

# BUSINESS

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## Tatas forge alliance with Liebert Corp

The new company would drive out UPS makers catering to small buyers, reports Sugato Hazra

The house of Tatas have managed to entice another international giant, Liebert Corporation, to form strategic alliance in India. After joint ventures with the telecom multinational AT&T and the leader in air traffic control system in the

Tatas. In 1984 Tatas had tied up with the UK-based subsidiary of Emerson, (which owns Liebert) for a transfer of technology agreement. Since then the company has supplied more than 1500 systems based on technology. About half of the domestic UPS

new company. To begin with, a portion of Nelco's plant in Bombay has been set aside for the new company. The target is to reach R30 crore turnover in the first year of operation and a 25 per cent growth every year thereafter. The manufacturing

time technology transfer agreement fails to provide. Now that the restrictive clause has gone Emerson has decided to tie up with Tata to benefit from an expanding Indian market.

Though export is not on the agenda of the new company one



The Tata Liebert board addressing a press conference: Aims to capture the only big market that escaped attention

world Raytheon, the Tatas will now be "putting in a Liebert" for computers and sophisticated electronic equipment in the country.

If the expression sounds queer Mr. Erik C Meyer, vice president - international, Liebert Corporation, is not unduly worried. The rest of the world say "let's put in a Liebert" when they want to install a precision environment control system for their sophisticated electronic equipment. There is no reason why India, too, will not follow suit. And with the Tata name to back up in India, Meyer has an additional reason for looking confident.

Tata Liebert will build on the existing uninterruptible power supply system business of the

market is now controlled by Nelco, the Tata outfit. They now hope to drive out the UPS manufacturers in neighbourhood garages catering to the small buyers.

On offer will be AccuPower SL 1000, the smart new slimline UPS System capable of supporting desktop PCs to series 9000, Emerson's most powerful micro-processor-based high KVA output UPS designed to match the evolving needs of mainframe computers, telecommunications systems and medical and industrial applications. It will receive the back up of an efficient after-sales service from trained personnel.

Both the partners will have a 50:50 stake in the equity of the

facility is the first such facility for Liebert in Asia. In fact, in the entire Asia-Pacific region Liebert has manufacturing facility only for precision air-conditioning equipment in Australia. Within six to nine months Indian users will be able to procure a UPS system manufactured in India itself. Till then they have to be content with stuff brought from Liebert's manufacturing facilities elsewhere.

Tata Liebert has been launched to cater to the Indian market intensively — perhaps the only big market that has escaped Liebert's attention so far. True, the reason was the control system prevailing in the country. UPS system needs continuous upgradation which a one-

should not rule out the prospect in future. After all, there is a good market potential in the Middle East and East of Africa. India being closer to these markets future needs there might be met from Tata Liebert's manufacturing facility. Liebert has travelled a long since the late Mr. Liebert had built his first UPS system in a garage, as all entrepreneurs do, now, as a subsidiary of Emerson Electric Company, a Fortune 500 company, its Indian outfit, Tata Liebert, is determined to win the market hitherto left for friendly neighbourhood garage manufacturers. But that may prove a good news for small users, they will have a quality product to protect their costly gadget.