

One of the leading Singapore manufacturers in the soldering industry, Electroloy Metal Pte Ltd. has expanded operations to India

IPC India Deputy Manager (Events) Manvi Kapoor had candid chat with Abhishek Sharma, Country Manager, Electroloy (India) Pvt Ltd.



Mr. Abhishek Sharma
 Country Manager
 Electroloy (India) Pvt Ltd.

Manvi: Electroloy Singapore established India unit recently and focusing on Indian electronics market, please let IPC India members know your company's value-added services?

Abhishek: Having been in India for almost 2 years now, Electroloy is well positioned to focus on South East Asian markets. Electroloy has been in business for over four decades. It is highly focused on quality and innovation. With the rapid changes brought about by technology, the market is becoming increasingly demanding.

We continue to invest in modernizing our manufacturing facilities as well as our R&D centers at Electroloy. The Indian market is expected to grow in manufacturing and innovation for the next five to ten years. As we gear up and invest more in India, we intend to provide our customers with high quality products. We are preparing to certify our staffs in IPC endorsement programs, which will value add our production process. Within the next 1-2 years, Electroloy expects to establish a technology center in India to conduct tests and provide customer training.

Manvi: Indian imports from Singapore on electrical & electronic equipment was around US\$3 Billion during 2021 (UN COMTRADE). As a Singapore company manufacturing in India, what attention you provide to quality of the product and environment sustainability?

Abhishek: When we purchase raw materials and produce as per our customers' requirements, we ensure we have complete control over quality. We support most of our customers with better and consistent quality in every market we operate. Be it Singapore, Malaysia, China, or India. Customers are receiving consistent quality of each product and the same level of customer service in each market through our sales/technical teams. It has always been our goal to educate our customers about switching to environment friendly products and avoiding the use of leaded products. The Indian market is still adjusting to the change. As part of our sustainability objectives and supporting government initiatives, all of our manufacturing facilities adhere to the highest standards.

Manvi: IPC Standards and Trainings have been industry endorsed and known for improving quality & reliability of the product. How is your company using IPC resources globally?

Abhishek: Absolutely, we took advantage of the membership as a method of learning new standards and practices, as well as to train our staff on the best practices. I am confident that our other manufacturing facilities will join the IPC shortly. Currently, our company is registered as an IPC member in India and Singapore. Thus, we are able to train our staffs to recognize high quality and workmanship.

Manvi: Solder Paste is important to PCB industry, how it can impact quality of product?

Abhishek: Although Solder paste is a very small part of the total assembly and production, it is certainly among the most critical parts of the total assembly process. The components may not work correctly if the paste is not as specified. Furthermore, it can lead to a number of problems over time. Of course, there are other areas to look out for as well. Therefore, it is crucial that all parameters be checked before suggesting a suitable paste to any customer.

Manvi: Please tell us about your viewpoint on the challenges & growth of Indian EMS industry in India?

Abhishek: Growth comes with opportunities and challenges!

Indian market is a growing market and will be growing at a very fast rate for the next few more years and many key players are preparing to contribute to the growth of the market. As technologies change, customers' expectations are increasing in terms of output and cost. Indian EMS companies will require additional support in regard to training and adopting best practices as a culture.

Manvi: Association of Electronics Industries of Singapore (AEIS) and Singapore Government Agency are supporting IPC organized Integrated Electronics Manufacturing & Interconnections (IEMI) 2023 events at Chennai (August 1) and Pune (August 3). Through annual event, IPC trying to highlight importance of India – Singapore Electronics Trade, how you look at importance of such business networking forum?

Abhishek: These kinds of forums are always an excellent opportunity to meet industry leaders and quality-conscious companies. It is also an opportunity to gain an understanding of the real-time challenges faced by key players in the market. Electroloy will be supporting such events.

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