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Tatas set up venture with Liebert Corpn

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THE Tatas have formed a strategic alliance with Liebert Corporation of the US, a wholly owned subsidiary of Emerson Electric Company with an annual turnover of \$7.7 billion.

Tata Electric Company and Liebert Corporation will have 50:50 stake in the equity of the new joint venture known as Tata Liebert Ltd.

Tata Liebert plans to build on the existing uninterruptible power supply system (UPS) business of the Tatas and introduce the Liebert range of products, which offer total protection of computer and sophisticated electronic equipment.

Technology for the manufacture of UPS, from Emerson, was already used in India by the Tata company, NELCO, which had entered into a transfer of technology agreement with them in 1984.

The UPS systems are designed to provide constant voltage, a constant frequency supply to critical business and process computers and motor loads. In the event of a mains failure, they provide uninterrupted power supply through a battery back up.

The new joint venture with manufacturing facilities at Bombay, will take over the UPS business of NELCO, and augment the existing range with

additional products from the Liebert range, thus providing a fuller and updated range of such systems.

According to Tata Liebert director K A Mahashur, the Tatas have been the leaders in the UPS market. After the tie-up with Emerson subsidiary, the parent company has supplied more than 1500 systems based on this technology and are working satisfactorily in major process industries like refineries, petrochemicals, railways, key de-

fence organisations and critical computer installations all over the country, to name a few.

"The scope of the joint venture company," according to Mr Mahashur, "will however be more ambitious and it will also manufacture and market precision environment control systems and allied products."

Mr Ajeet Singh, president of the Emerson's India operations office, which oversees the operations of Emerson companies like Rosemount India, Xomox India,

Asco India and the recently announced Kirloskar Copeland, said that through this joint venture Emerson looked forward to cementing its age-old ties with the Tatas.

Mr Erik C Meyer, vice-president, international, Liebert Corporation, said that precision environmental control systems provide simultaneous control of temperature, humidity, air motion and air cleanliness in the smart space around the computer and sophisticated elec-

tronic equipment, continuously and accurately.

"Emerson has consistently featured among America's best managed companies, and also has the unique record of having increased earning per share for 35 consecutive years. Tata Liebert provides a full range of computer room airconditioning systems to combat fluctuations in temperature or humidity, voltage transients and frequency variations."

TLL president Peter J Baptista said that the company plans to follow Emerson's management policy of profitability through its 'best-cost-producer-strategy' which aims at giving the customer the best service.

Moreover, the company plans to set up an ultra modern manufacturing plant at Bombay which would soon confirm to the ISO 9000 international standards for maintaining design specifications and for ensuring manufacturing excellence.

"Liebert Corporation will help TLL design the lay-out for installation and commissioning of the plant while TLL designers and engineers would be trained at Liebert manufacturing facilities at the US, Mexico, England and Italy."

Mr Mahashur has projected a growth of Rs 30 crore in the first full year of operations and then plans to grow at a rate of 25 per cent per annum. □



Right to left: Tata Liebert president Peter J Baptista, director K A Mahashur, Mr Ajeet Singh, president, Emerson's Indian operations, and international Liebert vice-president Erik C Meyer at a press conference in New Delhi on Wednesday on the occasion of the signing of a joint venture agreement. ■ Kharak Singh Kaira