Management Discussion

Divyanj Gupta - Chairman and Managing Director, Wisdom Technosis Limited
Hello. Hi. Good evening every. I am Divyan Gupta, Managing Director of Prism Technosis Limited. So for those of who. Those of you all who don't know our company the Gym Technosis Limited was formerly known as Kumba Enterprise Limited. We have recently come up with our new identity. So as a company we have been engaged in manufacturing of LED lighting and electronic power supplies. Majorly in the OEM ODM space where we are doing OEM and ODM manufacturing for most of the leading lighting companies and power supply companies in the country.

We have got more than 10 years of experience in this space. And over these 10 years we have created a name for ourselves in the industry. So with Wisdom Technosis we are from migrating from Kundan Edifis Limited to Wisdom Technosis. We are going further deeper into the technology. So as the name says Wisdom Technosis it's basically Wisdom. Wisdom means vision and them means people. It's vision for the people, integrating technologies and systems. That's what we're doing. So we're getting deep diving into the technology aspect of the industry that we are in and now we are working on solutions and products which are more application specific.

So to give you an example, like our company was primarily into strip light and drop light and the products which are used for generic applications which you would see in your houses and offices and you know, for decorated purposes. But with, when I say deep diving into the technology means we are getting more into application based like we have developed solutions which are application specific. To give you examples would be furniture and fixture lighting. So we have developed solutions for furnitures and fixtures where lights are getting integrated in shelves, bookshelves, cupboards, drawers, any kind of furniture, batteries, so kitchen cabinets.

So this is one space where light is getting integrated. That's one application based lighting. Second category is we have created products for facade applications, specially facade application. Now you see that with, with the growth and with India and India's economy growing and disposable income of people increasing, you see that these concepts of facade lighting were there globally but were not there in the Indian markets. And so now we are seeing that things are slowly opening up. So when we say facade lighting, the easiest example or the example that everyone can relate with instantly is the Burj Khalifa.

How you see that there are patterns being done on Burj Khalifa and those sorts of things. So there are many such examples going in India. There is Janki Setu in, in Rishikesh which has been done. So we are doing those kind of products which are for facade and architectural lighting kind of applications. So we have developed solutions for that. Third kind of application based lighting we have done is appliances application. So we are working predominantly with major FMEG companies in the country.

They required solutions for lights being integrated with fans, lights being integrated with acs. So those are the things that we are doing now. Maybe refrigerators, when you open the refrigerator, the light needs to come on. So these are specific applications where the products need to be built, defined on the kind of application there. We have a very niche kind of spaces that we are working on. So this is more on the application and technology aspect of what we are doing in the product. So that is one thing in the terms, in terms of power supply, we have deep dived from regular power supplies, silicon chip based power supplies, to GAN chip based power supplies.

That is something that I had, that is the upcoming and new technology. So GAN is basically a

different base material. It's gallium nitrate, which helps to reduce the size of the power electronics drastically and thus reducing the cost of the power electronics as well. Eventually the reduction of cost but initially it would be the reduction of size. So which can. Which will. So if you see the whole composition or whole designing of other products changes, power supply which would be say as big as a brick now will become one fourth of its size.

So then the application of lights, where the power supplies would go or you know, these power supplies are also used for industrial products, industrial machines and everything. So that also moving to GAN is a big market itself. Gan, you have GAN power supplies for laptops, GAN chargers for your phones and power banks and everything. So that is something that we are doing. So this is to give you an idea that this is the kind of work as we are moving from a generic lighting company to more technology and application specific lighting company.

The best part about us is that we have spent 10 years in the industry, more than 10 years and we, one of the forthcoming companies over here, one of the market leaders who the first one in the country to start to work on this, this category where even nobody should think that this could also be considered as a mainstream lighting product at the time when we started working on it. So the kind of legacy that we have built, the kind of capabilities that we have built, the kind of R and D strength that we have built, the kind of network we build, the kind of skill that our employees have is not.

Not something that you can easily build or you can get easily available in the market. So that's something because of which the. Our clients, they specifically prefer to work with us and they want to, you know, they work with us like, you know, like, like we are the channel partners. They work with us like either extended ARM for R D and development. Like I said that we do OEM, ODM, it's 95 or say 90 is ODM. That is, we are, that we are people who provide the design, we give it to the customer and they pick and choose them.

The kind of work that we're doing is something that would have to invest crores in order to have some kind these kind of capabilities. So for all our clients, wisdom becomes the first priority or the first option to go for. So that's what we have done. We have spent last two years, three years investing heavily in our R and D capabilities and develop these solutions. And now these solutions are available in the market and we have built up infrastructure for the same as well. And now we're seeing positive response coming in from all sorts of places, all sorts of customers.

We recently had some international companies who have come in, a company who come, companies from Germany who have come and visited and who have onboarded us as their vendor supply partners for their global market. So it's soon going to be that not only in the Indian markets but our solutions are going to go global. We are also anticipating one or two more European companies to come down in the in the coming months and we are looking at good business prospects with them. And these are all for the new products.

These are all some is furniture lighting, some is for facade lighting, some is for the GAN power supplies. So this is over and above the existing business that we do and in the existing business we have in there also we have onboarded new clients and we have taken additional wallet share from our existing customers. We have offered them new products to build their category even stronger and better. So these are the things that we are doing as a company in the future. We also intend to to be a complete end to end solution provider.

Right? From backward integration to forward integration. Like when we say that we are getting into application specific lighting it kind of becomes more of forward integration because now we are making products where we know where these are going to be used. Before this we only used to

supply the product and it was it would go in the market in the trade and we would not know exactly where the application what the customer is expecting for this application. We have done quite a lot of forward integration and we also intend to do backward integration.

In the coming by backward integration I mean by you know the certain components that are still being imported and which are not available in India or being manufactured in India. So we intend to do some backward integration and get those products and components develop in India. Should help us increase our our overall grip on the market better and also help us increase our. So over and above this we have recently set up a state of the art facility manufacturing facility around one and a half year back with with manufacturing capabilities of all the products products like we explained.

And we are also already in the process of smaller capex and smaller investments to increase our manufacturing capabilities for these products. For the that's the factory which will be in an area called Masai and we are working out of an area for our.