

JBC extends collaboration with IPC India IEMI event as Gold Sponsor



IPC India Marketing Manager Sonam Gupta had candid chat with Anand Selvaraj, JBC Representative in India. Anand has been associated with IPC India activities since 2012

Sonam: Your company has been associated with IPC Global & India activities, please tell us your story on the engagement?

Anand: JBC, the leading manufacturer of soldering and rework equipment has been front runner in participating at IPC APEX Expo in USA and other events around the world. JBC has been also premier sponsor at IPC's Hand Soldering Competition held at different countries around the world. We do have close engagement with IPC brand. Regarding India activities, I & my team would like to support IPC India training & Certification as we believe in knowledge dissemination, and it helps industry to grow. I am associated IPC India activities very long.

Sonam: Please provide information on your company's India operation?

Anand: JBC India was incorporated during 2017. Company's sales and service office is located at Chennai, State of Tamil Nadu. The office also acts as warehouse of 2000 Sq feet area and support Indian customers on maintenance & service delivery. We have a team strength of 5 staffs including 3 techno commercials experts. We were pleased to welcome IPC India Executive Director Gaurab Majumdar & IPC India South Head Vittal Vatar during their visit to JBC office during 2021. We have other representative at Pune location. We serve all important verticals in electronics manufacturing ecosystem.

Sonam: Indian Government schemes encouraging "Make in India"; From tool supplier side, are seeing demand increase?

Anand: Yes, we saw huge investments from existing companies as well lot of new companies entering Indian market with "Make in India" scheme. ESDM sector targeted to reach 1 million USD by 2025 which will increase the demand on electronic components and production machineries. We have also observed that Indian OEMs are quality conscious, and they value tools which enhances the reliability of the product.

Sonam: Your observation on business trend in last 2 years COVID 19 challenges?

Anand: JBC as product has lot of advanced features with latest technology, which we highlight through conducting "road shows" and regularly meeting customer, which were missing during last 2 years. 2020 was tough year for everyone as well JBC as we couldn't travel and meet customers due to COVID restrictions. Year 2021 was much better as new markets opened and we saw lots of requirements coming up. JBC India was fortunate to meet the target. We are hoping 2022 will be good year for electronics tool industry.

Sonam: How your company educates clients?

Anand: We in JBC believes and value "education" than just selling the product. Almost all our global sales professionals are Certified IPC Trainer (CIT) on different IPC Standards. This helps us to share correct knowledge to the customers and highlight science behind technology. IPC Standards helps to enhance quality & reliability of the product and similarly that thought process is there with JBC while engaging with customers. JBC tools are used in critical products and repair and rework process.

Anand: Lastly, JBC is proud to be partner with IPC 10 years celebration in India region. JBC soldering tools & equipment will help IPC India Hand Soldering skill challenge competitions and association with "Skill India" movement.

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