

# Symphony to ramp up industrial air cooler operations

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Having acquired Impco and its air cooler plant in Mexico, Ahmedabad-based Symphony Ltd. is now looking to ramp up its industrial air cooler products in India and abroad.

The company already boasts of supplying industrial air coolers to Walmart which also retails the former's residential portable air coolers at its stores, apart from Nestle and Maruti plants.

"Post the acquisition, we now have a 25 per cent foot print in industrial air coolers. We have already manufactured and installed industrial air coolers for industries, religious organisations and hospitality players. We would therefore look to increase the industrial foot print in the coming years," said Achal Bakeri, CMD, Symphony Ltd.

Among the residential portable air cooler products, Symphony Ltd. has been inno-

vating to launch new hi-tech products that could take air conditioners head-on. For instance, for the first time, Symphony Ltd. is set to launch 'Hi Cool Smart i' that has added features such as LCD digital panel, dura pump technology and empty water tank alarm, among others.

"We have been innovating a lot in our products. However, we are now looking to monetise and execute the current ideas. For this, we are also ramping up our distribution network," added Bakeri.

In next couple of years, the company looks to scale up its 15,000-odd dealerships across the country to 40,000.

According to Bakeri, the company is also looking to expand its overseas market from 62 countries to 100.

The company pegged a turnover of ₹ 330 crore for its fiscal ended June 30, 2012 and is looking to tap a CAGR of over 30 per cent.

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