

Symphony grew 12 times in six years

DNA Money Correspondent • AHMEDABAD

Ahmedabad-based air cooler company, Symphony Ltd had seen a huge turnaround in last six years. Despite huge demand of air conditioners, the demand for air cooler had not seen any fall. Promoted by Achal Bakeri, Symphony grew 12 times or saw a rise of 1100% rise in six years.

Listed on stock exchange, Symphony is probably the only company on Indian bourses, whose financial year starts from July and ends in June. By June 2006, the turnover of Symphony was Rs25 crore and by end of June 2011, it grew to Rs290.5 crore. With double digit growth, the turnover is estimated to rise above Rs300 crore this year.

Architect by profession, the city-base entrepreneur, Bakeri formed the air cooler company in 1988 and got listed on stock exchanges by 1994. In 2008 Symphony acquired US-based air cooler company and at that time, the turnover of the company was around Rs75 crore.

After acquisition for ₹3 crore of an air cooler company in North America, Impco, with manufacturing facilities in Mexico recently was the big leap

that the company took to gain global leadership. Symphony started leveraging the enduring relationships established by Impco with large format stores like Wal-Mart, Sears, Home Depot, Lowes, Famsa and Costco among others, to widen its presence in North, South and Central America.

"Of our total turnover, the international business contributes around 35%. In many countries, the air cooler is used as an alternate cooling solution while in some countries where the weather is very dry, it is used to create humidity," said Bakeri.

In case of domestic market, the size of the sales of air cooler is around Rs1,000 crore. "Of the total, the share of unorganised market is 70% in volumes and 50% as value share. While the organised market, which is growing at 30%, Symphony has 45% market share. Our major competitors are Kenstar (Videocon), Bajaj and Usha," he said.

Of the total sales of Symphony, the air cooler is sold maximum in those areas where power cuts are frequent. "Gujarat is not a huge market for us. Air cooler, which can also be run on generators are highly popular in northern states, Andhra Pradesh, Madhya Pradesh and many other states. The sale in rural market is growing at 25% to 30%, while in urban market it is a bit lower," said Bakeri.

The turnover of air cooler company rises from Rs25 crore in 2006 to Rs300 crore in 2012