom

**My first promotion**

I believe the day I made my first million was my first promotion

**My first disappointment**

After college, my brother and I decided to expand our pen business. Sadly, there were disagreements and we parted ways

As told to Vivan Mehra

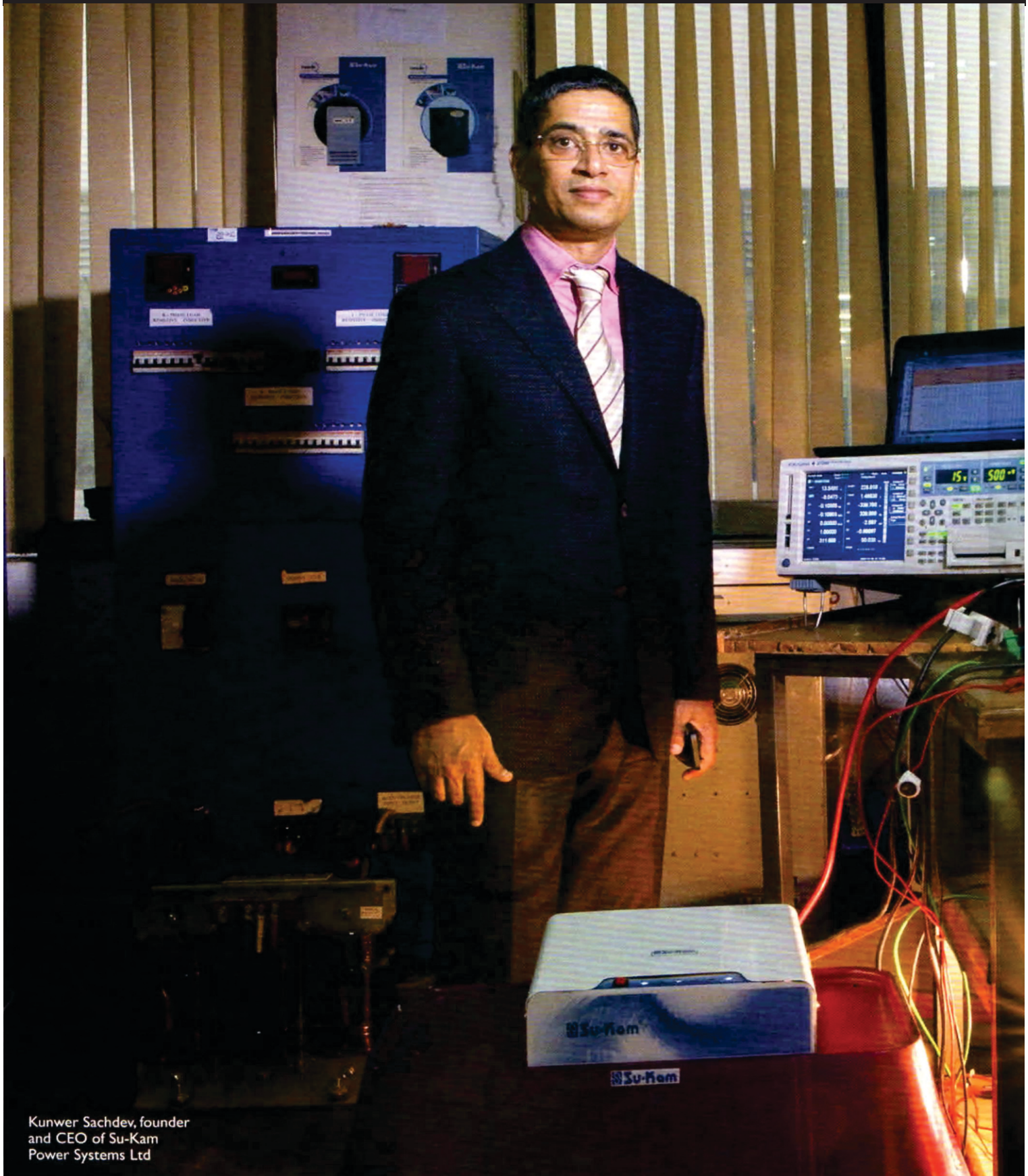
(Su-Kam is a New Delhi-based ₹1,000 crore power solutions provider)





# Forbes<sup>INDIA</sup>

12th December 2014



Kunwer Sachdev, founder  
and CEO of Su-Kam  
Power Systems Ltd



# Forbes<sup>INDIA</sup>

12th December 2014

## SEEING THE LIGHT

Su-Kam founder **Kunwer Sachdev** built his company's fortune by cashing in on an unreliable power grid. Now, he's looking up to the sun for inspiration—and profit

BY SHRAVAN BHAT

**W**hen he turned 15, Kunwer Sachdev began helping his older brother sell pens to shops in Delhi. It was the late 1970s, and the nation's capital was not immune to rolling blackouts, which increased in frequency during the sweltering summer months. Today, at the age of 52, Sachdev is the founder and chief executive officer of Su-Kam Power Systems Ltd, one of India's largest back-up power companies. It manufactures inverters and other devices—which he didn't have access to when he was growing up—that provide uninterrupted power supply so that electrical appliances such as refrigerators, air-conditioners and fans can function when the grid fails to deliver.

Power outages are still very much a part of life in India, including Delhi. In its most recent study, the World Bank reported that over 1.2 billion people, or 20 percent of the world's population, don't have access to electricity, of which more than 400 million live in India. For companies like Su-Kam that





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## FEATURES: CORPORATE ACCOUNT

benefit when the lights go off, business has never been better. Su-Kam's revenues for 2013-14 stand at Rs 1,200 crore, up by 20 percent from 2012-13.

These days, though, Sachdev has been paying close attention to Prime Minister Narendra Modi's promise of replicating Gujarat's 24-hour power supply model across the whole of India. And industry analysts believe that this goal can be achieved over the next five to 10 years. It's also why the first-generation entrepreneur, who attributes his success to his ability to plan for future needs, is looking up to the sun for inspiration—and profit.

Su-Kam is betting on individual home owners generating solar power to reduce their electricity bills. The majority of consumers currently plug inverters and UPS batteries to their appliances, which then charge and hoard power from the main grid. Sachdev has flipped this model: He has started manufacturing inverters and UPS devices that can draw power from solar panels, which Su-Kam began manufacturing in 2004.

"We started research and development [R&D] for regular inverters in 2000. We don't have to do anything special for solar-powered products. I'm already dealing in batteries, which use direct current [DC]. Solar panels also use DC. All I have to do is replace the battery in a regular inverter with a solar powered one," says Sachdev.

He may not have an engineering degree, but he knows the nuts and bolts of the technology Su-Kam is betting on. "We started manufacturing solar-powered products a decade ago, and today it accounts for 20 percent of our sales," he says.

**S**u-Kam offers solar solutions for homes and businesses. Apart from solar panels and hybrid UPS devices, it manufactures solar batteries, inverters, home

lighting systems and network management systems. Sachdev wants to decentralise the power generating process. Instead of setting up large projects (more than 25 MW) that harness sunlight and sell electricity to the government's central power grid, Su-Kam is selling smaller 5 kilowatts (KW) to 1 MW solar-powered systems to villages and housing complexes.

"We don't sell to the government, which involves sourcing land to generate the required 25-30 MW of power. Here, the customer provides the land and we provide the technology," says Sachdev. "Whatever the solar unit produces will get 'mixed' into the customer's normal power supply because of which a household's bill will reduce. You

### SU-KAM IS BETTING ON HOME OWNERS GENERATING SOLAR POWER TO REDUCE ELECTRICITY BILLS

recover the investment in a few years, and the burden on the government to generate more power is lessened."

Sachdev's solar solutions plans are intriguing because they form a sort of hybrid between completely decentralised solutions such as individual solar lanterns and large solar farms.

Su-Kam is still in the pilot phase of this project. Since the start of 2014, the company has installed solar products—which provide eight to 10 hours of power supply daily—in 1 lakh homes across India. And it says that exports to more than 70 countries account for 15 percent of its sales (both regular and solar-powered devices). "We have a presence in African nations, but we

are seeing that the highest demand for solar products is in India itself," says Sachdev. This is why he has scaled up R&D in solar products at his Gurgaon facility. Five years ago, barely two out of the 45-strong team of engineers researched this sector. Today, it has evolved into a unit of 15 engineers.

Ashish Sethi, who heads Su-Kam's solar business, recalls how, a few months ago, the R&D team produced a one-off (not in the company's catalogue) solar product as per the specifications of a customer in Uttar Pradesh. "We did it in 48 hours," says Sethi who believes that by 2018, Su-Kam's solar arm will grow from its present Rs 250 crore business to a Rs 700 crore one.

The company, however, has had its fair share of problems. An industry analyst who did not want to be named told *Forbes India* that Su-Kam was hit by quality and service issues three years ago. "Peripheral competitors like Exide and V-Guard also stole market share," says the analyst. Two years ago, profits lagged and Sachdev fired 400 members of the service staff.

Sachdev acknowledges Su-Kam's not-so-stellar performance in 2011. "We realised that we were starting to fall apart because we had too many people and no systems or structures. When we got major external funding, my people wasted a lot. I was also part of that," he says. Apart from developing the solar business, creating a solid management and hiring system is an important part of his agenda.

He's refreshingly candid about the mistakes he's made. Perhaps it's a sign of an entrepreneur who is not burdened by investor expectations. Though Reliance Capital and Temasek Holdings picked up a combined 20 percent stake for Rs 45 crore in 2006, they seldom interfere with operations. His investors trust him, he says. "Few companies have done all the groundwork necessary to



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reap the benefits in the next five years," says Amitabh Mohanty, head of debt strategies at Reliance Capital (of the ADAG stable).

That said, eight years is a long time in private equity circles and investors will be waiting (and hoping) for the solar business to take off so that they can make a profitable exit. Success will depend on whether a company can stay relevant to India's evolving power needs. And Sachdev believes he's on the right track.

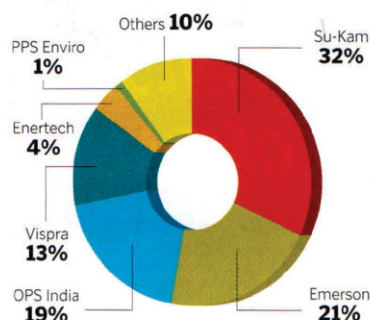
**H**e wants to be seen as a social entrepreneur delivering clean energy to villagers. But he's also a businessman, one who knows what it's like to be bound to the whims of a capricious power grid. If Su-Kam can find a model to deliver and service solar generators to clusters of homes (particularly in rural areas), it can provide light and improve their standard of living by powering fans, televisions, mobile devices, and so on.

Like many of the customers he wants to reach out to, Sachdev, the son of a railway clerk who went to a Hindi-medium government school, hails from a lower-middleclass family. His is the quintessential rags-to-riches story. While helping his brother build a writing instruments business, Sachdev graduated from Hindu College in 1984 with a Bachelor's degree in statistics. He later parted ways with his brother and got a law degree from Delhi University.

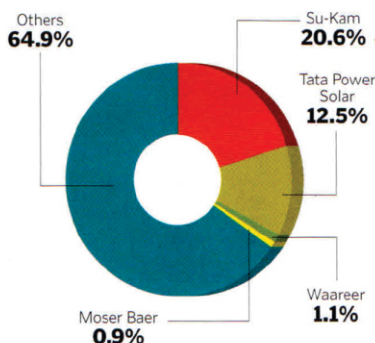
Bitten by the entrepreneurial bug, he set up Su-Kam—a cable TV accessories company—in Delhi's Punjabi Bagh in 1988 with Rs 10,000. The fact that he didn't have an engineering degree did not deter him. He picked the right business and, by 1998, the cable TV sector in India was booming. Sachdev says he was making a tidy Rs 3-4 crore as annual turnover.

But 1998 was also a turning point for the entrepreneur and, by

### SOLAR INVERTER SUPPLIERS OFF-GRID AND HYBRID



### SOLAR ROOFTOP INSTALLERS RESIDENTIAL SEGMENT



Source: Bridge to India 'Solar Rooftop Map of India' October 2014

extension, for Su-Kam. Power cuts were a frequent occurrence, and he recalls that the inverter in his house kept breaking down. He started researching the business and found that it was a largely unorganised industry. He also realised that it was an untapped sector, primed for growth in keeping with India's accelerated development at the time.

In two years, he moved away from the cable TV industry and began developing and manufacturing inverters. In 2002, Su-Kam's revenues stood at Rs 10 crore, and by 2004 they had grown to Rs 100 crore. It may have taken Sachdev just two

years to grow Su-Kam tenfold but, after 2004, as the industry became more organised, it took him a decade to grow another tenfold. Also, it's hardly the only inverter company to make the logical move to solar.

In 1991, when Su-Kam was still selling cable TV accessories, businessman and engineer Rakesh Malhotra's Luminous Power Technologies started manufacturing its first inverters. In 2011, Malhotra sold a 74 percent stake in Luminous Power Technology to European giant Schneider Electric for Rs 1,400 crore. It is now a leader in the Rs 8,000 crore Indian inverter and UPS market (by revenues) with Taiwanese-owned Microtek in the second place, followed by Su-Kam. In 2011, Luminous also launched solar products, which brought in 10 percent of revenues in 2013.

Although Sethi claims that Su-Kam is a leader in the solar UPS business, experts say it's not easy to verify this claim because the green energy sector is fragmented and niche. Most of the companies operating in this arena are either unlisted or subsidiaries of multinationals, and data is hard to come by. Sachdev is wary yet respectful of competition. "People think Schneider bought Luminous for the brand; they bought it for the technology. Foreign companies have to buy Indian technology even if they want to expand to Africa," he says.

At the same time, he accuses local rivals of copying his products and laments India's slow patent regime for allowing it. "We have filed the highest number of patents in the world in our industry, but yesterday I wrote a letter to PM Narendra Modi asking how he would implement his 'Make in India' plan if it takes seven to eight years to grant a patent."

A valid concern given that Sachdev is hoping to make hay while the sun shines. ☀





18th December 2017

## The Solar Man of India

**"I innovate therefore I am." This is a mantra of Su-Kam's Chairman Kunwer Sachdev. A man possessed of tremendous vision, and driven by his signature ode to 'technovation', Sachdev is now particularly interested in making green energy (solar) available to all across India. Sachdev had predicted an imminent boom in solar energy equipment a decade ago, and it is this vision that is shaping his organisation's current innovations. Sachdev's efforts have led to Su-Kam acquiring the largest market share in the solar residential sector in India, which endorses his long-term aim to power every Indian household with solar energy.**

**H**is ideas about household solar equipment have translated into products such as Solarcon (a one-of-its-kind solar conversion kit that lets users transform existing inverters into solar inverters) and Brainy (the world's first hybrid solar home UPS). Sachdev has driven the innovations that are enabling the invention of solar products to suit diverse needs — from those in a small rural home to large-box manufacturing facilities. He is also behind the creation of a unique solar DC system, which features equipment that can be directly run on DC energy (100% energy efficient). Sachdev's success is the outcome of decades of passion and energy, tempered by an enduring humility.

His team is currently also working on the company's new IOT (Internet of Things) device. To illustrate the USPs of this product, Sachdev reveals that a solar street light on camera is being installed at the gate of his office, and which will be completely controlled through his mobile phone. He will also be shortly installing a microphone so that the person standing at the gate can also be heard from within the office premises. Su-Kam will launch advanced solar street lights in July 2018.



**KUNWER SACHDEV**  
Chairman  
Su-Kam Power Systems





# INDIA TODAY

18th December 2017

Another achievement Sachdev is particularly proud of is disabling Chinese products entry into the inverter market. He says, "Today, there is not a single Chinese inverter in the Indian market, while the electronics category is overflowing with Chinese products."

Coming from a lower middle-class family background, Sachdev has never let financial constraints stop him from becoming a serial entrepreneur — starting from the young age of 15 years. Starting off by selling pens on a cycle with his older brother, he later founded a profitable business of cable TV communications in Delhi.

Being a visionary, Sachdev was quick to foresee the growth of the power backup industry in India and decided to shut down his cable TV business in 1998 to found Su-Kam Power Systems. The fact that the inverter in his own home was frequently out of action, also provided the necessary impetus, he adds.

Sachdev proceeded to alter the nature and market of inverters in India. "Manufacturers used to use the wrong wire in inverters, but on the Su-Kam inverter, one would not find this happening. Nor did the refrigerator-cooler need to be closed when the power went out. To figure this out, I would spend nights in areas with a high incidence of power theft."

Before Su-Kam, the inverter industry was dominated by hundreds of local players who were selling substandard products. Su-Kam's entry forced a 'clean-up' and rapid modernisation, resulting in the sector's transformation into an organised industry.

Su-Kam's stunning rise makes for a fascinating business case study, and not just in India. The company's products are now exported to 70 countries worldwide. Now, Sachdev has taken things to the next level with the launch of solar inverters, which feature chargers powered by solar energy. "Yes, we are a little late in entering the solar power sector, but I believe there is immense opportunity still untapped. With the rising demand for clean fuel, the future of solar energy is going to improve. If the diesel generator is banned, then the preference will shift to the big inverters that we have already brought to market."

Su-Kam's solar inverter dramatically reduces power consumption. Solar power is connected directly to the supply line of the house so that the device uses only solar energy. Sachdev claims that the solar usage automatically reduces the electricity bill by 30-40 percent.



Su-Kam's rapid strides have fetched the company many laurels over the years. The Marico Foundation has awarded the company for innovation, awarding it the title of Asia's Most Promising Brand Award in 2012-13. Sachdev was also conferred with Asian Leadership Award in 2013.

He is also credited with inventing world's first plastic-body inverters, which was declared as 'Innovation of the Decade' by India Today magazine. He revolutionised the power back-up industry by introducing world-class technologies such as MOSFET, Micro controller based and DSP Sine Wave into inverters. He also gave to India the 'Home UPS', which combined the features of UPS and inverter in a single equipment.

- In the Su-Kam corporate office at Gurgaon, Sachdev's affection for his employees is sharply evident. On the walls everywhere are employees' pictures. Sachdev says, "I respect my workers. Workers are hungry for respect."

Adding that the Indian 'system' lacks the value of appreciation, Sachdev notes, "In India, cricketers and film stars get asked a lot of questions, but no one asks the innovator about his or her vision, struggles or achievements."

"It is not the government's job to bring change and innovation; it is upto people like us," he adds. Sachdev was the first Indian entrepreneur to file patents for technology and design in the Indian power backup industry. Referring to challenges in growth, Sachdev points to the difficulties in securing technology patents in India. Illustrating his point, he reveals that he applied for a patent of 'High Frequency Lead Acid Battery Charger' in 2004 and the patent was finally received on August 25, 2017, by which time the technology had moved far ahead. "The trouble is that there is no ecosystem for innovation in India."

Sachdev has applied for 90 patents in all to date, of which many are being demanded by Chinese companies as well simultaneously. "But the Indian government is oblivious to the need for speed in patenting Indian innovation," he laments.

## NEW EXPERIMENTS

- Su-Kam was started in 1998 in lack of good inverters in the market. Sachdev himself faced this issue at home. This led to the idea of making superior quality inverter.

## INVESTMENTS

- Reliance (Anil Ambani) and TEMASEK Holdings, Turnover: Rs. 1000 Cr, Started with his own funds.

## HONOUR

- Marico Foundation Award for Innovation in 2004-05. Asia's Most Promising Brand Award in 2012-13

## RISK

- Government does not give patent in time, resulting no benefit of research, apprehension of technology imitation, research on battery is needed.

## COMPETITION

- Some companies in domestic market have created competition, however there's no threat in near future.



## मेहनत के सौ करोड़

**अ**गर आपके पास 10,000 रुपए हों तो इनसे आप क्या कर सकते हैं? एक कलर टी.वी., मोबाइल या कार की कुछ किश्तें अदा करने से ऊपर न सोच पा रहे हों तो 40 वर्षीय कुंवर सचदेवा की ओर देखिए जिन्होंने इतनी ही रकम से वार्षिक 100 करोड़ टर्नओवर वाला व्यवसाय खड़ा कर दिया है।

सु-काम कम्युनिकेशंस सिस्टम्स लिमिटेड के रूप में भारत की शीर्षस्थ इनवर्टर निर्माता कंपनी के सीईओ कुंवर फरवरी के दूसरे सप्ताह में कानपुर की यात्रा पर थे। देश में 800 करोड़ रुपए के इनवर्टर मार्केट में 50 प्रतिशत हिस्सेदारी वाली यह कंपनी आज यूपीएस, पावर बैंक बैटरीज के साथ ही इसी मार्च से हेल्थ इक्विपमेंट सेमेंट में भी प्रवेश करने जा रही है। यह कंपनी अपने उत्पाद 7 अफ्रीकी देशों को निर्यात भी करती है तथा यूएसए और यूरोप में पैठ बनाने की तैयारी कर रही है।

दिल्ली के हिंदू कालेज से गणित सांख्यिकी स्नातक और दिल्ली विश्वविद्यालय से कानून की पढ़ाई पूरी करने वाले इस युवा का जीवन किसी भी मध्यवर्गीय किशोर-युवक के लिए प्रेरणास्पद हो सकता है। एक रेलवे कर्मचारी की संतान के रूप में कुंवर मुँह में चाँदी का चम्मच लेकर नहीं जन्मे थे लेकिन परिस्थितियों से संघर्ष करना और हिम्मत न हारना उन्हें पिता से विरासत में मिला। पढ़ाई के दौरान ही भाइयों

के साथ शुक्रवार से रविवार तक पेन के सेल्समैन का काम करने वाले कुंवर उनसे हमेशा पूछते थे, "किसी दूसरे का माल क्यों बेचें, हम अपना ब्रांड क्यों नहीं बना सकते?" पढ़ाई पूरी हुई तो कुंवर ने केबल उपकरण बनाने वाली एक कंपनी में नौकरी कर ली लेकिन 'अपना ब्रांड' के सपने ने उन्हें शांत नहीं बैठने दिया। अंततः 1992 में सु-काम केबल इक्विपमेंट कंपनी की नींव पड़ी और कुल 10,000 रुपए शुरुआती पूंजी वाली इस रकम का इंतजाम कुंवर ने अपनी बचत से किया था। कुंवर बताते हैं, "काम

पूँजी होने के कारण चुनींती बहुत बड़ी थी लेकिन गुणवत्ता के कारण पाँव जमते गए।" यह गुणवत्ता के लिए प्रतिबद्धता ही थी कि कुछ समय बाद कुंवर ने अपने उपकरणों के परीक्षण के लिए भारतीय केबल इक्विपमेंट इंडस्ट्री में पहली बार 20 लाख रुपए का स्पेक्ट्रम एनालाइजर खरीदा और अपना फ्लैट खरीदने की योजना को कई सालों के लिए स्थगित कर दिया। वे कहते हैं, "मैंने इस सीढ़ी की बात अपनी पत्नी को छह साल तक नहीं बताई थी।"

1997 में इनवर्टर मार्केट में प्रवेश करने वाले कुंवर का गुणवत्ता के लिए वही जुनून सु-काम कम्युनिकेशंस सिस्टम्स के विभिन्न उत्पादों में दिखाता है। कुंवर वह पहले व्यक्ति थे जिन्होंने इनवर्टरों में मास्फेट, माइक्रो

कंट्रोलर और डीएसपी सिने वेव जैसी टेक्नोलॉजी पेश कीं। उन्हें 2003 में अर्नेस्ट एंड यंग का प्रतिष्ठित अर्नेस्ट एंड यंग इंटरप्रेन्योर ऑफ द ईयर एवार्ड दिया गया लेकिन कुंवर तो अपना सबसे बड़ा पुरस्कार समर्पित कर्मचारियों की उस टीम को मानते हैं जिन्होंने उनका सपना साकार करने में सहायता की। वे कहते हैं, "इसी वजह से मैं खुद को सीईओ नहीं मानता, मेरी भूमिका बस एक मोटोवेटर जैसी है बाकी तो मेरी टीम खुद संभाल लेती है।"

मनीष त्रिपाठी

### सीईओ की सीख



- सकारात्मक सोचिए, व्यर्थ के मामलों में न उलझिए।
- पैडुलम की तरह धीरे-धीरे हिलने की जगह सटीक लक्ष्य तय कीजिए।
- काम टालना तनाव पैदा करता है। कोई भी फाइल मेज पर नहीं अटकनी चाहिए, तुरंत फैसला लीजिए।
- शार्ट टर्म पर किया गया काम तुकसानदेह साबित होता है, गहरी बुनियाद पर किए गए प्रयास ही फल देते हैं।
- कर्मचारियों का मनोबल बढ़ाइए, वही आपको असली पूंजी हैं।



10th September 2006

## The Cash Crunch

Access to timely and cheap finance is possibly the biggest problem for most small enterprises, but that situation will only change when they clean up their act. SHALINI S. DAGAR



VIVAN MEHRA

Kunwer Sachdev, a first generation entrepreneur who heads Su-Kam Power Systems Ltd and now has Reliance Energy Fund and Temasek Holdings as private equity investors, explains the start-up issues. "In the early stages, accounting or finance-related issues are often the last priority for the entrepreneur as he is focussed on just growth in sales. Private equity investors or banks on the other hand need assurance of safety of their investment." Moreover, in pursuit of their goal of high returns, VCs have a preference for scalable ventures—untried or untested ventures; or ventures which are highly technology oriented, difficult to replicate or have entry barriers for others.

The other big issue in India is that of reaching out to this granular pool of SMEs stretching across multiple industries. "Since it is a diffused set that is being targeted, accessing SMEs in a cost-efficient manner is a difficult task," says Gupta. With demand far outstripping supply, Balasubramanian readily owns that "the needs of the smaller outfits could not be addressed appropriately, even

Kunwer Sachdev/ CEO/ Su-Kam Power Systems

"In the early stages, finance-related issues are often the last priority for the entrepreneur"



# OUTLOOK BUSINESS

10th June 2016



## My Favourite

### Kunwer Sachdev

For the Su-Kam Power Systems founder and MD, swimming is like meditation

Gifted Grownups is my favourite book because when I read it, I realised why I am how I am. It has helped me understand myself better.

Lakshya shows how circumstances and willpower can change a person's life. I find it highly motivational.

Swimming is my passion. Even though I learnt how to swim after I turned 40, I have won many competitions since then. Swimming is like meditation for me. I can mull over things and find solutions to various problems while I'm in the pool.

I like trying out new dishes but Chhole Bhature remains my favourite. I remember spending 50 paise on a plate of Bhature in school.

Austria is my favourite destination. Apart from the weather, culture and food, I value the way Austrians have preserved their history and art.

# THE ECONOMIC TIMES

14th July 2017



**THE INNOVATORS:** STANDING (L to R): Abhishek Garg, Karbonn Mobiles; Akshay Bhattacharyya, ET; Praveen Kumar, Jio; Anil Kumar Makkar, Jio; Gaurav Khosla, Hindustan Coca-Cola Beverages; Kishore Jayaraman, Rolls-Royce India and South Asia; Krunal Sachdev, Su-Kam; Pradeep Nair, Autodesk; Varun Gadhok, Autodesk; Arvind Mathur, UCO Denim; Seetendra Singh, Nokia; Seated (L to R): Ranganath N.K., Grundfos Pumps India; Arvind Mathur, Raymond UCO Denim; Palash Roy Chowdhury, Pratt & Whitney; Neelima Burra, Cargill Foods India; R. Jayaraman, SP Jain Institute of Management & Research; Sanjeev Agarwal, UAW International

## INNOVATE OR PERISH

### KEY TAKEAWAYS

#### PRADEEP NAIR

MD, India and SAARC, Autodesk

Taking a bunch of available innovations and bringing them to market together in a unique way is a skill we might have to learn more than trying to invent new things

#### HIMANSHU GHAWRI

Director, Advisory, PwC India

Industry 4.0 is a key concept. Globally, around 33% of CXOs maintain they are on course to implementing it, in India, the figure is about 27%

#### PRADEEP TEWARI

CEO, Body & Structure Domain, UNO Minda Group

Do you reward only the ideas that succeed? Reward the ideas that fail as well; it is a significant step towards building an innovation culture

#### ARVIND MATHUR

CEO, Raymond UCO Denim

It is not an isolated set of people who drive innovation. Innovation culture has to become embedded in your entire business

#### SUJIT GHOSH

Head - Innovations, Dalmia Bharat Group

You have to handhold (employees), you have to reward failures, you have to give people latitude to act, and you have to celebrate small successes

#### NEELIMA BURRA

Chief Marketing Officer, Cargill Foods India

Innovation has to be embedded in the annual operating plans of the organization, revenue and resources have to be allocated for it, and progress monitored

#### PRAVEEN KUMAR

Joint Managing Director, Janajal Water ATMs

What I look for is attitude, if a person has the right attitude, he can be developed into an innovator

#### SATYENDRA SINGH

Head of Strategy and Business Development, Global Manufacturing Operations, Nokia

Success at innovation depends on your vision. Have you shared it, have employees bought into it? Do you value diversity of opinion? Unless you do, innovation will not happen

#### R. JAYARAMAN

Professor-Operations, SP Jain Institute of Management & Research

If you want to drive innovation, you need cultural transformation. And if you want cultural transformation, you need to adopt the philosophy of business excellence

### MANUFACTURING CULTURE NEEDS TO CHANGE TO SPUR INNOVATION, SAY INDUSTRY LEADERS AT A ROUNDTABLE ORGANISED BY ET AND AUTODESK

#### Debashish Mukerji

These are challenging times for India's manufacturing industry. The government has set an ambitious target of raising industry's contribution to gross domestic product (GDP) from 16% currently to 25% by 2025. Simultaneously, a new global benchmark, Industry 4.0, has become a buzzword, to whose requirements companies will have to adapt in coming days if they are to grow. Disruptive trends like 3D printing (or additive manufacturing) and robotics are gaining ground. All this makes innovation more crucial for Indian manufacturing than ever before.

To provide a platform for CEOs and CXOs of manufacturing companies from different sectors to brainstorm on the matter, The Economic Times and design engineering major Autodesk organised a roundtable on the theme "Innovation in Manufacturing: What Works" in Delhi on June 28. Attended by 21 leaders of the manufacturing industry, the meeting saw a stimulating discussion around the impact of innovation on five areas - Strategy and Culture, Product and Process Excellence, Supply Chain, Technology, and Design Excellence.

Himanshu Ghawri, Director Advisory, PwC India, set the ball rolling by noting that most CXOs he had met lately were concerned about Industry 4.0. "Also known as the smart factory or digital factory or the Internet of Things (IoT), Industry 4.0 is a concept wherein you are connected with all your ecosystem players, whether it's your customers or suppliers," he said. Palash Roy Chowdhury, MD India, Pratt & Whitney, elaborated. "It is the confluence of many technologies - 3D printing, materials technology, big data analysis, human robotics interface, and the ability to store and transfer gigabytes of data efficiently and cost-effectively across networks."

Most participants expressed guarded support for Industry 4.0, though a few were sceptical. "It will give you process efficiency no doubt," said Anil Kumar Makkar, Manufacturing Director, JK Tyre and Industries. "But there are no solutions readily available right now. If you ask for a customized solution, your cost goes through the roof."

The question of how to inculcate a culture of innovation in an organisation dominated the discussion. "There are people who can be called 'gifted kids,'" said Krunal Sachdev, MD, Su-Kam. "I would suggest, look for the gifted kids in your organisation. To accelerate innovation, separate them from the rest and encourage them to innovate."

#### KISHORE JAYARAMAN

President, Rolls-Royce India and South Asia

You need an innovation culture that makes the company relevant. Innovation, without focusing on the relevance of what is being attempted, makes no sense

#### ANIL KUMAR MAKKAR

VP, Head of Manufacturing & New Business Development, Karbonn Mobiles

Innovation is not a laid down switch, which you put on or off; it is a process. Value proposition for the customer is the first starting point

#### KUNWER SACHDEV

Managing Director, Su-Kam

To accelerate innovation, look for the gifted kids in your organization. Separate them from the rest and encourage them to innovate

#### DEVENDRA RAGHUWANSHI

Plant Head Manufacturing, Punj Lloyd

Only 10-15% of manufacturing processes create value. We need to find innovative ways to cut down the time and money spent on processes that do not add value

#### ABHISHEK GARG

VP, Head of Manufacturing & New Business Development, Karbonn Mobiles

Bigger innovations are required in getting a product to the market quickly. If it doesn't reach the market in time and at the right price, it will fail

available outside, and bring them to market together in a way that is uniquely yours," said Pradeep Nair, MD, India & SAARC, Autodesk. "This is the skill we might have to learn more than trying to invent things that are completely new."

All agreed that direction had to come from the top. "Culture building begins from the top, and the person at the top has to have the right vision," said Pradeep Tewari, CEO, Body & Structure Domain, UNO Minda Group. "Then you need to build an ecosystem of innovation, maybe make investments, though there is no guarantee that if you've put in a lot of money, you will be successful at innovation. You have to reward effort as well, not only success."

The responsibility of top management was immense. "You have to do a lot of small things, you have to handhold, you have to reward failure, you have to give people latitude to act, you have to celebrate small successes," said Sujit Ghosh, Head, Innovations, Dalmia Bharat Group. "You have to build employee pride in the organisation."

Satyendra Singh, Head of Strategy and Business Development, Global Manufacturing Operations, Nokia, stressed the importance of creating a democratic environment. "You have to value diverse opinion," he said. "As a leader, you have to ensure your vision is shared across the organisation." And even if investment does not always yield commensurate results, it is imperative. "Apart from the people you employ, there is an additional item on which you need to constantly focus - labs and high capital investment," said Ravishankar N., R&D Head, Otis India.

A number of others, however, like Kishore Jayaraman, President, Rolls-Royce India and South Asia, preferred the middle path. "I believe it has got to be both ways," he said. "You need disruptive innovation, but you also need an innovation culture across the organisation. You need an innovation culture that makes the company relevant." Indeed, there was not even need for innovation to be completely original every time. "Take a bunch of innovations

Many speakers stressed the importance of the marketplace in shaping innovations. "A culture of innovation comes automatically if we are attuned to customers' needs," said Praveen Kumar, Joint MD, Janajal Water ATMs. "In the process of taking care of those needs, people will have to innovate." Abhishek Garg, VP, Head of Manufacturing and New Business Development, Karbonn Mobiles, emphasised: "Technological innovation will happen in the R&D lab, but beyond that, the challenge is to find ways of reaching the customer more quickly," he said.

"If we are late in providing a particular technology, the product will fail," added Gaurav Khosla, Senior VP, Strategic Procurement, Hindustan Coca-Cola Beverages, with reference to the supply chain. "We have to become more nimble," he said. "Not just within our plants but also out in the market."

Which are the technologies likely to flourish as innovation becomes pervasive? "3D printing, drones and robots," said Varun Gadhok, Head, Manufacturing Solutions, India and SAARC, Autodesk. "Increased digitalisation, more software building, and additive manufacturing - not just of materials, but also medicines, food and so on," said Ranganath N.K. "The most important thing for all this will be Material Science." Pradeep Tewari added nano-technology to the list. "We've seen this happen already in the pharma industry in a very big way and now industrial companies are also beginning to adopt this technology," he said.

For feedback on this page, contact [akshay.b@timesgroup.com](mailto:akshay.b@timesgroup.com)

#### SANJEEV AGARWAL

Chief Manufacturing Officer, UAW International

In an organization, everyone has to contribute, everyone has to improve, and those big improvements are called innovations

#### RAVISHANKAR N.

R&D Head, Otis India

A supportive company culture and good people are obviously needed for innovation, but there is an additional item - labs and high capital investment in them

#### RANGANATH N.K.

Managing Director, Grundfos Pumps India

Two types of innovation are needed - one, completely disruptive, which has nothing to do with the normal people in the company or the shop floor; and two, incremental stuff

#### G.S.K. VELU

Chairman & Managing Director, Trivulso Healthcare

Innovation and manufacturing should be separate departments. Innovation should happen in the R&D department; manufacturing should do the same thing again and again, properly

#### PALASH ROY CHOWDHURY

MD - India, Pratt & Whitney

A company should address the needs of its customers, but innovation can go beyond that. Sometimes innovation creates products and services that customers did not even know they wanted

#### GAURAV KHOSLA

Sr. VP, Strategic Procurement, Hindustan Coca-Cola Beverages

Product life cycles are shortening. Companies will have to learn to be more nimble, not only within the organisation, but also in the marketplace

#### VARUN GADHOK

Head - Manufacturing Solutions, India & SAARC, Autodesk

How do we socially connect our design or innovation? Do we leverage the minds all around the globe to design a particular product or make a new innovation?





# WIKIPEDIA

Kunwer Sachdev (born 16 November 1962) is an Indian entrepreneur who is the founder and Managing Director of Su-kam Power Systems Ltd, an India-based power solutions provider. He founded Su-Kam in 1988. Due to his contribution towards creating solar technologies in India, he has been called 'Solar Man of India' by India Today, a news magazine.

Su-Kam MD : **Kunwer Sachdev**

Born : **16 November 1962 (age 55) Delhi, India**

Residence : **Gurgaon**

Nationality : **Indian**

Occupation : **Founder & Managing director of Su-kam Power Systems**

Net worth : **Increase US\$ 380 million**

Spouse(s) : **Khushboo Sachdev**

Children : **Kanav Sachdeva and Shourrya Sachdeva**

Website : **Kunwer Sachdev**



According to reports, Kunwer Sachdev's net worth is Rs. 2300 crore or 380 million USD. He has been awarded with the title of 'India's Most Respected Entrepreneurs' by Hurun, a media publishing group.

## Early life

Kunwer Sachdev

was born in a middle-class family on 16 November 1962. He studied in a government school in Punjabi Bagh in Delhi. He was one of the three sons of a section officer in the Indian Railways. His brother started a small business of selling writing instruments, and

Sachdev helped him in his business since he was in standard 10. In a conversation with Times of India, Kunwer Sachdev said that he always knew he would be an entrepreneur, so he did not focus on his studies, yet he finished his graduation in statistics from

Hindu College, and LLB from Delhi University.

## Coverage in books and TV shows

### Books

Kunwer Sachdev has been featured in the book 'Connect the Dots' by bestselling author Rashmi Bansal. The book explores the life story of 20 self-made Indian entrepreneurs who rose from modest backgrounds, without any formal business training, to create successful businesses.

Porus Munshi's book 'Making Breakthrough Innovations Happen: How 11 Indians Pulled Off the Impossible' covers Kunwer Sachdev's company Su-Kam's innovations which created the inverter industry in India.

### TV shows

Indian journalist Richa Anirudh interviewed Kunwer Sachdev during IBN Khabar's show Zindagi Live. The show focused on how sachdev made 600 crores from scratch.

He was also interviewed for ET Now's show Tee Time where he talked about his success mantra.

### Awards

Kunwer Sachdeva has been awarded 'Entrepreneur of the Year 2011' at Entrepreneur India awards. According to EFY times, the award recognizes achievers, innovators for contributing to the development of entrepreneurship in India. He has won an award for being one of India's most respected entrepreneurs

*Mr. Kunwer Sachdev and Su- Kam's story has found various mentions not just in newspapers, magazines and e articles but also in many books, like Connect The Dots and Breakthrough Innovation.*

*These books talk about his entrepreneurial journey how he built the current brand himself and the struggles he faced to build the company to what it is today.*

*They also talk about how the innovative approach with which he made the whole industry into an organised sector.*





# MAKING BREAKTHROUGH INNOVATION HAPPEN

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# C•NNECT THE D•TS



## THE INVENTOR

**Kunwer Sachdev,  
Su-kam**

Kunwer Sachdev is a BSc graduate but he can take on the best of engineers. An average student in school, he fell in love with Physics late in life and turned it into a profitable business. Today, he runs Su-kam, a ₹ 500 crore company in the field of Power Electronics.

# C•NNECT THE D•T•S

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## THE INVENTOR

19

There are people who do well in school and go on to become engineers.

There are people who bumble through and one day become inventors.

Kunwer Sachdev is the guy who hated Physics, hated Maths but today he lives and breathes electronics and inverters. The Su-kam R&D Centre looks like an office designed for cubicle workers but it's actually the *karambhoomi* of inventor-engineers.

Just like Kunwer himself. Although when you first meet the man you can't help wondering, "Is this short, boyish looking fellow really the MD of a ₹ 500 crore company?"

I think Kunwer can sense my thoughts because there is mischief in his eyes as he greets me. "Tell me why do you want to write about me... You should look at someone big and famous like Ratan Tata."

I explain the purpose of my book - to inspire, to educate, to guide the next generation of entrepreneurs. *Lagta hai thoda maska lagana padega, ki aap bhi famous hain*, I think to myself.

But he breaks into a grin. "You are so much like me! We are both a little crazy, *jo hamein karna hai wahi karte hain*. See - you have so many points to convince me. You will write your book one way or another."

Just like he built this company.



Bestsellers **18**

TV **18**

# BOOMING BRANDS

INSPIRING JOURNEYS OF 11 "MADE IN INDIA" BRANDS



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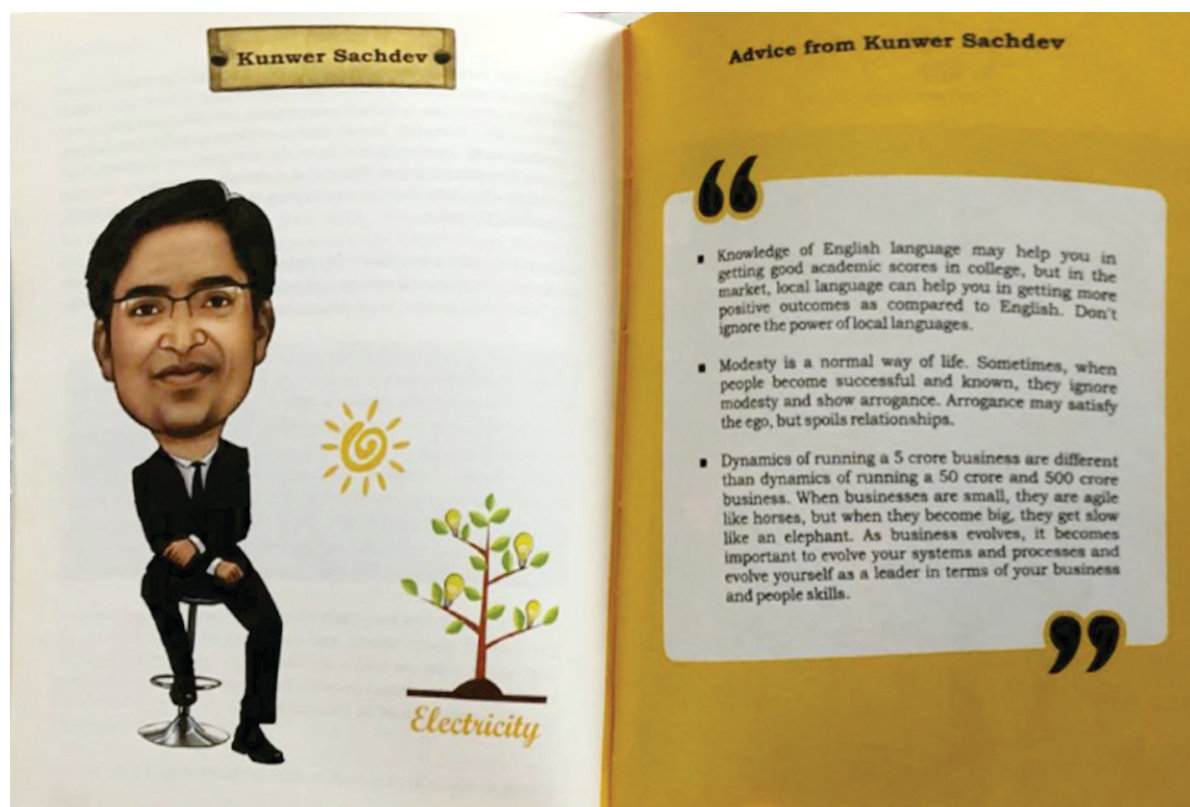
BYJU'S • BOOKMYSHOW • ELEPHANT DESIGN • FIRSTCRY • JAYAASHREE  
GOLI VADA PAV • SU-KAM • PAGALGUY • SHAADI.COM • PAPER BOAT • ZOMATO

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**HARSH PAMNANI**

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# इंडिया टुडे

10th December 2008

## ऊर्जा से सफल नाता

कुंवर  
सचदेव

42 वर्ष, इनवर्टर निर्माता  
अध्यक्ष एवं प्रबंध निदेशक, सुकैम  
पावर सिस्टम्स  
1992 में शुरुआती निवेश 10,000 रु.  
वर्तमान कारोबार 430 करोड़ रु.

**आ**प में से अधिकतर लोगों ने उस केबल वाले लड़के पर गौर नहीं किया होगा जो क्रिकेट मैच के ऐन क्लाइमेक्स पर कनेक्शन जोड़ने आता है. आप यकीन नहीं कर सकते कि वह उद्यमी बन सकता है जिसने लगभग शून्य से ही 430 करोड़ रु. का साम्राज्य खड़ा कर दिया. उनके पास प्रबंधन की डिग्री या औपचारिक तकनीकी शिक्षा भी नहीं थी. लेकिन आप कुंवर सचदेव हों और 'मैं कर सकता हूँ' के तेवर हों और जोखिम लेने का दुस्साहस हो तो आपके बड़ा-चढ़ाकर देखे गए सपने भी हकीकत बन जाते हैं.

सचदेव वे शख्स हैं, जिन्होंने हर समय चलती रहने वाली बिजली कटौती के दौरान कितने ही घरों को रोशन किया है और 1998 में अपनी कंपनी सु-कैम शुरू करने के बाद भारत के सबसे बड़े इनवर्टर निर्माता बन गए हैं. भारतीय रेलवे में एक सेक्शन अधिकारी के पुत्र सचदेव मानते हैं कि उद्यमिता हमेशा ही उनके मन में रही. वे बताते हैं, "कॉलेज की पढ़ाई के दौरान मैं बस इसी बारे में सोचता था. और आज जब पीछे मुड़कर देखता हूँ तो हैरान होता हूँ कि क्या यह सब मैंने किया. लेकिन यदि आप आगे बढ़ना चाहते हैं तो एक जगह ठिठके रहना गवारा नहीं कर सकते. भले ही आपके शुरुआती विचार नाकाम रहे हों." बेशक नाकामी से वे खूब परिचित हैं. पेन बेचने के व्यवसाय, एक केबल कंपनी में सेल्स एक्जीक्यूटिव और केबल उपकरण बनाने के असफल काम के बाद सचदेव ने कैरियर बदल लिया. उन्होंने स्थानीय स्तर पर खरीदे गए इनवर्टरों में सुधार की संभावना महसूस की. अपनी बचत को लगाकर उन्होंने इनवर्टर का उत्पादन शुरू कर दिया. शुरुआती प्रतिक्रिया ने अच्छे-खासे लोगों को हतोत्साहित कर दिया होता: 100 इनवर्टर इटकों की वजह से वापस कर दिए गए. इसमें सुधार के लिए उन्होंने तकनीकी अनुभव वाले इंजीनियरों की सेवाएं लीं. आज सु-कैम की अत्याधुनिक संसाधनों से लैस चार उत्पादन फैक्ट्रियां हैं. इनमें हिमाचल प्रदेश में बड़ी में 100 करोड़ रु. का संयंत्र

### सफलता का सूत्र

'कर सकता हूँ' का आत्मविश्वास, दृढ़ता और खुद पर भरोसा

### सबसे बड़ी बाधा

प्रबंधन या तकनीकी पृष्ठभूमि न होना. न वित्तीय सहयोग

### असफल प्रयास

पेन बेचने का असफल धंधा, फिर केबल कंपनी में सेल्स एक्जीक्यूटिव



अदीप सिंह

भी है जहां एक दिन में 5,000 बैटरियां तैयार होती हैं. उत्पादन में नयापन, डिजाइनों में समझदारी और बिक्री वितरण नेटवर्क की बढ़ती 50 से अधिक देशों में अपनी मौजूदगी का एहसास कराकर सु-कैम पावर सिस्टम लिमिटेड की अगले वित्त वर्ष में 250 करोड़ रु. की विस्तार योजना है. उनके सहयोगी, लोगों को प्रेरित करने की उनकी योग्यता की कसमें खाते हैं. उनकी सफलता का मूलमंत्र, "मैं लोगों को उनके दायरे में फैसले लेने और अपने पेशे में आगे बढ़ने की पर्याप्त स्वतंत्रता देने में यकीन रखता हूँ,"

—निवेदिता मुकर्जी

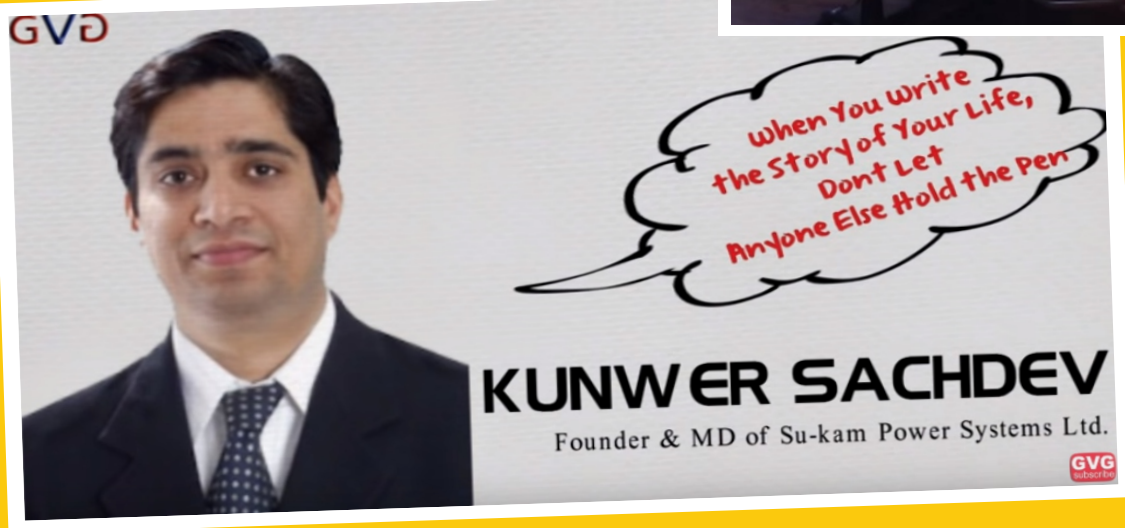














# THE FINANCIAL EXPRESS

10th November 2010

## SUCCESS ALLEY

### Thinking outside the box

**K**UNWER SACHDEV, founder and managing director of Su-Kam, is a great example of one who turns every problem into an opportunity and converts it into business through his creative talent. A graduate in Physics, and the son of a railway clerk, he now owns a Rs 500 crore company with aspirations to be a global player. He started his career selling ballpoint pens in Delhi. He wanted to do something different. He noticed people in flats and hotels using Master Antenna system and started a cable TV business that gives access to both the TV channels. When his inverter was not working he used to learn about inverters and started

making inverters that work in different seasons and under different conditions. He then added remote controls.

Today Su-Kam is the leading power back-up solution provider in India, with its consistent focus on technological innovation. It has attained heights unheard of, in the largely unorganised industry. Having a clear technological edge, creating new benchmarks and upgrading standards for the industry, comes naturally to Su-Kam. Today, Su-Kam is the established leader in product innovation, design sensibility and sales distribution network. Kunwer has filed over fifty patents and continues to

search for new opportunities to apply his creative genius.

Hard work and commitment coupled with creativity and a penchant for innovations serves millions of people who benefit from the power back-up systems. Su-Kam products have facility for remote diagnostics where they can assess the working of the Su-Kam inverter sitting in Gurgaon. CK Prahalad spotted Kunwer a few years ago as a great example of Indian innovations.

*Excerpts from 'Managers Who Make a Difference', a book on Management Skills by TV Rao, professor, IIM, Ahmedabad*



SHYAM



THE TIMES OF INDIA

28th December 2017

## Entrepreneur honoured for contribution to power back-up industry



(L-R) Rupert Hoogewerf, Chairman & Chief Researcher Hurun Report, Anas Rahman Junaid, Managing Director & Chief Researcher, Hurun Report, India and Arun Chittilapally of Wonderland Amusement Park and Resorts with Kunwer Sachdev

**K**unwer Sachdev, Founder and Managing Director of Su-Kam Power Systems Ltd, has found a place among Hurun's Most Respected Entrepreneurs 2017. This is the highest honour awarded by Hurun Report annually that estimates the influence of Indian entrepreneurs over the year. The ob-

jective of the initiative is to promote entrepreneurship in India. Kunwer Sachdev was honoured for his contribution to the Indian solar and power back-up industry.

"I am honoured to receive this distinction. It has been an arduous yet memorable journey. I would also like to thank all well-wishers and friends



Kunwer Sachdev, Founder and Managing Director, Su-Kam

who have been a part of this incredible journey," said Sachdev.

Popularly known as the 'Inverter Man of India', Sachdev was the first entrepreneur to file patents for technology and design in the Indian power back-up industry. He is also credited with inventing the world's first plastic-body inverter. He revolutionized the power back-up industry by introducing world-class technologies such as MOSFET, Micro controller based and DSP Sine Wave into inverters.



# Energy Next



Your guide to Renewable Energy

November 2017

## Solar energy to get more economical in near future

We require a more proactive approach like the framing of policies especially geared to promote the solar energy, says **Kunwer Sachdev**, Managing Director, Su-Kam



**S**olar power is the buzzword in the energy sector. The advantages of it are well-known. In view of global concerns over the environment, solar energy is the viable option as it has the potential

to reduce carbon footprints. It also has the potential to reduce burgeoning power bills thus giving a financial relief to the customer. The total solar power generation capacity in India has reached 8.73 GW with an addition of 1.97 GW till the first seven months of the current fiscal FY 2017 as against India's target to install 100 GW of solar energy capacity by 2022.

The rooftop solar market in India has grown at a compound annual growth rate of about 90 per cent in the past two years, while the cost of installing rooftop solar has been falling at the rate of 12 per cent per annum for the last four years. Wider deployment along with technological development has resulted in a continuous fall in production and development costs of solar technology.

This is expected to make solar energy more economical hence driving its adoption. Of the 8.73 GW of grid-connected installed solar capacity in the country, rooftop solar is barely around 500 MW.

If one were to look at the policy level, we find that the government has accorded a slew of incentives to encourage the solar rooftop segment. To accelerate the development of solar rooftop projects which has been otherwise slow, Solar Energy Corporation of India (SECI) has allotted a mega tender of 500 MW among hundreds of solar developers early this month. SECI has also announced a scheme for allocating 1,000 MW of rooftop solar capacity on various government buildings. The Ministry of New and Renewable Energy (MNRE)



23rd July 2017

Much before Gurgaon became Gurugram, the first Gurugrammers arrived here, a clean, green place then, a short drive away from south Delhi. Some came from Delhi, some from far-off states. This was a growing tribe of professionals, moving to this Delhi suburb that was fast becoming a corporate hub and a melting pot of identities and culture. It would take a while before a new identity would get forged, a Gurugrammer identity that we see today. But what was it like in those early days? And who were the first Gurugrammers? In the thirteenth part of our weekly series, TOI turns the spotlight on the early settlers

## Aloo-puri, winter farming & a city without crime

Sharad.Kohli@timesgroup.com

Memory tends to play tricks, and Kunwer Sachdev can't pinpoint exactly when he came to Gurgaon, but it would have been around 1994-95. A time when to one side of the highway that led to Jaipur, there was all industry. From the open if featureless expanses of Palam Vihar to the privilege of a view from a penthouse in The Magnolias, Sachdev has seen it all. More than 20 years on, Gurgaon may have grown way beyond its means, but the man behind Su-Kam has no reasons to complain, and feels life has given him a fair go. "We had the best of times," reflects a contented Sachdev.

**Palam Vihar (welcome to Gurgaon)**

There was lots of space for big houses in Palam Vihar and it was clean and green – all of which you could see sitting in front of your house. There was a big park, so lots of space and freedom for the kids to play. And because there was



Khushboo and Kunwer Sachdev moved to Gurgaon in 1994-95

no traffic, they could cycle without worry.

But to enter Palam Vihar was a challenge, since there was only one road, which ended outside the colony, after which there was a small lane which was so narrow that two cars couldn't move. Also, there was a village bang next door, which was always a nuisance.

**The first move**

When I came to Greenwood City in 1989, I was only the fourth citizen to move there, in a place that had 250 houses. There was a road to Greenwood, but beyond that was all vil-

lages. It felt good coming here – people in the old city considered this side as posh!

**Taking care of the basics**

I remember only one market, which was in South City. And most of the roads were in bad shape. If we needed to get work done around the house, I would pick someone up from Delhi and then drop them off on NH-8.

You struggled to find anything in Gurgaon, because there were hardly any markets – because there were so few customers. So we would bring stuff from Delhi, and living he-

re we learnt to keep stuff in reserve – that was the whole point. Since I was commuting daily to Delhi (my office was in Nangal Raya), it wasn't so much of a problem. As for petrol, I would fill up the car in Delhi.

**A life without worries**



Friends were reluctant to come. They'd say – "Where are you staying, out in the jungle?" But once here, they'd enjoy themselves, and would stay overnight (as we did when we went to Delhi). Because there were open spaces and very little crime – and there was none of the construction dust you see today, or the pollution.

There was no police station in Palam Vihar – the only one I remember in the city was in Sadar Bazar. We didn't know what crime was, where the police stations were. Earlier, the-

re would be an SP, who would know everyone, whoever was in Gurgaon. But we never faced any safety issues.

**Sohna days**

The farmhouse on Sohna Road, which I got built in 2000, is still a great place today, despite the mess that is that road these days. We'd farm here in the winters, and we have helpers that keep the place well maintained.

**Lucky town**

Gurgaon turned out lucky for me – I started rising when I came here! Initially, I took a factory on rent (in little-known DLF Phase-VI) which I then thought to buy since it was going cheap. And the inverter industry was growing, our brand was growing and we were expanding.

**The balance sheet**

We would have aloo-puri at Om Sweets, in Sector 14, on Sundays. We've seen the true Gurgaon, and really enjoyed our experience here. And some parts of the city are very beautiful – especially if viewed from the top!

# DECCAN Chronicle

26th September 2013

TAKE 5 >>



**MR. KUNWER SACHDEV,**  
Founder & MD, Su-Kam

### INSPIRATION

I draw inspiration from Ratan Tata. I believe that he is an iconic role model who created an empire on strong ethics and has always valued people who are associated with his company.

### ON MY PLAYLIST

Jagjit Singh songs always top my playlist.

### GOOD READS

I recently read *Confucius From The Heart*. I also enjoyed reading *Made in Japan* by Akio Morita, and *Good to Great* by Jim Collins, which describes how companies can come from being average to great. Also, an *Entrepreneurial Mindset* by Rita Gunther McGrath and Ian MacMillan has inspired me a lot.

### MOVIES

*Invictus* and *Lakshya* are my all time favourite. *Bhaag Milkha Bhaag* is the recent film that I have watched.

### WEEKEND GETAWAY

I always spend time with my family and friends at The Gateway Hotel Ramgarh Lodge, during weekends.

As told to Logesh Balachandran



20th June 2015

उद्यमी कुंवर सचदेव ने किया क्रांतिकारी खोज के सफल होने का दावा

## सौर ऊर्जा से मिटेगा अंधियारा

आगरा | वरिष्ठ संवाददाता

आने वाले कुछ सालों में उत्तर प्रदेश का हर गांव रोशन होगा। यह संभव होगा सौर ऊर्जा की बदौलत। अहम भूमिका सू-कैम पावर सिस्टम की होगी। कंपनी की रिसर्च टीम ने क्रांतिकारी डीसी सिस्टम विकसित किया है। इस तकनीक में सोलर पैनल से उत्पन्न शुद्ध डीसी सीधे ही उपकरणों को मिलता है। कन्वर्जन में होने वाले भारी भरकम नुकसान से बचत होती है।

शुक्रवार को आगरा आए कंपनी के संस्थापक एवं प्रबंध निदेशक कुंवर सचदेव ने इस आशय का दावा किया। फतेहाबाद रोड स्थित होटल आईटीसी मुगल में आयोजित वार्ता में उन्होंने बताया कि प्रदेश शासन उनके अब तक के प्रयासों से बेहद संतुष्ट है। यूपी नेडा के साथ मिलकर कंपनी ने अब तक बिजली से वंचित 40 हजार से भी ज्यादा गांवों में अपने डीसी सोलर सिस्टम लगाए। इनको सूरज



जानकारी देते कंपनी के संस्थापक एवं प्रबंध निदेशक कुंवर सचदेव

की रोशनी से आठ घंटे के लिए तीन एलईडी लाइट, एक छत का पंखा चलाने को मिल रहा है। उन्होंने बताया कि इस प्रोजेक्ट से प्रभावित होकर प्रदेश सरकार ने उनकी कंपनी को और भी बड़े प्रोजेक्ट देने का मन

### मिलेगी महंगी बिजली से राहत

सचदेव ने बताया कि प्रदेश सरकार सोलर पावर के लिए ऑनलाइन ग्रिड व्यवस्था शुरू करने जा रही है। कंपनी द्वारा तैयार उन्नत सोलर सिस्टम को अपनी क्षमता के अनुसार स्थापित कराकर लोग बिजली की महंगाई से राहत ले सकते हैं। गणित समझाते हुए वे बोले कि मौजूदा समय में सोलर उपकरणों की बदौलत मिलने वाली बिजली 7-8 रुपये यूनिट पड़ रही है। लगभग यही दर बिजली कंपनियों की है। आने वाले समय में सोलर माध्यम से मिलने वाली बिजली की लागत तो नहीं बढ़ेगी, लेकिन बिजली कंपनियों का टैरिफ बढ़ जाने की संभावना बनी रहेगी। इस तरह उपभोक्ता बड़ी बचत कर सकेंगे। कुछ ही सालों में अपनी लागत भी निकाल पाएंगे।

बनाया है। इसके नतीजे आने वाले समय में दिखेंगे। उन्होंने बताया कि सोलर पावर उपकरण कतई महंगे नहीं जा सकेंगे। प्रचारित किया जाता है। उनकी कंपनी द्वारा तैयार उत्पाद बेहद किफायती हैं और किसी भी वर्ग का व्यक्ति खरीद सकता है। यदि ऐसा नहीं होता तो उनकी कंपनी की देश के आवासीय सौर बाजार में सबसे बड़ी हिस्सेदारी नहीं होती। यही नहीं अपनी रिसर्च की बदौलत ही कंपनी अब तक 100 से ज्यादा पेटेंट के लिए

आवेदन कर चुकी है। कंपनी का फोकस सर्विस पर रहता है और इसीलिए आगरा के ग्राहकों के लिए सर्विस वैन की संख्या बढ़ाई गई है।

### उप में भी सोलर लाइट

#### लगाएगी कंपनी

उन्होंने बताया कि तमिलनाडु के बाद उनको उत्तर प्रदेश में भी सोलर स्ट्रीट लाइट का काम मिल रहा है। जल्द ही कंपनी यूपी में ऐसे संयंत्र बड़े स्तर पर लगाने जा रही है।

## पंजाब केसरी

23rd May 2013

## पंजाब में दहकते अंगारों पर चलने वाला उद्योगपति

तलशर्गे जोशीले सैल्सपर्सन को, देंगे 10 लाख

नई दिल्ली, 22 मई (राकेश त्यागी): पावर बैकअप की दुनिया में सू-कैम अपने परिचय को किसी का मोहताज नहीं है। इसके प्रबंध निदेशक कुंवर सचदेव दहकते अंगारों पर चलने वाले जहाँ पहले निडर उद्योगपति है। वहीं अब वह पंजाब में बेहतर सैल्सपर्सन की खोज को निकल पड़े हैं।

उनकी निडरता का डंका ही नहीं

बजता, बल्कि उनका व्यापारिक कौशल भी लाजवाब है। उनकी व्यापारिक दक्षता का नतीजा यह है कि इनवर्टर-बैटरी की दुनिया में उनके व्यापार का विशाल साम्राज्य देश से

बाहर कई देशों तक जा पहुंचा है। उनका व्यापारिक कौशल इतना दबंग है कि इस व्यापार में चायना तक को घुसने से रोक पा रहा है।

वर्ल्ड के इस बहादुर भारतीय बेटे ने सीमित अग्रयास संसाधनों के बावजूद 1100 करोड़ का विस्तृत टर्नओवर पिछले 2 दशकों में खड़ा कर दिखाया है। अब उनका सफर देश में सैल्सपर्सन की

प्रतिभाओं को चुनकर आगे बढ़ाने का बना है। सचदेव के मुताबिक देश में अनेक लोग हैं, जो प्रतिभा संपन्न होने के बावजूद इसे दिखाने के लिए उचित मौका हासिल नहीं कर पाते।

इन हाशिए पर खड़े ऐसे जोशीले और प्रतिभाशाली सैल्सपर्सन को बेहतर मौका दिलाने के लिए सैल्स का बाजीगर नामक ऑडिशन का आयोजन



उत्तराखंड तथा यूपी में किया भी जा चुका है। इसमें बेहतर जोशीले सैल्सपर्सन की खोज के लिए रोमांचक और चुनौतीपूर्ण ऑडिशन के बाद 30 सैल्सपर्सन

को चुना जा चुका है।

अब इसके दूसरे फेज की शुरुआत पंजाब में शीघ्र ही होने जा रही है। यह शो ऐसे सभी प्रतिभागियों के लिए खुला है, जो 21 से 30 वर्ष आयु के हों और कम से कम दसवीं कक्षा पास हों। इस शो के शीर्ष दस फ इनलिस्टों को सु-कैम में नौकरी दी जाएगी और विजेता को दस लाख प्रति वर्ष दिया जाएगा।



# Business India

THE MAGAZINE OF THE CORPORATE WORLD

November 10 to 23, 2003

Rs15

10th - 23rd November 2003

## Igniting the power back-up industry

**After establishing Su-Kam as the largest inverter company in India, Kunwar Sachdev is now eyeing battery business**

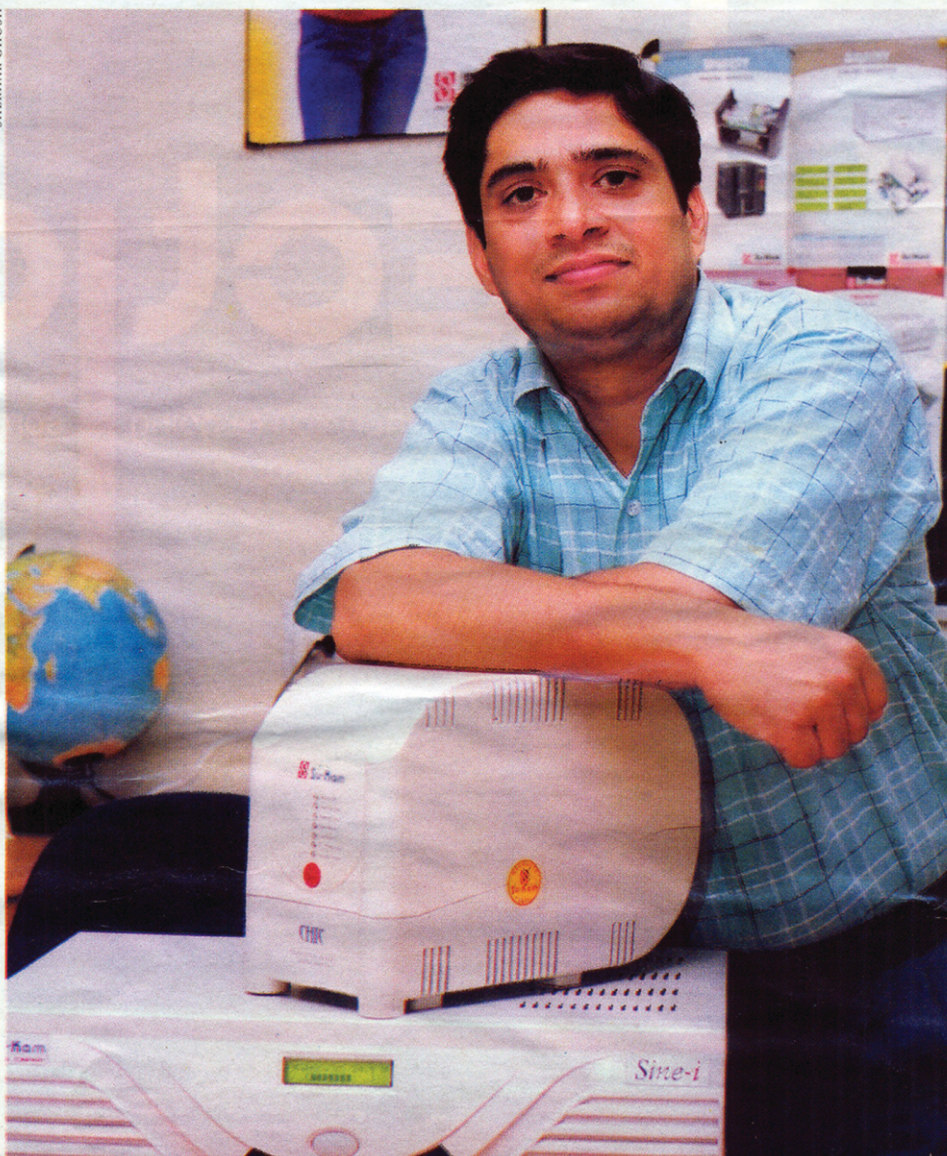
**H**e was not born as destiny's favourite child, but Kunwar Sachdev, the owner of the Rs80-crore Su-Kam Communication Systems Ltd, India's largest inverter company, personifies Indian entrepreneurial zeal. As a student of statistics in the famed Hindu College in the mid-1980s, Sachdev had a humble ambition – to own a business. For many, this would be the most natural and easiest of things but for a person coming from a modest background (father being a low ranked railway employee), the thought of owning a business was a dream. And he was always dreaming big. In fact, his ambition became the source of laughter, rebuttal and even discord among family, friends and relatives.

After graduation, Sachdev joined his elder brother to provide him a 'helping' hand in his writing pen distribution business. However, fed up with Sachdev's non-stop suggestions on how to expand the business, his elder brother soon showed him the door. Sachdev wanted his brother to move up from the mere distribution business to creating a pen brand. His simple brother found his ideas too much to handle till that fateful day. Sachdev, however, had little elm being on his own. Even today nothing irritates Sachdev more than a blocked mind and small thinking. But the big question about the future stared him hard.

However, on hindsight, the parting of ways could not have been better timed, reminisces Sachdev. This was the time when the cable television boom had just begun to unveil. Anticipating a good market for cable TV accessories like dish antenna, modulators, satellite receivers and amplifiers, Sachdev started Su-Kam Communications in 1992 to assemble and later manufacture these products on a very low scale with borrowed money. He got the advantage of being an early bird in this field and as luck would

products were selling in other parts of north India. As he got hold of this business, he also managed to get the exclusive right to distribute products of Echo Star, USA in India. By 1995, Su-Kam had expanded its operations and was doing respectable business. And for Sachdev, it was the first sweet taste of success. In his words – "I made my first million in this business".

Reflecting on the early days of Su-Kam, Sachdev says that, "Success in the cable TV accessories business gave me the confidence to think bigger. I started believing in myself." Like any trade cycle, the cable TV accessories business was reaching its peak and by 1997, growth had hit the plateau. But Sachdev wanted to move ahead to bigger things. And he was restless to find new avenues for growth. He zeroed in on the power back-up industry. "Power shortage and a dearth of





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organised players attracted me to this sector. I felt there was a tremendous business opportunity which was waiting to be exploited," says Sachdev. In 1997, Su-Kam diverted its focus from the Cable TV business and entered into manufacturing of inverters. This was the time when inverters were not very popular. Moreover, they were not considered very reliable as most of it was produced by the unorganised sector. While few organised companies, which were into this business, were making either expensive system or lacked marketing skills to popularise inverters.

While the gensets, which were high on popularity then, were besides being expensive, cumbersome to operate and created noise pollution. So we felt the need for a well organised and technically strong manufacturing of inverters, points out Sachdev. He strongly believed that inverters if manufactured and marketed well will not only become popular but will ultimately become more popular for small applications like households and small shops than gensets. The rest as the cliché goes – nothing succeeds like success. Su-Kam's rise in power back up system has been extraordinary. Su-Kam has climbed steadily and strongly to emerge as India's largest inverter company. And while it climbed up the chart, it enlarged the whole pie. A Delhi distributor of electrical goods points out that the credit of revolutionising the inverter industry by developing Mosfet Technology and making it standard for the whole industry goes to Su-Kam. He also points out that Su-Kam has always been a price leader in the inverter industry. "Feature for feature, you can't get a cheaper system than Su-Kam. They make value-for-money products," he adds.

In fact, low cost operation, which largely stems from Sachdev's philosophy of a hands-on approach, has been the key driver of Su-Kam's competitiveness. Another area, which has

always been high on his priority, has been investment in research and development. "R&D not only enables us to keep ahead of competition but also helps us in bringing the cost of production down," points out Sachdev. He adds that Su-Kam will always endeavour to either offer similar products at a lower price point or technologically superior products to customers to maintain its lead over competition. As part of this strategy, Su-Kam brought down the price of its basic offerings significantly last summer while it mastered DSP (digital signal processor) sine-wave technology based inverters, which it claims is

technologically superior to any products being offered by competitors. "Constant innovation reflects Su-Kam's commitment towards customers. We have been changing our approach and technology with the rapidly changing requirements of the customers," says Sachdev.

Taking this strategy further, Su-Kam has decided to go in for production of batteries. For which it has set up a new factory in Baddi, Himachal Pradesh. The production is likely to begin mid-November. "Inverter and batteries are complimentary products and it will enable us to offer a more economical bargain to the customer," says Sachdev, adding that Su-Kam will come out with a never-before combo offer. Baddi has been a carefully chosen site for Su-Kam as it offers substantial tax advantage. Kunwar says that in a phased manner Su-Kam's manufacturing activities will be shifted from its present location in Gurgaon to Himachal Pradesh. "All this is being done with a long-term view to maintain our cost-competitiveness." Adding on future challenges and Su-Kam's likely response, Sachdev points out that constant improvement in its power protection systems will always be its first priority. "Towards this end, we have already developed a new line of online and line interactive UPS based on DSP sine wave technology. These systems

have set new standards for the UPS market in India." He informs that Su-Kam is also actively working on developing Solar Photovoltaic Power Plants and other systems, feasible and reliable for remote areas.

Sachdev is also actively working on finding new profitable product lines. "Sachdev's ingenuity lies in identifying a need and then developing a low cost, reliable product which can be mass marketed," points out a friend of Sachdev. One such product line that has been identified by Sachdev is 'Point of Sale System', which are used for reading of price codes, billing, inventory/stock management, etc. Talking about this venture, Sachdev says that bar coded products will eventually become the norm in India, while every shopkeeper wants an easier way to take stock of his inventory. "Currently, these systems are expensive. We are test marketing a product which will be affordable and easy to use by anybody." He hopes to introduce this product early next year and at an entry price level of Rs5,000.

However, power-back up business will continue to remain Su-Kam's mainstay in the foreseeable future. "Though India is striving hard to overcome the problem of power availability for its people, it is going to take some time to reach a level at par with the developed world and till the time it happens, the inverter and UPS industry is bound to play an important role in the day-to-day life of our people. And Su-Kam has already geared up to take upon this responsibility with full zeal and enthusiasm," he points out.

There was a time when Kunwar used to dream of big cars and spacious houses. Today he has all. But he remains a modest man. His is a very flat organisation and his staff doesn't need any formal appointment to meet him. He still derives pleasure in doing small things that he used to do – exercise, reading books on philosophy, spending time with his wife and child. Self-discipline has been his greatest strength and remains so. The man who looks years younger than his age, definitely has many more years of success and growth.

• SHELLEY VISHWAJEET

<b>BUSINESS</b>
Power back-up products like inverter, UPS; cable TV accessories
<b>TURNOVER</b>
Rs80 crore
<b>DIVERSIFICATION PLANS</b>
Batteries, point of sale systems
<b>EMPLOYEES</b>
300



# THE ECONOMIC TIMES

WWW.ECONOMICTIMES.COM

11th April 2008

## POWER TO THE PEOPLE

**FROM SELLING BALLPENS** to owning India's biggest inverter company, it has been an eventful journey for Kunwer Sachdev. It was simple logic that prompted Sachdev to start manufacturing inverters- the realisation that with India's power woes, every household was a potential customer. At that time, in 1997, the major established brands in the market were Luminous and Microtech. Even though they were well known among consumers, Sachdev says the problem was that none of these could cope with the wildly fluctuating power supply in India. India needed a product customised to suit its unique requirements.

In 1998 Su-Kam launched an inverter that dealt with this problem and also brought into India the new MOSFET technology. At that time, Sachdev was faced with two challenges. The dealers and distributors, who would interact with the customers had no knowledge about inverters and were not in a position to educate customers. Also, the customers would rather buy a familiar, well known brand, than a new one. To tackle the first problem, Sachdev started organising roadshows and dealer meets to educate his distributors. This was important because, in a market dominated by 'me-too' products, Sachdev needed to establish that his product was technologically superior. In 2000, Su-Kam was the first inverter brand to start advertising, starting with dhabas and tea-shops on the highways and following it up with ads in newspaper and on television. Sachdev demonstrated marketing shrewdness when, knowing that stall owners had little incentive to keep his ads up for long, he put their names on the banners along with Su-Kam, making sure that they wouldn't be removed.

But the problem of a large fragmented market still existed and Sachdev decided to work on reducing the number of smaller competitors. "In every city there were 100 people manufacturing inverters. These were either manufacturers or battery guys — I converted the manufacturers into distributors and battery guy into dealers, and we created a network," says Sachdev.

The launch of the Sine-Wave inverter, a first in India, was followed up with the launch of the plastic-bodied inverter. Till then, inverters were encased in metal and were not a pleasant sight, forcing people to keep them covered. By substituting this with coloured plastics, Sachdev created a new segment in the market and also, inverters that were aesthetically appealing and shock-proof. The next year, Su-Kam launched a product which combined an inverter and UPS, a first for the industry globally, followed by high-frequency inverters. "In the market if somebody's product works they want to succeed on that only. I change my whole product within a year. The mo-



AMRENDRA JHA

**Through a culture of continuous innovation Su-Kam launches several 'firsts' for its industry**

ment a product is ready I start working on what my next product will be," says Sachdev. All his innovative launches did have competition trying to come up with similar products, but none of them managed to pass the basic regulatory and technical tests.

Su-Kam is the only company in the inverter industry to set up an R & D unit that is certified from the Department of Scientific and Industrial Research (DSIR), Government of India. Sachdev works hard to make sure that there is a culture of innovation flowing through the organisation. Employees move up the ranks based on the results they set for themselves, and not on the amount of time spent in the organisation. He ensures that each employee has the flexibility to innovate and contribute to new product development. The company also follows the process of lean manufacturing to ensure minimal wastage and to reduce the 'time to market.' This approach has resulted in the company doubling its turnover every year since 2001 and is now at over Rs 500 crore. As of 2007, Su-Kam exports its products to over 50 countries.

The company has also created patented software which allows it to monitor the performance of all its products on a single graph. Another software it has patented enables a serviceman to check an inverter's usage over the last few days and point out potential faults and remedies without even opening the inverter.

The company is now working on a grid interactive inverter to make the move up from power back ups to power generation.

### Business Model



Sam Balsara with Kunwer Sachdev, Su-Kam



# Money Today

THE  
INDIA  
TODAY  
GROUP

28th February 2006

**E2E:** Employees turned employers

## Dark Horse

If entrepreneurship is also about turning failures into successes, Kunwer Sachdev is a born entrepreneur. Promoter of the Rs 200-crore Su-kam Power Systems is a case study in how to overcome small hurdles in reaching out to big goals.

By RAJSHREE KUKRETI





28th February 2006

## E2E

was enough to get the system going. But while Sachdev quit his job, the techie refused, and for a while the father's story of failure became the son's. Sachdev did not give up hope.

The going became tougher as it was now a one-man-show—human resources, finance, technology et al. "To get the work going I took up small assignments of cabling work for multi-storeyed buildings and hotels with two workers," says Sachdev, who managed these odd jobs with the advance payments from clients. Gita turned out to be his bedrock of support during the tough times. She would not only manage the house and their first-born but also slip a few notes of encouragement into Sachdev's pockets from time to time.

When his friend left him, perhaps the biggest handicap was his complete ignorance of the technology field. So Sachdev decided to learn it on the job. Business and learning went together as he laboured on. The first taste of success came in 1991 when the business of cable TV witnessed a boom with the introduction of multi-channels. Each house needed cabling and Sachdev cashed in on this boom. He set up a small-scale unit with six people to manufacture amplifiers and directral couplers—all needed in the business of cabling—under the brand name Su-kam.

"The demand was huge, players were few and we were quality conscious. We would take back all faulty products thus reinforcing the faith of our customers," says Sachdev, who soon expanded his business by manufacturing dish antennas and satellite receivers. "By 1997 our products were being sold in entire north India," says Sachdev. He had made his first million.

It seems that destiny finally decided to intervene and do a little jig of her own that would spell much bigger success. It was sometime in 1997 when Sachdev's home inverter

### Sachdev's Tips for Aspiring Start-ups



#### BE HONEST WITH CUSTOMERS

*If your product is faulty replace it, that is the best way to win over the customer*



#### REINVEST IN YOUR BUSINESS

*Instead of investing in real estate or stocks, Sachdev reinvests in his business*



#### INVEST IN EMPLOYEES

*Su-kam organises annual get togethers for employees*



#### QUICK DECISIONS

*Sachdev is known for his "lightning speed" decision-making skill*



#### THINK AHEAD

*Don't gloat over your achievements. Plan your next move*

conked off for the nth time. Frustrated, he decided to take it apart himself to identify the problem. What he saw was not a flawed product but immense business potential in giving the consumer something superior.

Once the idea was born, Sachdev was quick to cash in on it. Intensive studies followed and using a new (Mosfet) technology he started manufacturing inverters at his factory.

But wait, even here destiny did not play it straight. The products

were a disaster and all 100 of them were returned by the buyers. Not to be bogged down by yet another failure, Sachdev got a few people from the fledgling UPS industry and focused on technological innovation. He manufactured inverters using a more advanced technology testing and retesting them for failures. The capacity was just enough to manufacture 100 inverters a month but the response for the refined inverters was stupendous. In the unorganised market, his products stood out.

In 2000, Sachdev took the decision to close down his profitable business of cable TV products and set up his first big factory in Gurgaon at a cost of Rs 15 lakh. His quest to continuously upgrade his products using new technologies made him a clear market leader. A validation of his success came when heavyweights Reliance and Temasek paid Rs 45 crore for a 20% stake in the company.

Sachdev is now looking at other futuristic areas such as solar photovoltaic systems, wind energy systems, hybrid systems and inverters of over 100 kva capacity. A Rs 80-crore factory to manufacture SMF batteries will be operational in April 2007.

Time to go public? Maybe, he says. For a man, who took up a few insurance policies only because the agents were persistent, matters of personal finance do not rank rather high on his priority table. "I would rather re-invest in business than purchase property, look up the stock market or mutual funds," he says.

Perhaps a house in Gurgaon, a farmhouse, 21 offices, three factories and 1,000 employees, are enough for Sachdev to be unconcerned with personal finance.

For more case studies of employees turned employers, log on to [www.moneytoday.in](http://www.moneytoday.in) and click on E2E



# THE ECONOMIC TIMES

WWW.ECONOMICTIMES.COM

3rd June 2007

## FITNESS FIRST

**LIVING** in the space age with access to the best of what technology has to offer, I cannot imagine even a single day without my mobile phone, laptop and data cards. With information flowing at the speed of light and while keeping pace with the daily rigmarole, I have often felt the need to slow down and cosset into something I have a passion for. For me, indulging in my favourite activities is an extension of my professional life. I draw inspiration to excel at work by excelling at my favourite sport.

I am more inclined towards physical activities. My firm belief is — a healthy mind rests in a healthy body and I like to keep myself physically fit. I am passionate about three types of sports — golf, swimming and squash. I have taken to learning to play golf recently. I enjoy playing the game and it has helped me immensely to enhance my concentration levels. I have made great friends with fellow golfers and personally feel that playing the game brings great networking opportunity.

Besides these, I also indulge in other outdoor and indoor games — actually anything that keeps me physically active like swimming and playing squash. For me these sports are highly energising and satisfying. I also practice yoga and it's a great way to bring about mind and body co-ordination.

When I am not dabbling with sports, you could catch me shaking a leg at the dance floor, surrounded by my own people — my family or fellow Su-Kamians. The DJ at our regular office events knows my favourites numbers and makes sure to mix and play them when I am on the floor. Dancing till the wee hours of morning is another way of unwinding. Good music — that's what I like — from old melodies to today's catchy numbers, depending on my mood.

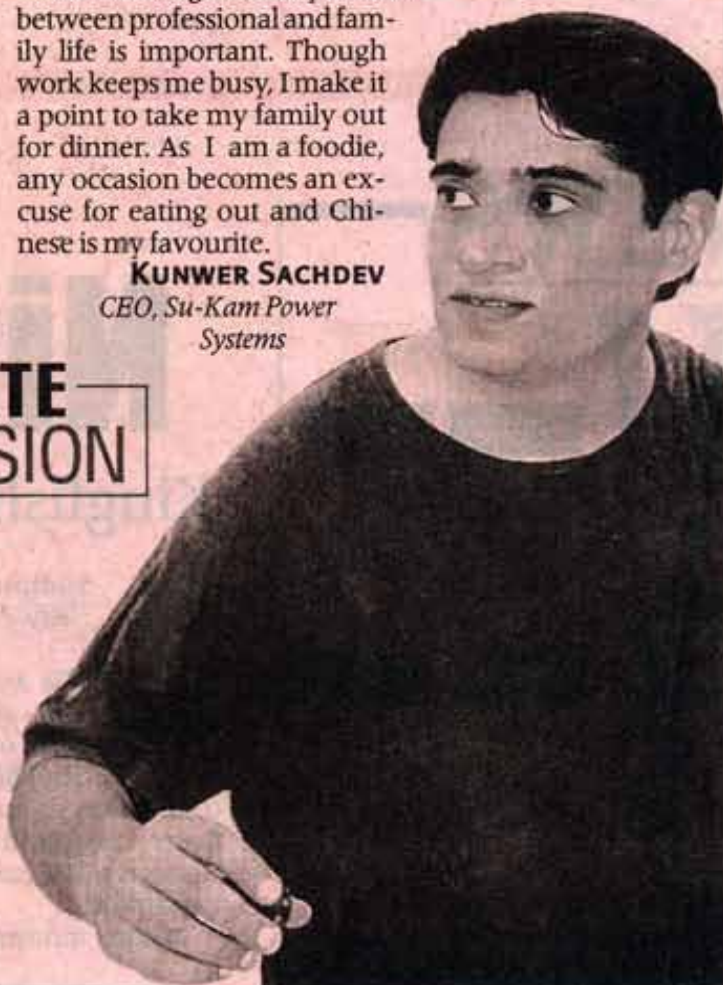
I do a little bit of reading too, time permitting. I try to

catch up with books on history & management. Since I travel a lot, I make the most of my commuting time by catching up with books. I read these books and then evolving my own style of management. I have thoroughly enjoyed reading *Good to Great* by Jim Collins and also *The fortune at the bottom of the Pyramid* by Prof C K Prahalad.

Maintaining a healthy balance between professional and family life is important. Though work keeps me busy, I make it a point to take my family out for dinner. As I am a foodie, any occasion becomes an excuse for eating out and Chinese is my favourite.

**KUNWER SACHDEV**  
CEO, Su-Kam Power  
Systems

**PRIVATE  
PASSION**





# YOURSTORY

3rd August 2015

**With Rs.10,000, this entrepreneur went on to build India's largest power solutions company Su-Kam**

"My aim in class 12 was to become a doctor," says Kunwer Sachdeva, popularly known as the 'Inverter man of India'. From selling pens and stationery, working in the sales department of a communication company to revolutionising the inverter industry in India, Kunwer Sachdeva's entrepreneurial journey has been long and diverse.

Hailing from a typical humble middle-class Punjabi family in Delhi, Kunwer's childhood was spent in a small home with his parents and two brothers. His father was a clerk in the Indian Railways and mother was a housewife. While Kunwer completed his primary education at a private school, he was later shifted to a government school due to lack of resources. While he cleared his medical entrance exam, he got only 49 per cent of the required 50 per cent in the board exams. "So I repeated my class 12th from another government school and topped my school in the intermediate examination but could not clear the medical entrance this time around," says Kunwer.

Ironically, he adds that he got admission in engineering, but he wasn't interested in the course. Little did Kunwer know that he would find his calling in the engineering field. He ended up in Hindu college in the Statistical Honours course. While he wasn't interested in the course, Kunwer went on to become rather popular in organising events.

## **Learning the ropes**

It was during his college years that Kunwer got into the habit of reading, which helped him later when he would establish the inverter business. It was during this time that Kunwer, along with his brother, began selling pens and other stationery. "Selling pens was not a matter of choice for me but it was rather a need. My brother started a small pen business after his class 12 and I helped him while I was studying. After finishing college I worked with him full-time," he adds.

After finishing his higher education in law from Delhi University, Kunwer landed his first and last job at a cable communication company in the sales department.

"My first job at the cable communications company made me realize the potential of this business at that time (1988) in India so I decided to quit the job and start a cable business in Delhi which I named Su-Kam Communication Systems," adds Kunwer.

While he was good at sales, he did not know anything about manufacturing, installation process, and the technology behind it. He started with installations of CATV and MATV systems in hotels and multi-storey buildings. He says that he was conned by many people as he was unaware of the nitty-gritties of the installation process.

After being bitten several times, Kunwer learnt his lesson and started going with people and began installing the equipment with them. This not only gave him hands-on experience, it also helped him learn more about the process and equipment.



# YOURSTORY

3rd August 2015



"Reading came to my rescue here as it helped me clear my concepts and also upgrade my knowledge. I then started building my team by training them myself," adds Kunwer. He says that he was lucky as the cable TV business became a necessity for every home. The demand therefore grew exponentially and by then Kunwer had gained enough knowledge about it. He adds that it gave him the opportunity to manufacture cable TV equipment like directional couplers, amplifiers, and modulators. "My biggest investment at the time was a spectrum analyzer, an investment to better the quality and technology of my products, as I believe in improvising technology and products," adds Kunwer.

## **Pivoting from an established industry to a non-existent sector**

The shift to inverters happened by chance. The cable TV business was going pretty well for Kunwer, but the constantly faulty inverter at his home made him think more about the power backup industry in India. "My home inverter frequently broke down and we had to call the electrician every time. One day I got so frustrated that I decided to open it up and look for the problem. I found a sub-standard PCB board. I took that to my R & D team at Su-Kam cable TV business and asked them to analyze it," says Kunwer.

Soon the team spent good amount of time looking at the quality of the inverters present in the market during the 90s. Kunwer adds that they were shocked to find that all those inverters were built with bad quality parts backed by nearly no technology. This got him thinking and he took it upon himself to understanding the technology. For this he even called for inverters from Canada (those products were not for home application) to look at the working of a sophisticated product.

"After initial experiments we decided to manufacture inverters as well, which led to the launch of Su-Kam Power Systems in 1998. On the other side, the cable TV business was booming as I had built a recognised brand in the industry but two years down the line I decided to discontinue manufacturing cable TV equipment, as I could foresee a bright future in inverter industry," adds Kunwer.



# YOURSTORY

3rd August 2015

The entire team moved from the cable TV business to Su-Kam Power Systems where they started to make inverters/UPS. While in the beginning the team started with direct sales, they soon realised that this would stunt the growth of the organisation. Thus, they decided to establish a network of dealers and distributors.

## **Innovation and convincing people**

Initially, Kunwer says, it was difficult to convince people of the advanced technology, as Su-Kam's inverters were one-fourth the size of existing ones and way advanced in technology and looks. However, people were drawn to my product as they saw its performance and joined Su-Kam by becoming distributors.

"I was able to lead the industry from then on as I continuously innovated and kept up with the requirement of the people. For example, my initial products replaced the need for generators in homes, then went on to innovate products that could run air conditioners and then for industrial requirement," adds Kunwer.

By 2000, Su-Kam became the first company in the world to make plastic-body inverters. Kunwer got this idea when he heard that a child had suffered an electric shock because of the inverter. This led him to think of making inverters as safe as possible because they became a part of people's houses. However, there was no plastic in the market that could withstand the high temperatures of inverters.

Soon Kunwer convinced the then GE plastics to create a special plastic material for Su-Kam's inverters. Their first plastic-body inverter, Chic, was declared innovation of the decade. Two years later, the team made India's first sine wave inverter eliminating the buzzing sound from fans and lights caused by square wave inverters and Su-Kam became the market leader. "Innovation and technology have always been our USP," says Kunwer.

## **People and funds - the consistent challenge of startups since the 90s**

While with Su-Kam, Kunwer and his team kept mastering technology. The biggest challenge he faced was getting the right people onboard.

During that time it was hard for startups to hire good professionals because very few people would leave secured jobs in big companies to work for a startup. I remember, initially, starting with a team of five. One member of our staff was also a part-time plumber," says Kunwer.

The next big challenge was managing people; his experiences had taught Kunwer human resource skills. This helped him get more technologically trained people, retain them and make them work in a team. He says that dealing with the mindset that it cannot be done was the most difficult, as innovating new products meant a lot of experimentation and continuing with efforts despite failures.

Aligning the motivation of the team with his, proved to be a challenge at times. Though Kunwer could visualize the product to the engineers it seemed impossible. "As we started getting big and successful we found good people, and now I take pride in saying that Su-Kam is full of experts. People are now quitting jobs in foreign countries (such as the UK and the US) and long term careers in the government to join Su-Kam," adds Kunwer.

Like any other startup, Su-Kam had difficulty in getting funds. This was more difficult in the 90s. Kunwer says he was a 'nobody' – he didn't have properties to mortgage, rich parents or big contacts. He learnt from the start to raise funds on his own. Kunwer borrowed from his friends and extended family.





5th January 2018

## Amidst increasing pollution, inverters and UPSs are answer to power backup woes.

[India], Jan 5 (ANI-NewsVair): The Delhi-NCR region has been in the spotlight for the past few days over air pollution shooting to alarming levels with toxic smog enveloping the region.

The authorities have finally woken up to the cause and banned diesel generators in the wake of increasing air pollution. However, the decision has not gone down well with masses, according to which diesel generators have no alternative.

Taking into account that the months of November-December and January herald a wedding season, people are further wary of the ban. However, taking into account the alarming levels of pollution in the Delhi-NCR region, the ban appears a justified move.

"The ban on generators is absolutely justified. We all know that the capital has had very poor air quality for the past few years and the situation is getting worse day by day. A number of factors contribute to the high pollution level and generators are one of the major contributors. The fumes released from generators are hazardous for the environment and our health. It is high time the authorities took some concrete step towards it. If possible it should be banned in other areas also as it only causes harm and no gain," said managing director Su-Kam, Kunwer Sachdev.

Since long duration power cuts are a thing of the past, inverters are a possible solution to the power woes in the era of shorter but frequent power outages.

"Inverters and UPSs are a saviour for the Indian masses who were not only struggling with power cuts but also the cost and hassle of running a generator. The inverter wooed Indians instantly as it is cheaper, easy to operate and requires low maintenance," added Sachdev.

A 100 Kva generator consumes 24 litres of fuel per hour to run full load, which means every hour you are spending Rs. 1440 and in a year Rs. 5,25,600. This is just an assumption but in reality the situation is much worse because power cuts are shorter but frequent. But an inverter which is equipped with state-of-the-art technology simply converts one form of electrical energy to another (DC to AC). So the requirement of fuel is eliminated as batteries can be charged by solar energy which is free of cost. In the event of a power cut, the inverter will draw power from the batteries for only that duration so the battery's complete life cycle is never used. Simultaneously, the battery gets recharged through solar panels. So the battery remains fully charged thus increasing its life.

Charging batteries through solar energy also increases battery life because both solar energy and battery are DC and solar energy is the purest form of DC. Thus, when the battery gets charged by solar energy there is no impurity so automatically battery life goes up.

Combined with a quality battery, UPSs and inverters can help provide a back-up source of power to not only to households but also commercial sector. During power-cuts, a UPS automatically draws power from the battery and provides it to the appliances connected to it.

Hence such appliances enjoy uninterrupted or continuous power supply even in times of fluctuating and erratic power supply. This is not the case of a common generator. UPSs and inverters can power even sensitive appliances like computers and laptops. On the other hand, power produced by generators is impure. They cause spikes and surges which produce distortion that can harm electronic devices connected to it.

They also incur high maintenance cost. Even the fuel used in a generator is costly and one needs to take extra caution to store it. Handling the generator is not easy and if a person does not use it properly, it can be dangerous. Generators have moving parts which can corrode whether it is in use or not, so it must be maintained regularly.

A conventional generator requires maintenance every 50-60 hours. Those using high capacity generators to run heavy load may even require an in-house engineer to maintain their generators.

Inverters, on the other hand, draw power from solar energy (DC source) which is free of cost and convert DC power into AC power using electronic circuitry. This makes inverters completely environment friendly and with no moving parts like generators it is maintenance-free.

In the long-run, inverters have a potential to reduce the country's carbon footprint as they are a cleaner and noiseless source of power. Su-Kam which has been among the pioneers in the field has successfully developed 100Kw inverter back in 2004. Nowadays, their inverters have a zero switch-over time which makes it possible to use it for sensitive equipment like computers, servers, IT equipment, lifts, medical equipment.

Su-Kam has also developed a technology through which an existing inverter can be converted to a solar inverter by installing a solar charge controller and panels. The system gives priority to solar for charging batteries thereby greatly reducing monthly electricity bills. Not just that, the device also has smart features, that enables a customer to see the amount of rupees saved by calculating the number of solar units generated.

Su-Kam is one of the few companies to manufacture high capacity solar inverters. Their pure sine wave inverters ranging from 5KVA to 100KVA are ideal for all types of commercial establishments. From a 40W solar system to power a small house in village to installing 1.3MW solar power plant to power Indian Army in Assam - the company has solarized lakhs of homes, offices, schools, colleges and petrol pumps in India and more than 90 countries worldwide.

It is high time that corporate come forward to promote the use of inverters over generators. They are the future and a cleaner, safer and more environment-friendly alternative to generators. (ANI-NewsVair)



# FINANCIAL EXPRESS

14th July 2017

By Kunwer Sachdev

On July 1, 2017, India embraced the Goods and Services Tax (GST) legislation. Touted as one of the major financial reforms since Independence, the legislation had initially created apprehension in the minds of taxpayers and entrepreneurs alike. Few realize that the reform will be a game-changer for the economy. Let us first try to understand what the legislation entails. Broadly speaking, GST will subsume the whole gamut of indirect taxes such as VAT, Service Tax, central excise tax, octroi into one unified tax. This has multiple ramifications not only for the Indian solar sector, but for the economy as a whole.

To talk about the Indian solar sector, it can be regarded as the future of India's energy roadmap. India faces the crucial energy dilemma considering that approximately 18,000 villages do not have access to energy, but, at the same time, the country has a strong commitment to reduce its carbon footprint. It is here that solar energy comes to the rescue. It is eco-friendly and hence can play an instrumental role in reducing country's carbon footprint. The solar energy has the potential to bridge the crucial energy gap especially in remote areas where access to conventional energy is difficult. From the consumer's viewpoint, switching to solar energy will lead to reduction in burgeoning power bills.

Taking into account these benefits of solar energy, the government has always accorded a slew of incentives to this sector. But the government's decision to levy 5 per cent GST on solar panels and solar PV cells as against the effective rate of taxation at 0% in the previous regime will, no doubt, lead to marginal increase in project costs. Those who had bid aggressively for solar projects in the past six months assuming that solar panels rates would fall under the new regime would also face some problems during the transitional period. However, the government's rollback of decision of taxing it earlier at 18% comes as a major respite for the industry. It should also be pertinent to mention here that the reduction in the solar tariffs to as low as Rs 2.44 per unit augurs well for the industry as it will offset any increase in project costs due to implementation of GST.



# FINANCIAL EXPRESS

14th July 2017

The factor of increase in project costs should not be over-emphasized. One cannot underestimate the favourable long-term impact of GST on the Indian solar industry. Besides removing the cascading effect of taxes, GST will improve cash flows due to change in rates of taxation. Another positive impact of GST is availability of input credit against supply of solar goods which will improve cash flows and EBITDA. GST will also minimize hassles for the vendors like abolition of 'C' FORM, 'F' form and CST which added to project costs. The decision is also expected to boost inter-state trade directly with customers. Reduction in multiple tax compliances – state as well as central — can be co-related with corresponding reduction in administrative costs. It will also lead to reduction in warehouse costs. For the economy as a whole, GST will lead to abolition of trade barriers across state and which would enable the growth of common market. So, it would be prudent to state that implementation of GST will not dampen the solar sector if one were to take into account the broader picture. A lower GST rate would have surely been a boon but it would not make a significant dent on the solar sector in the long run. Irrespective of new legislations coming into picture, solar energy will continue to be among the crucial mix of India's energy roadmap taking into account the country's ambitious target of solar power of 100 GW by 2022.

(The author is Managing Director, Su-Kam)



# RenewableWatch

August 2017



Kunwer Sachdev, founder and managing director, Su-Kam Power Systems Limited, has helped catapult the company from a start-up to one of the fastest growing companies in the country in a short span of time. Born in a middle-class family in Delhi, Sachdev, with no technological background, founded a company that is today known for its technologically advanced power products.

Sachdev has a degree in mathematical statistics and law from Delhi University. In 1998, he ventured into the power backup solutions business, setting up Su-Kam. Today, the company has operations across 90 countries. Prior to this, he was involved in the cable television business. Under Sachdev's leadership, Su-Kam has achieved several firsts to its credit. It has filed over 100 patents for technology and design in the power backup industry, the highest for any Indian company. It has also launched the world's first plastic-body inverter, which has been declared as the Innovation of the Decade by India Today. "These innovations were possible only due to the robust research and development unit of Su-Kam. Innovation and sophistication in products is my passion," says Sachdev.

He sees scope for major growth in the solar power space. He has led the development of innovative solar solutions – off-grid and on-grid systems – to cater to the needs of a range of energy consumers.

On the state of the power sector, Sachdev says, "Electricity is critical to power the economic growth of the country. India is on the road to development, but to accelerate growth, it is critical to ensure the availability of uninterrupted power supply. In today's scenario, we lack the infrastructure to meet the growing demand for power." He further underscores the importance of renewable energy to offset the demand for conventional fuels as well as to pave the way for cleaner solutions. "A green economy is the need of the hour," he says.

Sachdev also has a flair for marketing, which has led him to launch several innovative branding initiatives for the company. Moreover, he sees internal branding as an important strategy to engage with employees. His peers see him as a leader, who has a novel approach towards solving tough problems. He is also an ardent sports enthusiast, with swimming and running being his favourites. Going forward, Sachdev aims to make Su-Kam a market leader in technology and innovation or "technovation", as he calls it.



10th August 2016

## Su-Kam - Aims to Take Green Solar Energy to Each and Every Home in India

From being a start-up in 1998 (when it was founded), Su-Kam has grown exponentially to become an Indian MNC and a successful example of “Make in India”, as it has offices and over 40,000 channel partners in many countries around the world.



Su-Kam Power Systems Ltd. is India's largest power solutions company which has presence in 90 countries worldwide and holds a record for being the only company in this field to file for over 100 patents. It manufactures more than 200 products including various solar products, UPS, batteries and customized solar solutions. According to a recent report published by Bridge to India, Su-Kam has the biggest share in India's residential solar market.

From being a start-up in 1998 (when it was founded), Su-Kam has grown exponentially to become an Indian MNC and a successful example of “Make in India”, as it has offices and over 40,000 channel partners in many countries around the world. The first Indian power solutions company to win the title of 'Superbrand', Su-Kam is counted among one of the fastest growing companies according to India Inc.

In an interaction with Sujata Sangwan of BWDISRUPT, Kunwer Sachdev, Founder & MD, Su-Kam, shares his entrepreneurial journey and future plans of the company.

### Idea Generation

Su-Kam began as a start-up in 90's. We started our journey as a cable TV company in late 90s when the term 'start-up' was little known and much feared. Let alone finding investors, it was extremely difficult to hire talented people. Who would leave their plush Government job for joining a 6-month-old company?.



# BW BUSINESSWORLD

10th August 2016

"Sachdev established India's leading power technology brand without having any technical background. Graduate in Statistics and Law, Kunwer, had to read his old physics book like a bible when he decided to manufacture inverters."

The inverter in my home used to break down frequently and I had to call or an electrician. One day I got so frustrated that I decided to tear it apart to see what was so wrong. I was surprised to see sub-standard material and poor technology in Indian inverters. I took the inverter to the technical team in my cableTV company and that's when I realized the huge untapped potential of power backup products in Indian market. I decided to shut down my profitable cableTV business and laid the foundation for Su-Kam's power electronics business. My aim was to provide products based on best technology to Indian consumers.

## **Unique Key Points**

The experience and the journey has been incredible. When we entered the power backup market in India, the entire industry was unorganized. Indian consumers were forced to buy sub-standard inverters which would go kaput regularly. Su-Kam brought cutting edge technology to the market because Su-Kam has been a tech company from its very inception. You can say that innovation is in our blood. We were the first company in India to set up a R&D facility and develop technology indigenously. At that time, the only high quality products available were American – too expensive for most of the Indians. Due to our focus on R&D, Su-Kam became the first Indian company to make sine wave inverters in India and probably the first company in the world to make plastic body home UPS. Interestingly, Su-Kam coined the word 'Home UPS'. We combined the features of UPS and inverter into a single advice which now everybody calls 'Home UPS'. In 2004, Su-Kam became the only Indian company to make sine wave inverter which could even replace generators. We made 100kva inverter. At that time only two other companies in the world had such a product. Recently, we have released world's first touchscreen solar inverter.

## **Traction Details**

Su-Kam revolutionized the Indian power backup industry by giving excellent technology products to customers in India at affordable prices. Su-Kam's popularity grew so much that we decided to enter into exports. We saw huge potential in countries in Africa and Southeast Asia because these countries had similar problems like India. Our product was specifically built for Indian conditions so it was a good fit there as well. I take pride in saying that a 100% 'Made in India' company captured Indian and foreign markets in such a way that China couldn't get successful in this area. Otherwise cheap Chinese products are everywhere. We understood the problems of the needs of our people and offered solutions with technology."

Su-Kam, besides making inverters, batteries and solar products (for which it has become a household name), has created many innovative technologies that have application in many other fields. Our portfolio includes 250 products which reach millions of people worldwide through our network of 40,000 dealers and distributors spread across 90 countries.



# BW BUSINESSWORLD

10th August 2016

## **Competition**

When we entered the power backup market in India, the entire industry was in disarray. We did what nobody was doing – we invented and initialized latest technology to provide great products. So there was no competition there. We have never really bothered ourselves with our competitors and we continue to do that. We only focus on making ourselves better.

## **Challenges Faced**

As an entrepreneur you encounter challenges daily. Our initial challenges were more about hiring and retaining talented people, setting up the business etc. Innovating and creating cost-effective products based on superior technology is a continuous challenge which we absolutely love – it is our driving force.

However, I realized that the biggest challenge in our sector is that the consumers lack knowledge about power electronics. There are myths and lack of proper information about even the basic concepts related to inverters, batteries and solar products. This restricts the customer from making informed decisions. So we are now on a mission to impart training and educate common people. We are doing this through the use of animation videos. These videos present technical concepts in a very easy-to-understand manner. These videos are uploaded on our YouTube channel and promoted on our Facebook, Twitter, Instagram and LinkedIn – this way they reach millions of people worldwide. I got to know that a young boy from Gujarat converted his existing inverter and battery into solar system after watching our DIY video on the same subject. Isn't that great!

## **Future Plans**

Su-Kam is India's home grown power technology company. We are continuously developing products that are good for the environment while also being cost and energy efficient. Our R&D is coming up with testing products that can help you find out any product's efficiency before you buy it.

We have created embedded software's to develop the products. We don't make any product without the embedded software's. In fact, all our new products run on latest generation of processors – the same processor which runs your laptop and smartphones is being used in our power products. We have launched a series of 'Smart products' which have touchscreen, Bluetooth, and can be controlled/monitored remotely by downloading an app on your smartphone.

Our focus is average Indian so we are developing solar products for residential markets – products that help people harness and use solar energy in their homes while also sending it back to the grid at the same time.

We have recently developed India's first hybrid solar inverter, touchscreen solar off grid solar inverter, appliance comparison device, and remote monitoring systems.

We aim to take green solar energy to each and every home in India.



# The Tribune

VOICE OF THE PEOPLE

25th June 2003

## Power-saving inverters

**TRIBUNE NEWS SERVICE**

**CHANDIGARH, JUNE 24**

The inverter industry has emerged as a big challenge to generator-set manufacturers, as the market is now shifting towards low-cost and noise-less inverters. The companies have come up with inverters that could run every sort of appliances, including printing machines, air-conditioners and refrigerators, said Mr Kunwer Sachdev, Managing Director, Su-Kam Communication Systems Ltd, here today.

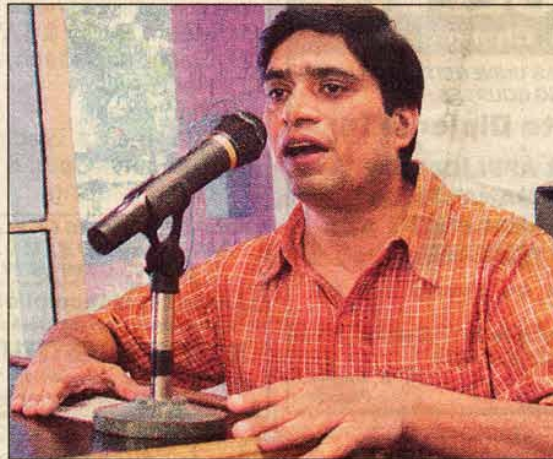
Addressing mediapersons, he claimed that Su-Kam had introduced technically superior and affordable inverters in the market based on sine waves, resulting in saving of electricity by 50 per cent. He said their inverters ranged from the capacity of 5 KVA to 40 KVA, costing Rs 3,000 to Rs 6 lakh.

He said Su-Kam was an indigenous company with an annual turnover of over Rs 70 crore. It

had a market share of over 50 per cent in the branded market, though 80 per cent of the inverters were still manufactured by local brands. He said Su-Kam had introduced MOSFET tech-

nology to increase efficiency.

He added that the company was also exporting its products to various countries like Afghanistan, Sri Lanka and the Philippines worth over Rs 2.5 crore.



Mr Kunwer Sachdev, Managing Director, Su-Kam Communication Systems Ltd, addresses mediapersons in Chandigarh on Tuesday. A Tribune photograph



28th February 2006

### Kunwer Sachdeva - Founder & MD, Su-Kam (Business Leader)

Mr. Kunwer Sachdeva – founder of India's leading power solutions company, Su-Kam Power Systems – is one of the greatest innovators, marketers, motivational speakers and visionary entrepreneurs of our time. The success story of Sachdeva's Su-Kam is the biggest example of 'Make in India'. Sachdeva started off by selling pens on cycle with his older brother, and later founded a profitable business of cable TV communications in Delhi. Being a visionary, Kunwer was quick to foresee the growth of power backup industry in India and decided to shut down his cable TV business in 1998 to found Su-Kam Power Systems. Guiding force behind the company, Sachdeva catapulted Su-Kam to the top league of companies in its category within a short span of a few years. Once a startup, Su-Kam, is now an Indian Multi-National Corporation, and is recognized as one of the fastest growing organization among the India Inc. 500. Sachdeva has been instrumental in expanding company's operations to

almost 90 countries worldwide and capturing the power market in Africa and Asia. Besides leading the overall business of the company he also heads Su-Kam's R & D division. Sachdeva was the first Indian entrepreneur to file patents for technology and design in the Indian power backup Industry. He is also credited with inventing world's first plastic-body inverters which has been declared as 'Innovation of the Decade' by India Today. Kunwer revolutionized the power back-up industry by introducing world-class technologies such as MOSFET, Micro controller based and DSP Sine Wave into inverters. He also gave 'Home UPS' to India which combined the features of UPS and inverter into a single equipment. Before Su-Kam's entry, the inverter industry was dominated by hundreds of local players who were selling substandard products - Kunwer challenged the entire industry into becoming an organized sector. Owing to his many contributions to the power back-up industry, Kunwer is rightly known as 'Inverter Man Of India'. With a degrees in Mathematical Statistics and law from Delhi University, and no technical background, he mastered the advanced technology used in power electronics owing to his zest for learning. Kunwer Sachdev lives in Gurgaon with his wife Khushboo Sachdev and children, Kanav and Shourrya Sachdev.





28th November 2012

## Su-Kam Bags Solar Power Installation Order from US Military

OUR BUREAU  
KOLKATA

Su-Kam, a power solutions provider, has bagged an order to install solar-powered electricity generation system in war-torn Afghanistan for the US military that will fire up some 17 communication towers for the army with a standby time of five days.

"The installations were ordered by the US military on behalf of the Afghanistan government. We won the order after a tough fight against international vendors. Su-Kam is in the process of installing built-in charge controller, solar panels and an innovative power conditioning unit," said Kunwer Sachdev, managing director and CEO at Su-Kam Power Systems Ltd.

A power conditioner unit (PCU) is a device that improves the quality of power that's delivered to electrical load equipment.

"Su-Kam has developed the PCU through its own in-house R&D. The PCU is an integrated system consisting of a solar charge con-

troller, inverter and grid charger. It offers the option of charging the battery bank either through solar energy or electricity grid or the diesel generator," said Sachdev.

The PCU constantly monitors the battery voltage, solar power output and the electric load. Over a period of sustained power usage, when the battery voltage falls below a pre-set level, the PCU will automatically transfer the load to the grid or the diesel generator.

It will also charge the battery bank through the in-built grid charger. Once batteries are charged to the pre-set level, the PCU cuts off the system from the grid or diesel generator and resumes feeding the load from the battery bank. Simultaneously, it returns to charging the battery bank from the available solar power. This power conditioner unit is designed to give preference to solar power and will use power from the grid or the diesel generator only when the available solar power or battery charge is insufficient to meet the load requirement.

hindustan**times**

9th July 2015

## Private firm adopts Haryana CM's village

**REPAYING DEBT** Su-Kam MD Kunwer Sachdeva says he will develop Baniyani village in Rohtak as CM paid his school fee in 1981

Neeraj Mohan  
neeraj.mohan@hindustantimes.com

**BANIYANI (ROHTAK):** "Haryana chief minister Manohar Lal Khattar had paid my admission fee and now I have decided to repay his debts by adopting his village," said Kunwer Sachdeva, managing director of Su-Kam Power Systems Ltd after officially adopting Khattar's native village Baniyani in this district on Wednesday.

However, Sachdeva denied having any political ambitions behind adopting the village. "I don't like politics and politicians, but I want to pay back what Khattar ji had done for me by paying my admission fee of ₹3,000 in 1981. Now I have decided to do something for his village", Sachdeva said while talking to HT. Asked whether his company will start any other project with the Haryana government, he said, "I don't want to work with the state government as I am working with other states already".

Sachdeva said, "We have

**I DON'T LIKE POLITICS AND POLITICIANS, BUT I WANT TO PAY BACK WHAT KHATTAR JI HAD DONE FOR ME BY PAYING MY ADMISSION FEE OF ₹3,000 IN 1981.**

KUNWER SACHDEV, managing director of Su-Kam Power Systems Ltd

already installed solar systems in the hospital and the government school in the village. We will also instal solar lights in the streets and set up a drinking water system".

He added, "Cleanliness is a major issue in the village and I have talked to the villagers to keep their village neat and clean so that we can make the village an example for the others". Sachdeva also promised jobs to educated youths of the village per their qualification.

Su-Kam had announced to adopt Baniyani in April 2015 to help in overall development of

the village through solar power. Under this initiative, Su-Kam has set up 5DC systems in the school and hospital and also installed streetlights in the village. In the next phase, Su-Kam plans convert the entire energy system of the school and the hospital and develop roads and infrastructure.

**CM'S VILLAGE CRYING FOR BASIC AMENITIES**

Broken streets, heaps of garbage, poor sanitation system and lack of drinking water show that a lot is needed to be done in the chief minister's native village.

"Clean drinking water and broken streets are major issues of our village for the past several years. Though there is a water tank, we don't get clean water and installation of RO systems is must," said Rohtash, a dalit unemployed youth of the village.

"There are two big ponds in our village, but there is no water and even our cattle are having problems due to water shortage," he said.



28th October 2009

## Power-backed Su-Kam gains in strength

New Delhi: Seven years ago, Geeta Sachdev was livid when her husband Kunwer splurged most of their Rs25 lakh savings on a 20GHz spectrum analyser. They had been looking for a house to buy at the time.

Kunwer Sachdev laughs at the memory today. "You know how wives are." Enscorced in a mansion in Gurgaon along with their two sons, he can afford to be sanguine about the 2002 expense. After all, Su-Kam Power Systems Ltd, the power backup specialist company that he started in 1998, has grown into an enterprise that expects Rs500 crore in revenue in the year to March. Sachdev lounges casually in his Gurgaon office in a T-shirt and bermudas on a Monday afternoon. "I've taken a sabbatical from day-to-day operations, which in any case are on auto-pilot," he says. The hiatus from 16-hour workdays was also prompted by health concerns that surfaced about a year and a half ago, prompting him to bring in a professional at the helm of affairs—chief executive officer Venkat Rajaraman.

It's not as if he's whiling away his time in the office. Sachdev is indulging his passion for history by reading up on Stalin, Mao and even Hitler, playing squash, learning to play the piano and putting finishing touches to Su-Bake, a forthcoming patisserie venture which is still in the laboratory stage.

The young company caught the fancy of large investors in December 2005, with Reliance Capital Ltd and Temasek Holdings Pte Ltd, Singapore's government-owned investment company, together picking up an 18% stake in Su-Kam for Rs45 crore. The public will get a chance to own a piece of the business, with Sachdev planning an initial public offering sometime next year.

For the fiscal year, the company expects to achieve an output of one million inverters. Export revenues, too, are expected to see a 25% rise to Rs100 crore this year from Rs80 crore in 2008-09.

Su-Kam has moved beyond its bread-and-butter business of inverters for domestic use. The share of revenues from power backups for homes has been steadily declining in any case. It will drop to 40% this year from 55% last fiscal, while industrial inverters and exports will make up 30% each, compared with 20% and 25%, respectively, for the same period. The product range also includes solar-based backup systems, power storage facilities and LED (light-emitting diode) lighting. "We have started three pilot projects in solar-powered LED lighting—in Nepal, Nigeria and Malaysia," says Sachdev. Power storage devices were a natural corollary, he adds, as the company readies for its entry into automotive batteries in the current fiscal.

A self-admitted straggler during his academic years, Sachdev started off his career by assisting his brother in the business of selling pens, which took off well enough for his elder sibling to open a shop in Old Delhi's Nai Sadak area. "I wasn't satisfied with just retailing other brands. I wanted to create a brand of my own while my brother was more conservative who didn't want to lose a good thing," he recounts. The name Su-Kam was coined during a college canteen chat with friends.

After Sachdev opted out of the family business to branch out on his own, he dabbled in various commercial pursuits, including with a law firm and a cable TV equipment manufacturing company. The latter eventually led to his moment of epiphany in 1992 when he established his own business manufacturing dish antennae, amplifiers and splitters.

"Towards the end of the 1990s, locally assembled inverters had appeared on the scene," he says. "In fact, I had purchased one for my home for which I needed the services of a local mechanic almost on a daily basis." Exasperated, he took matters into his own hands, buoyed by his expertise in the electronics equipment industry. The void that he saw on peering into his inverter convinced him that there was a crying need for a branded product in the inverter segment that was largely unorganized.

"By that time, I had made money from my cable TV business and so, with a seed capital of Rs10,000, I set up my first inverter manufacturing unit," Sachdev recalls.

The strategy was simple—take a look at all the inverters in the market and design his own. That was the time when his Rs22 lakh spectrum analyser, which measures and analyses electrical waves, came in handy.

It wasn't a smooth ride though; quality issues kept cropping up whenever the company came out with a new product. "The first year, we sold 100 units," he says. Product innovation, he says, was crucial to constantly up the ante against the competition. "We have filed for more than 50 technology patents so far," he points out.

Today, with six plants running to capacity—four in Baddi, Himachal Pradesh, and two in Gurgaon on the outskirts of New Delhi—Su-Kam's client list includes Tata Teleservices Ltd and Vodafone Essar Ltd, which use its inverters as power backups for their cellphone towers, besides the Bharti group's EasyDay outlets in Jagadhari near Ambala in Haryana, and Dwarka and Pitampura in New Delhi.





# Business India

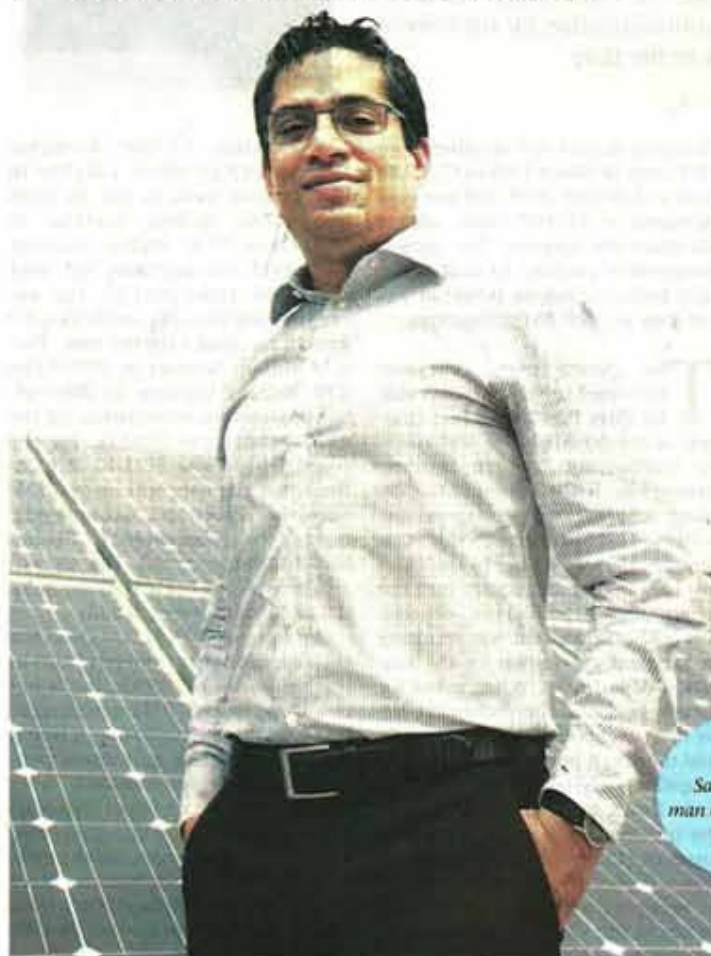
THE MAGAZINE OF THE CORPORATE WORLD

April 2013

Enterprise

BUSINESS INDIA • THE MAGAZINE OF THE CORPORATE WORLD

## A chance encounter



Sachdev: a man of ambition

With its constant focus on innovation, Su-Kam has managed to carve a niche for itself in the consumers' minds

**H**is constant zeal to reinvent and create difficult situations for himself and his company is what makes Kunwer Sachdev, managing director, Su-Kam work. And building up a workforce of 2,500 people across 26 offices pan-India and three outside India from nothing was quite a challenge he undertook. People called him impractical and overambitious, but it is his attitude of taking up challenges that

made him a success story.

"When people ask me I still can't believe this has been done by me," says Sachdev. "I don't know how this entire business happened. If you ask me today to leave and establish Su-Kam again, I won't be able to do it. Even today, I don't have that confidence. I had no idea that the inverter industry would be so big. I just took a chance in that industry. Nobody knows their capabilities.

But there are a few people who put themselves into trouble. And they keep putting themselves into trouble, which drives them," Sachdev adds. He started with back-up solutions initially for homes, and then expanded the product range gradually and, today, services a range of segments – including solutions for businesses, green inverters and batteries for OEMs (original equipment manufacturers) and even customised solutions.

Having established himself in the inverter industry, Sachdev now plans to test the waters in the solar power sector. He believes the next decade will see a big boom in the solar power segment and plans to bite big into that pie with an investment of ₹200 crore in the solar segment in the pipeline. "Solar power is a big challenge right now, because we don't have the products required by India now. Outside India, solar power is grid-interactive, but that can't work here, because we don't have stable power. Only Gujarat and Rajasthan have some solar presence, as there is relatively stable power there," says Sachdev. His technology is in place and Su-Kam

Power Systems currently offers solar inverters for households and offices with a wide range of back-up capacities. The prices start from ₹20,000 and he expects to earn ₹300 crore solely from solar power in the coming year.

Su-Kam had recorded ₹700 crore in revenues in 2011-12 and closed 2012-13 with a revenue of ₹1,029.54 crore. The privately-held company, which has investors such as Anil Dhirubhai Ambani Group (ADAG) and Temasek Holdings on board, is not planning to enter the power generation market, owing to the complex nature of the market. Last year, the company had joined hands with Israel-based Gamatronic Electronic Industries to make and sell industrial power back-up solutions in India.

With a current production capacity of 1.2 million units of inverters, and 800,000 batteries, Su-Kam at present has over 25,000 dealers across India and is also present in countries like Bangladesh, Bhutan,



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R&D will remain central to Su-Kam's growth

Nepal, Pakistan (through Dubai, since direct trade is not possible) and the entire African continent. It competes with Luminous and Microtech in the inverter segment.

Coming from a lower-middle class background, Sachdev is not shy of challenges and experimenting. "I keep falling down, but learn from all my mistakes," he says. He had always aspired to be in the medical profession when he was in school and even managed a decent rank in the pre-medical examination, but could not manage a good percentage in his class XII examination. "I studied in a government school and managed just 49 per cent and thus could not get into the medical college," he adds. He changed school on his own and topped class XII, but could not clear his medical examination. "I never planned my life; my life planned me," says Sachdev.

Though he was getting admission in an engineering college, Sachdev never wanted to become an engineer. But it was engineering that shaped his life. "I never planned things; they were just happening," adds Sachdev wistfully. He began

working with his brother after class X to support his family, selling pens on a bicycle. As things improved, he still continued working with him. He studied statistics in Hindu College, Delhi, though still doesn't relate to the subject. He graduated in mathematical statistics and then got an LLB from Delhi University.

Sachdev wanted to grow his brother's business, but his brother was not comfortable with the idea. So, Sachdev left him and joined a cable TV business. Two years later, in 1992, he started his own cable TV business, making amplifiers, modulators and satellite receivers. And he called it Su-Kam.

#### Pushing the limits

It's his constant will to do something in life that still drives Sachdev. While he calls his foray into the inverter segment a chance encounter, he had never anticipated the growth that was in store for him. Having no electronics background, it was a tough task. But he had it clear

in his mind that R&D will always remain central to Su-Kam's growth. "When I began, inverter technology was poor and in the nascent stages," recalls Sachdev. "Battery life was low and there were a number of constraints. Servicing was weak. Technology remained our prime focus throughout and it still is. Distribution and servicing network was the next big challenge, because till we did that, it was just a cottage industry. We began with direct selling, because nobody was willing to become our dealer and distributor," he adds wistfully.

With its constant focus on innovation, Su-Kam has managed to carve a niche for itself in the consumers' minds. "Industry hires people from Su-Kam, because we train them well and they are technologically sound," informs Sachdev. "Earlier, I had used hit-and-trial method to hire people and made maximum losses through hiring the wrong kind of people. But now, for the last three years, things have been looking better. And I have a back-up team to identify the right talent," he adds.

Sachdev also wants to give inverters on rent. "When I see dirty generators outside marriage halls, I really want the inverter-on-rent dream to become a reality, even for the parties that happen at home. I have ready solutions to give inverters on rent, where no pollution will happen," says Sachdev. He is a firm believer in experimenting new technologies he plans to launch on himself and his company first, and so, 280 kW inverters are being used in Su-Kam's Gurgaon office for the last four years. "We have experienced the merits of the technology ourselves, as also its shortfalls. And, we have improved it, wherever necessary," says Sachdev.

He now wants to focus on acquisitions and admits that acquisition of two companies is in the final stages, which will keep him motivated for the next few years. "I want my life to be a constant struggle," says Sachdev.

<b>COMPANY</b>
Su-Kam Power Systems
<b>PROMOTER</b>
Kunwer Sachdev
<b>PRODUCTS</b>
Power back-up solutions
<b>TURNOVER</b>
₹1029.54 Crores
<b>LOCATION</b>
Delhi

• GABRIMA PANT



# THE HINDU Business Line

21st May 2004

## He goes with his gut



**Gaurav Raghuvanshi**

**W**hen his home inverter conked for the nth time, Kunwer Sachdev did not pick up the phone to call the service guys; he opened the unit, tore out all its parts, and decided that he would build a better unit for himself. A couple of months later, he shut down his profitable dish antenna manufacturing business and was assem-

bling the first lot of inverters at his small unit in North-West Delhi. And that's how, in 1997, Su-Kam, the country's largest selling brand of inverters, was born.

"I had a simple brief for myself — make reliable and affordable inverters that would also look presentable. I was discouraged not to enter the business. I had already made my first million from the dish antenna business, but I took the

Kunwer Sachdev is a businessman with a difference.

He shut down a profitable business to plunge into an unexplored venture. Here too he was successful.

plunge into an unexplored business only because I had a gut feeling that it would work out," says Sachdev, the Chief Executive Officer of Su-Kam Communication Systems.

But the first few lots were not exactly a spectacular success. "In fact, by my standards, my first lot was a disaster. But we soon sorted out the initial teething troubles and gradually established ourselves as a company producing quality prod-

ucts. I went around the globe buying inverters to locate the best technology," says Sachdev.

From its humble beginnings, Su-Kam has emerged as a Rs 100-crore company in just eight years and now employs 350 people. The company has two modern manufacturing units at Gurgaon (Haryana) and Baddi (Himachal Pradesh) and aims to sell 3.5 lakh units in the current financial year. Su-Kam boasts a nation-wide network of 19 clearing and forwarding (C&F) agents, 800 distributors and 4,000 dealers.

Sachdev, who grew up in a lower middle-class environment and never went to a management or engineering school, says that his simple management philosophy is to empower his team to take decisions and operate independently. "I am myself a dreamer and I want people who are true to their dreams to work with me," he says. The 30-something entrepreneur says he always wanted to be a businessman and the name 'Su-Kam' was his spontaneous response when someone asked him as a kid what would be the name of his company. He does not know how Su-Kam came to his mind then, but Sachdev stayed faithful to the name when he actually set out to start his business.

"I do not carry a brief-case. I never sit on any decision. Right or wrong, the decision is taken the moment a matter is brought to me. It is better to take a wrong decision than keep a matter pending for months. At least then I can learn from my mistakes," he says.

The company has recently diversified into UPS (uninterrupted power supply equipment) and inverter batteries. The Baddi unit produces batteries, which Sachdev believes, is another area where growth will come from. "I always try to identify a need and then develop a low-cost, reliable product which can be mass marketed. While inverters will continue to be our mainstay, I see the battery business as the new growth opportunity," he says.

Sachdev has already come a long way. But for a man who is not get worried about losing it all and is always willing to take bigger risks, it might just be a the first chapter of a long story. ■

Picture by Kamal Narang



2nd February 2011

## My Entrepreneurial Journey



My father was in the railways and he always wanted to be an entrepreneur. Just to realize his dream we shifted to a residential colony full of entrepreneurs. My father had a lot of different businesses but he never did well financially. He was a very hardworking man and that trait is seen in all the three sons of the family. I and my whole family have been through hard times where as a kid on my birthday getting a shoe or a shirt as a gift was a big thing. I knew from the start that there is no one behind me, so I had to rely on myself. I took my own decisions, I became very independent. This has helped me a lot in life and also cemented me as a successful entrepreneur.

I had joined Hindu College after schooling which I term as a big leap and a personality changing experience for myself. Also, at the same time I had started helping my brother in his pens business. To improve on my English I started reading English books. I did my BA in Mathematical Statistics from Delhi University. I learnt how to talk to people, to take people along, how to

make groups and learnt to organize things. I kept on taking challenges in life and I set one or two big goals for myself. The main one being to 'make it big in business'.

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In 1984 I graduated from college and joined my brothers. I coined the name 'Su-Kam' for the pens and wanted to make it into a 'brand'. After sometime I realized I couldn't work with my brother in his pens business and decided to embark on my own journey by myself. I started pursuing Law from the Delhi University and used to go attend classes in the evening. I studied seriously for the first time and in the meantime I got married. My wife started working soon after marriage since it was not easy supporting the house with only me working. I had the pressure that I have to become something in life. What to become used to keep on changing. Sometimes, I used to think of becoming a lawyer. Sometimes, an entrepreneur. Marriage brought some stability in my life and so I started my cable TV business without having any technical understanding or know-how on how to run the business. I had realized that I have to learn how to do this work be it learning things to actually fixing things. I started reading my class ninth and tenth Physics books to gain a greater understanding. By 1996-97 my cable TV business was flourishing as I had a factory with 50 employees and was making good money.

Whatever I was earning, I was putting in my business because that was my life and in 1998 I made my move into the inverter business. I realized that there was a huge demand for inverters in north India, but everyone was making the same kind of inverter. There was an inverter at my home which would constantly get spoilt. So one day when the mechanic came to repair it, I just had a peek inside the inverter. I realized they were using a sub-standard PCB. I knew about PCB's because of my cable TV experience. Later on I brought a high quality branded inverter and asked my factory workers to work on it. I had started reading books and articles on this. Knowledge for the sake of knowledge is foolish but it is a way forward.



9th August 2017

## Flexible work hours for women in the midst of a career break

**S**u-Kam, a power solutions provider headquartered in Gurugram, has come out with a policy aimed at providing employment to women who are in the midst of a career break due to various reasons.

According to a press release, the key feature of the policy is providing these women with part-time flexible

hours of work. The role of these women would be to communicate and coordinate with Su-Kam's product distributors and in-house team for order booking and billing, timely supply and service and product training, the release said.

For the said purpose, the company would provide structured in-depth product

training, orientation, and induction in the time slots convenient to the women, it added. The requirements of the job are access to the Internet with proficiency in MS-Office, fluency in any of the regional languages and an ability to devote 2-3 hours every day, the release said.

"Being aware of the fact that women have a special

responsibility towards family, this policy will go a long way in empowering those who are in midst of a career break due to family-related or other issues," said Kunwer Sachdev, managing director, Su-Kam.

These women would be offered competitive remuneration and uncapped incentives, the release said.



## दैनिक जागरण

11th June 2016

जागरण सिटी  
रुखनगर/पटौदी/हेलीमंडी

www.jagran.com

## अक्षय ऊर्जा के प्रयोग से ग्रीन सिटी की ओर शहर



हवा सिटी सेंटर मेट्रो स्टेशन पर लगा हुआ सोलर प्लांट  
पूलम, गुडगांव

पिछले सालों के दौरान शहर में सौर ऊर्जा का प्रयोग बढ़ा है। खास तौर पर सार्वजनिक बिल्डिंगों में सौर ऊर्जा से बिजली तैयार हो रही है। पर्यावरण सुरक्षित ग्रीन गुडगांव की ओर एक बड़ा कदम है। मेट्रो स्टेशनों से लेकर शिक्षण केंद्र, होटल, कॉर्पोरेट बिल्डिंग आदि में सोलर प्लांट से बिजली बन रही है। इन स्थानों पर बन रही सौर ऊर्जा से बिजली

- सेक्टर 18 में स्टेट बैंक ऑफ इंडिया एफेडमी के मुख्यालय में 100 केडब्ल्यूपी (किलो वाट पीक ) का सोलर फोटो वोल्टेज सिस्टम एसबीआई एफेडमी को छत पर लगाया गया है। जिससे एक लाख 40 हजार यूनिट बिजली प्रति वर्ष बनती है। लगभग 12 लाख 60 हजार रुपये के बिजली की बचत प्रतिवर्ष कर रहा है।  
- शहर के मेट्रो स्टेशनों पर सोलर पैनल लगे हैं। इससे बनने वाली बिजली मेट्रो स्टेशन के कंप्यूटर पर होने वाले काम काज आदि हो रहे हैं।

मेट्रो स्टेशनों पर हमलों ने इस तरह सोलर पैनल लगाए जिससे कि गाड़ियों की पार्किंग को रोक भी मिल सके। इस दिशा में कोई नए सोच भी हो रहे हैं। सामान्य इंपर्टर को सोलर इंपर्टर के साथ जोड़ने, ई रिपरा के लिए सोलर सिस्टम, स्ट्रीट लाइट के लिए सोलर बैट्री को जगह इन्वर्स्ट बैट्री जिससे बिजली अपने आप चार्ज हो और लाइट जले ऐसे कुछ नए सोच हुए हैं।  
- कुंवर सचदेव, संस्थापक, एमडी सुकेम।



डीएमआरसी आने वाले दिनों में सभी मेट्रो स्टेशनों में सोलर प्लांट लगाएगी। अभी तक 6.3 मेगावाट बिजली बनाने की क्षमता वाले प्लांट लगे हैं। वर्ष 2021 तक 50 मेगावाट क्षमता तक के प्लांट मेट्रो स्टेशनों पर लगाए जाने की योजना है। गुडगांव में मेट्रो स्टेशनों के अधिसंख्य कामकाज के लिए बिजली सोलर प्लांट से प्राप्त हो रही है।

- प्रवक्ता, डीएमआरसी।

मेट्रो स्टेशनों एमजी रोड, गुरु ड्रोणाचार्य और सिकंदरपुर मेट्रो स्टेशन में 250 केडब्ल्यूपी का क्षमता का सोलर प्लांट लगा है। ये प्लांट रेस्कू बिजनेस मॉडल पर सुकेम ने लगाया है। इसमें स्थापना से लेकर मटेनेंस का खर्च कंपनी वहन कर रही है। जो छह रुपये प्रति यूनिट सोलर बिजली मेट्रो स्टेशनों को उपलब्ध करा रही है।

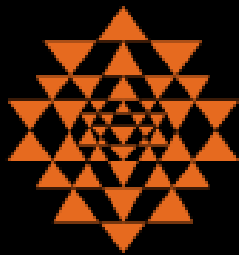
- 100 केडब्ल्यूपी क्षमता का सोलर प्लांट हुआ सिटी सेंटर मेट्रो स्टेशन में लगा है। इससे मेट्रो से जुड़ी सेवाओं के संचालन के लिए बिजली बन रही है।

यहां सोलर पैनल पार्किंग छरिया में लगाया गया है।

- सेक्टर 23 में नॉर्थ कैप यूनिवर्सिटी आईटीएम यूनिवर्सिटी ने 150 केडब्ल्यूपी का सोलर प्लांट, सेक्टर 29 में इफको टावर बिल्डिंग में 100 केडब्ल्यूपी सोलर प्लांट यहां भी पार्किंग छरिया में सोलर पैनल लगे हैं। जहां लगभग दो लाख पांच हजार यूनिट बिजली प्रति वर्ष बनती है।

- इसके अलावा डाक विभाग ने अपने दो डाकघरों को सोलर पैनल से संचालित कर हरित डाकघर घोषित किया है।





# IIFL

3rd January 2015

## Kunwer Sachdeva, Founder and MD, Su-Kam

"In order to successfully implement "Make in India", firm laws must be put into place to improve the facility for granting of a patent filed by individuals or companies."

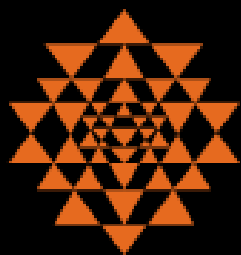
Kunwer Sachdeva, Founder and MD, Su-Kam, as a first generation entrepreneur has built a 1000 Cr company with his understanding of the marketing, keen business acumen and hard work. A graduate in Mathematical Statistics and an LLB from Delhi University, Kunwer Sachdev incepted the Su-Kam company in the year 1998. Mr. Sachdev, then running a small-scale unit for production and marketing of Cable TV accessories, was plagued by frequent power cuts and soon realized that cutting-edge power solution products are a necessity in India. With a firm belief that solar power could offer solution to the power shortage under Mr. Sachdev's guidance Su-Kam is now focused on developing innovative solar power solution.

The company is constantly working on new technologies & product within the solar space to offer innovative solutions to Institutional, industrial, corporate and home consumers. Su-Kam was founded in the year 1988 by Kunwer Sachdev, popularly referred to as the 'Inverter man of India'. At present, Su-Kam is one of the leading power back up, generation & monitoring company in India with a wide array of best in class products, in-house R&D center, product innovations, highly efficient manufacturing units, widespread dealer, distributor & service network, robust exports, strong workforce, large project base, numerous awards & recognitions and a wide string of firsts to its credit.

Replying to Anil Mascarenhas and Subhkirti Sinha of IIFL, Kunwer Sachdev says, "In order to successfully implement "Make in India", firm laws must be put into place to improve the facility for granting of a patent filed by individuals or companies." With the current power crisis in India, how do you see the inverter business growing in the coming year? Do you think the power situation will improve soon in the country? Right now, all the steps taken by the Government are in the planning stages. There are issues with coal blocks allocation, power shortage and the industry is going through a rough patch. However, the government has shown the right intentions and I expect changes getting visible in 5 years. Therefore, everyone including me, is very hopeful that the industry will grow in the coming decade. As far as Su-kam's power business is concerned, our focus is on the states which will take long time to stabilise in the power sector, like UP and Bihar. In Telengana, there is a great demand for inverters. So, we are also gradually charting out our plans for the next 5 years. Export is also a growing market for us, like in Africa and Middle-Eastern countries. Talking about Africa, how big is the market there? Also, could you elaborate a little bit on the India market? Right now, total exports contribute around 12-15% of the revenue of our entire business, and most of it comes from Africa. Domestically, the sector is very unorganised. There are only three branded companies, including us. For the unorganised sector, we don't have any data to determine its size. However, they are not very dominant, because they lack the superior technology that we or other good players can offer. The business is also very dealer-driven. So, the customers are buying from the dealers who sell known brands, and choose their products from companies who can give them better servicing, fair price and good after sales support. In the coming years, I see more technologically inclined companies making entry in this business. Can you give us an example of how with the help of technology, you are cutting competition? Well, it is difficult to explain to customers, and sometimes even to the dealers, of how technologically advanced we are. We did not have any external mechanism to show them of our expertise and superiority of the product at hand. Now, we have taken steps, by which a customer can visually understand that we manufacture better products. For example, in charging technology, we have introduced a concept called ATC (Automatic Temperature Compensation) which are available in our products. Coming back to the question of the states where there is much demand of your products, do you see a demand arising in Mumbai as well? With the current power scenario, we have experienced good sales in Mumbai as well, which is not a traditional market for us. People are now opting for back-up power, since sometimes there is power cut and work gets interrupted. We have received some orders for elevators and there are signs for future order.







# IIIL

**3rd January 2015**

What kind of user base do you have? Is the business model generally for retail or you cater to large industrial houses?

Generally, our business is that of retail. Most of our customers use the inverters for their personal use. However, now we are also targeting industrial houses and major corporations. We are also thinking about extending our network to cater to hospitals, which is currently using UPS technology. Where are your research/manufacturing centers in India? Do you face competition from the manufacturing hubs in Asia like China? We have two manufacturing units in Gurgaon and four units in Himachal Pradesh. An interesting fact is that probably we are the only industry which does not face competition from China, since we have developed maximum technologies in this industry. So, even in the countries of South America and Europe, Indian inverters are a big hit. How do you view the growth of solar sector of your business, given that the current government is pro renewable energy? Like I said earlier, everything right now is in the planning phase, so it is too soon to comment. However, our solar business has gone big, since state governments are more aggressive than the central government in terms of implementation of projects related to green energy. E.g. Tamil Nadu is very aggressive on solar. One thing that actually works in our favour is that we operate small scale solar power plants and not huge megawatt units.

Can you tell about the technology involved in your hybrid solar conversion kit? Solar Conversion Kit is based on DSP technology. It can be connected with any existing HUPS/inverter and convert it into a solar hybrid powered system. It is built in artificial intelligence gives preference to solar power over main supply to either charge the batteries or to run the connected load, hence utilizing the solar power generated optimally. One of the unique features of Solar Conversion Kit is that it gives you the reading of rupees saved directly on LCD display. The LCD also displays data and information about the system to the user. What % of business comes from the solar vertical?

This year, we would generate 30% of our revenues from the solar business. Last year, it was about 20%. Any plans for CAPEX? Not in the solar business for now. However, probably in the next year, we would consider investing in our battery business, since they are used in different products. In terms of solar, we are planning to give services to our customers and sell the electricity, but that would be restricted to private individuals and for roof-top installations. We are also in the process of recruiting a lot of people for maintenance activities. Do you offer any financing schemes for solar power installations? No, not any right now.

Is it true that the cost of production of solar panels are high, and hence there is less enthusiasm to install a plant depending on solar power since the cost goes up?

Actually, it is a misnomer. Solar panels are among the cheapest parts to produce. Three years back, a panel used to cost 5 times more than what it is now. The government has decided not to levy any duties on it, so it is viable to source the panels locally. The problem is that people still have the mindset that solar energy needs big capital expenditure in the beginning. However, the cost of installing a plant is recovered in 5 years or so, and after that, for the lifetime of the plant which is at least 20 years, the business starts generating profits. But, this is not yet clear to a lot of people. One thing that has also worked against the solar power industry is that the people involved did not have a very deep understanding of the industry.

With 'Make in India' initiative of the government, what do you think are the problems, remedies or the challenges facing the programme, concerning your sector?

How I see it is as our PM has set a great initiative to market India to the global investors. E.g. under the National Solar Mission, our goal was to have 20 GW of solar energy by 2020. Now, this has been increased to 100 GW by Narendra Modi, which is a huge step. This would need a lot of investors, manufacturers, and other such different stakeholders to achieve this target. The prime minister has ensured that India is showcased well, and has talked about the plans of the government, and created a blueprint. This has created a positive environment, and of course, the investment will come. With them, there will be problems as well, but then I believe, we can only do better from here.

The only thing that I would like to add to 'Make in India' is that the patent granting system is very weak in India. I have filed patents for products almost six years ago, which are still in the wait and now the technology has changed. So, in order to create an effective environment for this campaign to work successfully, firm laws must be put into place to improve the facility for granting of a patent.



29th February 2016

## Su-Kam sees strong demand for rooftop solar power systems

Power backup firm is betting big on export market, too

R BALAJI

Chennai, February 28

Su-Kam, a manufacturer of on-grid and off-grid power backup systems, has seen its overseas market expand rapidly over the past year.

The company has focussed on the export markets for backup power systems in the backdrop of a relatively slow domestic market as grid power situation stabilises. But the technology-driven company has new products in the offing as demand for renewable energy, particularly rooftop solar power systems, take off.

Kunwer Sachdev, Managing Director, says over the past five years the company has established about 100 MW of rooftop solar systems both off-grid and on-grid with 70 per cent of the sales happening over the last one year.

The company is working in a number of States and off-grid systems are popular in UP and on-grid systems in the South, particularly Andhra Pradesh.

Sachdev was in Chennai last week for the launch of Brainy Touch, a versatile solar PCU monitor which can be used for on-grid and off-grid applications,



'Smart' product Su-Kam MD Kunwer Sachdev demonstrating Brainy Touch, a versatile solar inverter, in Chennai. BJYU CHOI

with touchscreen facility and smartphone-enabled control features. It has started with a 2-kW unit and plans to offer up to 10 kW.

On the export front, the company hopes to conclude the current year with exports of over ₹200 crore to West Asia and Africa. This is an 80 per cent growth over that of last year. The company has aggressively targeted the export market recently and in

the coming year is confident of exports growing to ₹300 crore.

Harinder Singh Jaidka, CEO, Global Business Division, said exports are driven by markets where there is acute need for power backup and demand for renewable energy.

Major markets are Africa, West Asia and the South-East Asia. In the coming year, the company plans to enter CIS and Latin America, he said.

VOICE OF THE PEOPLE

10th July 2015

## Su-Kam to set up solar power plants in Punjab, Haryana

RUCHIKA M. KHANNA

TRIBUNE NEWS SERVICE

CHANDIGARH, JULY 10

Su-Kam Power Systems is set to become a major solar power generator in the region. The company will generate 15 MW of solar power in different projects to be set up in Punjab and Haryana.

Besides the two states and Chandigarh, Su-Kam is also looking at expanding its solar power business internationally, especially in African countries. It plans to give a boost to its export of solar panels in the African market.

Kunwer Sachdev, managing director of Su-Kam Power Systems, said they got into solar power generation recently and already have two small solar power generation projects running.

"We are providing solar power to Delhi Metro in



"We are providing solar power to Delhi Metro in Gurgaon; to Southern Railways in Tamil Nadu and have set up a rooftop solar plant in Chandigarh. We propose to start generating an additional 15 MW by the end of this year."

Kunwer Sachdev, MD, SU-KAM POWER SYSTEMS

Gurgaon; to Southern Railways in Tamil Nadu and have set up a rooftop solar plant in Chandigarh. We propose to start generating an additional 15 MW by the

end of this year," he said.

He said solar power being a sunshine industry and government committed to generate 100 gigawatts of solar power by 2020, they see a huge business opportunity here. "Since we have been manufacturing solar power equipment for over 10 years now, and providing it to big companies here and exporting it to many African countries, it was a natural progression for the company to get into solar power generation by setting up our own generation projects," he added. Solar panel manufacturing and solar generation now constitutes 25% of the Su-Kam Power Systems' total business, with manufacturing of inverters/UPS and automotive solutions continuing to be the major business contributor.

# EQ INTERNATIONAL

24th October 2017

*Change the market before it changes you:  
Su-Kam MD Kunwer Sachdev*

"All our products leverage the Internet of Things along with Artificial Intelligence and can be controlled even through Mobile Applications for analytics of the product," he said.

New Delhi: Businesses must aim at adopting quickly with changed market conditions, Kunwer Sachdev, Managing Director of power backup solutions company Su-Kam Power Systems has said.

"Change the market before it changes you," Sachdev said in his speech at the India International Science Festival at Anna University in Chennai. He was speaking on the topic "Process, Manufacturing and Electrical" on the theme titled "Make in India" during the event.

"From introducing plastic body inverters, Su-Kam has come a long

way. All our products leverage the Internet of Things along with Artificial Intelligence and can be controlled even through Mobile Applications for analytics of the product," he said, adding the company's products are tested through testing equipment developed in-house, removing human error.

Sachdev said Su-Kam's Grid-Tie inverter can work at low voltage conditions and is able to generate solar power even during low sunshine periods.

"Indian solar sector has come a long way with renewable energy comprising 16 per cent of India's energy mix. This is expected to rise up to 40 per cent by 2030. Tamil Nadu is among the leaders in the solar energy adoption with total solar installed capacity amounting to 1,702.40 Megawatt," he said.

The third edition of the India International Science Festival (IISF) 2017 was held in Chennai at various venues including Anna University, Central Leather Research Institute (CLRI), Structural Engineering Research Centre (SERC), National Institute of Ocean Technology (NIOT) and IIT-Madras.

Su-Kam Power Systems has presence in around 90 countries and manufactures over 250 products including solar solutions, UPS, batteries. Su-Kam has over 50,000 channel partners globally.







## **The Solar Man of India – Mr.Kunwer Sachdev, Su-Kam Power Systems Ltd.**



Mr. Kunwer Sachdev is the Managing Director and CEO of Su-vastika Solar. Kunwer is an entrepreneur, marketer, innovator, motivational speaker, thinker, and leader. He revolutionized the power back up the sector in India with his innovative and user-friendly products that made Indian inverters a household name not just in his home country but also in the Middle East, Africa, and Southeast Asian countries such as, Bangladesh and Nepal. His valuable contributions to the inverter/UPS and solar sector have earned him titles such as 'The Inverter Man of India' and 'The Solar man of India'.

A visionary entrepreneur, Kunwer Sachdev started his entrepreneurial journey with a mere sum of Rs. 10,000 but soon enough he turned it into millions. In the 1990s when India was grappling with electricity Kunwer Sachdev was quick to foresee a profitable market in the power back up the industry, which was in complete disarray at the time with substandard products and local players dominating the market. Thus, he started Su-Kam Power Systems Ltd. which became the first Indian power solutions company to win the title of 'Superbrand', and one of the fastest growing companies according to India Inc. — all within a short span of time.

Kunwer goes by the mantra – Innovation. He sees possibility in even the most mundane things in life and finds out innovative ways of making it useful to mankind. Most of the breakthrough innovations you see in the power back up sector are his brainchild. He invented the world's first plastic-body inverter which was adjudged as 'Innovation of the Decade' by India Today. He even introduced world-class technologies such as MOSFET, Microcontroller based and DSP Sine Wave into inverters. He also gave 'Home UPS' to India which combined the features of UPS and inverter into a single equipment. Always looking at avenues to up his game and create better technology, Kunwer introduced World's first touch-screen UPS which is wifi enabled so that you can monitor it from your phone.





Kunwer Sachdev envisioned his 'Make in India' company to make an indelible mark in the global market, and so he did when in 2003 his company became the first in India to export power electronic products to the foreign market. This was no small feat as it was the first time that he toured various countries with the hospitable and inhospitable environment, faced many issues since there was no precedence from the industry plus the civil situation in many African nations was unstable, still, Kunwer persevered on to make a mark for his product and his country. He swept the international markets in Middle East, Africa, Bangladesh and Nepal where his products are loved for its quality and reliability — so much so that Chinese and American products are completely ousted from these markets. Even today Indian inverters and UPS are preferred over Chinese – a huge credit goes to Kunwer's efforts. The products outsmart many others due to their easy handling and ruggedness, the products do not need any artificial environment like air conditioning they can work from sub-zero to 55-degree centigrade.

With the speed at which Kunwer and his team were building new technologies he knew he had to do something to protect them. Thus, he started filing patents and in doing so became the first Indian entrepreneur to file for technology and design patents in the Indian power backup Industry. His company made a record for being the only company in the power back up the industry to file for over 100 patents with nearly 2 technology patents filed in a month. He filed over 76 Technology Patents in India, USA, and other countries. He is continuously coming up with newer patent ideas and not just in the inverter industry but in many other fields related to energy, artificial intelligence, communications and many more.

His strong business acumen and foresightedness helped him to gauge the vast opportunities in the solar sector and he immersed himself in it. He started working passionately in building world-class solar products and developed some unique solar products that suit the needs of everyone from a small house in a remote village to big industries. Today, his mandate is to see every household in India powered by solar energy. He wants every business big or small to invest in solar energy and reap the seamless benefits of this natural resource.

It is no wonder he has won several awards for entrepreneurship, technology, and innovation. Most notable of them being Government of India's 'Bharat Shiromani' and Ernst and Young's 'Entrepreneur of the Year'.

The vast experience, deep knowledge and business acumen that Kunwer brings with him will surely take Su-vastika to greatness.



5th March 2018

## Interview: Su-kam is building solar hybrid inverters

Su-kam Power Systems Ltd, Managing Director, Kunwer Sachdev speaks to pv magazine about the latest developments in Inverter technology. Moreover, he talks about the solar market in India from the inverter perspective, Su-Kam products Solarcon and Brainy, and he explained why DC electricity is superior to AC.

Kunwer Sachdev: I beg to differ. The Indian power backup industry has never faced any kind of competition from foreign countries right from the beginning. Indian power situation and climatic conditions are very different from these countries. As factors such as weather and the way the products are handled have a huge implication on its performance and longevity, foreign brands will not stand a chance because their technology would not work here.

Su-Kam has been a pioneer in the Indian power back up industry because we design products that cater to the Indian need. Our innovative technology can withstand harsh Indian weather conditions and rough usage. Innovation is the mantra we follow; to live up to this ideology, we have many firsts to our credit. We've invented the world's first Hybrid UPS (Uninterruptable Power Supply), India's first touch-screen, and Wi-Fi enabled Solar Power Conditioning Unit, India's first Sine Wave inverter, world's first plastic body inverter and many more. Su-Kam is well-known for putting the disorganized power backup industry into order. As far as the power back up industry is concerned, you will not see a Chinese product; our technology is so outstanding that China has not been able to enter this market. Not only in India but also in countries in Africa, Asia, and the Middle East, our products reign supreme; Indian brands are much favored for their robustness and reliability.

Which types of solar inverter are you supplying within India in the largest volume? Do you recognize a trend for building large-scale solar farms using string inverters?

We are supplying both kinds; off-grid and on-grid. However, the off-grid inverter is more popular because the user can store excess solar energy produced during the day and use it after the sun goes down. Slow progress in the net metering system in most states in India has dampened the on-grid system's popularity. Su-Kam has introduced an intelligent Solar Hybrid inverter which works as both off-grid and on-grid inverter.

We have undertaken numerous large-scale solar installation projects using string inverters such as 1 MW solar project at Chennai Rail Metro, 1 MW at Punjab Engineering College, Chandigarh, 1.3 MW at various sites for Indian Army's division, Assam Rifles, 100 KW at Huda City Centre Metro Station, Gurugram and many more.

The solar industry is aggressive and proliferating with many latest technologies, so how is Su-Kam staying in the game? What innovations does the company have in store?

Innovation is the backbone of Su-Kam. If there is one thing that has helped us stay ahead in the game, it is our passion for innovation. We have a record of being the only company in this field to file for over 100 patents. Su-Kam has registered over 76





# pv magazine

**5th March 2018**

Technology Patents, 189 Copyrights, 136 Trademarks and has 88 Design Patents to its credit in India, the USA, and other countries. Recently, two technology patents are filed in a month (February 2018), and we expect to have impressive 100 technology patents.

We are 4-5 years ahead of our competitors in terms of technology. Currently, we are very aggressive in IOT (Internet of Things) based inverters, through which inverters can be monitored from anywhere in the world. This is something other players are not even thinking about. We have also introduced hybrid systems. We are also doing a lot to improve the efficiency of inverters so that maximum power utilization can be achieved. Our Falcon HBU Pure Sine Wave UPS is the first and the only UPS in India which has got a 4 -star efficiency rating from the Bureau of Energy Efficiency (BEE).

We are also bullish in educating our channel partners and the masses on solar, which we are doing through our YouTube channel and digital platforms.

The proposed tariffs for solar components from China and Taiwan are being discussed because such vast imports harm the domestic sector. How do you see this from an inverter perspective? Are you worried about foreign competition? Would tariffs for solar inverters help domestic players?

We are unfazed by competition, be it from China or any other country because products offered by us are matchless in terms of technology and quality. In addition to highly advanced technology, our products significantly enhance the comfort level of consumers. We aim at solving the problems faced by the customers. Moreover, Su-Kam is playing an instrumental role in helping offices, institutions, schools, and colleges in going solar, which can be regarded as the future of India's energy roadmap. We are continually bringing in newer technologies which are more efficient, customer friendly and offered at a lower price, for example, all our new inverters and UPS are solar compatible, so they can be converted to a solar inverter by attaching charge controllers with the existing product at any time after the purchase. This can be done at a marginal increase in cost at the convenience of the customer.

Talking about domestic manufacturing, the government initiatives such as Make in India and Digital India will go a long way in providing a push to domestic manufacturing. We need a concrete strategy to provide an impetus to domestic manufacturing in India.

The relationship between Residential solar, storage, and EV is going to be the next storm in the Indian solar industry, so what are your plans for that?

Now that the world is steering towards electric vehicle and storage system all the technology patents we have already acquired so far will give us massive leverage over our competitors. Our patents for battery chargers and testing kits will be relevant for the EV industry too. We are already working very aggressively on EV, because we understand it is the future. Our R&D is very strong in this domain. We have already designed a lot of components and devices for it. We have been in the residential and storage sector for a long time. We are pioneers in the Indian power backup industry. Regarding storage, we are focusing on lithium-ion batteries, which are highly efficient. Since we already have a state-of-the-art battery factory in Himachal Pradesh which is manned by a team of highly skilled engineers and possesses the highly advanced testing equipment, it will be easy for us to manufacture lithium-ion or any other solid-state battery.



# pv magazine

5th March 2018

Tell us about the 'Solarcon', Solar Hybrid UPS called 'Brainy' and solar power conditioning unit?

Su-Kam's Solarcon is a smart device, based on patented technology, which can convert any ordinary inverter and battery setup into the solar power system. It lets you use the free and green energy generated by solar panels to power all of your electrical equipment. You make huge savings on the electricity bill and get to charge the batteries even during power cut and of course, help save the environment.

Brainy is laced with an intelligent technology that takes it to a greater level as compared to its counterparts. Su-Kam's Brainy is extraordinary in all respects. This product combines features of On-line UPS, Solar Power Conditioning Unit, and Inverter into just one product. It has solar priority, intelligent charging sharing, ATC, Powerful battery charging at 90V, and variable battery charging through mains.

Su-Kam's Solar Power Conditioning Unit (PCU) is an integrated system consisting of a solar charge controller, inverter, and a grid charger. It provides the facility to charge the battery bank through either a Solar or Grid/DG set. The PCU continuously monitors the state of battery voltage, solar power output, and the load. Due to constant use of power, if the battery voltage goes below a set level, the PCU will automatically transfer the load to the Grid/DG power and also charge simultaneously. Once the batteries are charged to the pre-set level, Su-Kam's Solar Power Conditioning unit cuts off the Grid/DG Power from the system and restores it to feeding the loads from the battery bank while also returning to charging the battery from the available solar power. The PCU always gives preference to the solar power and will use Grid/DG power only when the solar power/battery charger is unable to meet the load requirement.

In a world of AC, why the use of DC? Can you tell us the main reasons for promoting DC system?

The Sun gives DC electricity; we convert DC into AC to run our load. But there are a lot of losses in this conversion. DC electricity is much purer, as it produces fewer harmonics than AC. Thus, DC is better for your appliances. In addition to that, DC is more efficient; it gives us more battery backup, it is much cleaner. To explain in a simple way, if a fan works on 80Watt AC power, then the same fan will work on 25Watt DC power. Thus, DC consumes 1/3rd less electricity compared to AC. DC is green energy as it comes directly from the sun. Hence, the benefits of using DC electricity are seamless.

Su-Kam is now globally recognized especially in Africa and Asia, can you talk about your global endeavors?

We were the first in this industry to export our products. Today, we have a presence in more than 90 countries worldwide. We are making great efforts in making our strong sales and service network even stronger in terms of reach and spread.

We are very aggressive as far as global business is concerned, expanding our reach on a monthly basis. In order to make our brand more prominent in the overseas market, we are doing a lot of activities such as, fervently participating in many global exhibitions, holding regular meets with our dealers and distributors. We are the strongest player in the worldwide business division as far as Asia, Middle East, and Africa are concerned.





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