

ZEPPELIN MOBILE SYSTEMS INDIA LIMITED (ZMI)



ZEPPELIN MOBILE SYSTEME GmbH (ZMS) is located in Friedrichshafen and is one of the leading shelter system manufacturers in the world. ZMS is a descendant of Zeppelin GmbH Group, originally Zeppelin Luftschiffbau, which manufactured airships for trans-Atlantic travel, during the period between World War-I and World War-II.

Apart from shelter systems, ZMS deals with Mobile medical systems, Mobile communication systems, Mobile service systems, Mobile de-mining systems and Vehicle bodies and special conversions. It is certified to DIN EN ISO 9001 and ANS/ASQC 094, possesses several welding approvals and various approval certificates to DIN 18800-7, DIN 729 and DIN 4113 for metal-active-gas welding.

ZMI is one of the leading manufacturers of thermally insulated shelters in India

Zeppelin Mobile Systems India Ltd. (ZMI), located in the industrial town of NOIDA is a 74 per cent

subsidiary of Zeppelin Mobile Systeme GmbH, Germany.

ZMS entered the country in 1994 as it saw significant potential in the Indian market. ZMI was formed to sell products manufactured by ZMS, primarily shelters for telecom and defence. The company was basically a trading office for ZMS for the first three years, obtaining orders for shelters from Defence PSUs.

In 1997 ZMI set up a factory to supply indigenous components along with imported panels to its Indian clients. Soon it started manufacturing complete shelters in India. The company started with a turnover of US\$ 0.42 million and for fiscal year ending 2005 had revenue of US\$ 9.04 million.

ZMI designs and commissions sophisticated polyurethane foam based shelters and structures for the telecom sector and shelters for radar for the Defence sector. It is one of the top two telecom shelter manufacturer in India. It also deals with other products requiring the use of polyurethane foam, such as refrigerated bodies, ambulances and mobile hospitals.



High quality products, customised for India

ZMI considers adherence to quality, technological support from the parent and localisations of designs to suit Indian environment as key reasons for success in India. Other reasons include continuous on-time delivery and superior customer service

Commitment to Quality

ZMI provides its Indian subsidiary complete technological support through its well established design centre, large well equipped facility and superior technology. According to the company sources, Zeppelin shelters come with the company's authenticated certification and require practically no maintenance. The company considers superior product quality a key reason for bagging orders from all of India's biggest telecom players. Zeppelin India is an ISO - 9001-2000 Company.

German designs suitably modified to suit Indian conditions

ZMI manufactures shelters in India tailored to its clients' requirements. This has helped it attain the preferred supplier status from some of the big telecom players in India like Bharti, Reliance, Hutch and Idea. Similarly Refrigerated / Insulated Bodies are being manufactured as per original German design features suitably tropicalised for Indian weather and road conditions.

Exports, providing an emerging growth opportunity

Zeppelin's quality and sturdy design have enabled ZMI to attract export orders as well. Its first order was from Kuwait where the company won an order for shelters, despite facing competition from four other local shelter suppliers. In the last few years the company added new countries to its export list - Saudi Arabia, Bahrain, Maldives, Bhutan and Afghanistan. Also ZMI has started getting

enquiries about its products from players in Kenya, Mali, Bangladesh etc. 20 per cent of the company's revenue in the year 2005 - 06 came from exports.

Future plans

ZMI plans to achieve significant growth in the domestic market, in addition to seeking new markets to South-East Asia. It is looking at increasing its revenues to US\$ 14.6 million in the coming year.

The company aims to achieve this growth by introducing better technology and new products. ZMI has entered into manufacturing insulated Bodies. These bodies are suitable for carrying perishables such as ice cream, chocolates, meat, flowers, medicines etc for the cold chain industry. In addition the company plans to enter into Mobile Hospitals for providing medical aid after a natural disaster like the earthquake to far-flung villages, which are not served by primary health centers.

Zeppelin India: At a glance

- *Factors for success: Commitment to Quality, Strong Parental Support, On-time delivery, Customer Service, Tailored product to suit client requirements*
- *Future plans: Grow in domestic market as well as expand into SE Asian markets. Introduce superior technology for shelters and new products like Refrigerated Bodies, Mobile Hospitals etc*