



Kai Ristau, Head International Sales and Business Development at Beckhoff, Jitendrakumar Kataria, Managing Director of Beckhoff India, Frederike Beckhoff, Assistant General Management, and Hans Beckhoff, Managing Director of Beckhoff Automation, during the interview (from left to right)

Beckhoff India celebrates its 10th anniversary

The Beckhoff subsidiary in India recently celebrated its 10th anniversary. In an interview with Hans Beckhoff, company founder and Managing Director of Beckhoff, Kai Ristau, Head International Sales and Business Development, and Jitendrakumar Kataria, Managing Director of Beckhoff India, the PC Control editorial team asked for some background information on the business growth of Beckhoff on the Indian market.

What made you decide to found Beckhoff India 10 years ago?

Hans Beckhoff: We realized relatively early on that internationalization would be an important prerequisite for our continued growth as an automation company. When we started to build up sales structures in the most important industrial nations in the late 1990s, we also took a closer look at India. After the first positive experiences we made in cooperation with a local business partner, we decided to establish a subsidiary in Pune in 2007.

To what extent do you think PC-based automation is well accepted in India?

Hans Beckhoff: When Beckhoff developed the concept of PC-based machine control in the mid-1980s, this was a real revolution, and in the beginning, the industry responded rather skeptically. However, there were also innovative machine builders who recognized the true potential of this pioneering technology and took advantage of the benefits in order to expand their position among the

competition. Today, PC-based control systems are widely accepted and have proven their superiority over conventional control systems in many applications and industrial sectors worldwide. As far as the Indian market is concerned, we see a great deal of openness towards innovative technologies and a desire to stand out from other market participants. Consequently, PC-based machine control systems are gaining momentum in India, and as it turns out, it was the right decision for Beckhoff to invest in India.

What were the first steps taken to establish the subsidiary in India?

Kai Ristau: We took our first steps on the Indian market in 2001 with distribution partner Inteltek Automation. In parallel to the dynamic development of Indian industry, there was rising interest in innovative technology from Germany, which gave us a basis on which we were able to build. Due to the positive business development that ensued, we decided to strengthen our commitment in India and to establish a subsidiary based in Pune.



Right: Numerous invited guests attended the ceremony to celebrate the 10th anniversary of Beckhoff India.

Left: Jitendrakumar Kataria, Managing Director of Beckhoff India, during his speech at the 10th anniversary ceremony of the Beckhoff subsidiary.



Kai Ristau, Head International Sales and Business Development at Beckhoff, emphasized in his jubilee speech the great achievements of Managing Director Jitendrakumar Kataria and his team.

How has Beckhoff India developed over the past 10 years?

Kai Ristau: In 2007, we started up in Pune with a team of five employees. Jitendrakumar Kataria, who had previously worked in our software development department in Germany, was appointed as the managing director: a young engineer with excellent knowledge of automation technology, but also with all the skills required to build up a company. Over the years, with the support of his team, he has been able to establish a dense sales network on the geographically extensive Indian market. Beckhoff India currently operates seven local offices and has a team of 60 experienced and highly motivated automation engineers and administrative staff. Based on the competent technical support and the availability Beckhoff offers its customers, we succeeded in establishing stable and trusting business relationships.

What role does automation technology play for industry in India?

Kai Ristau: Automation technology is important for all industrial nations with development potential, and India is no exception. As far as the Indian consumer market is concerned, it is characterized by a young population and a strongly growing middle class. This means that the demand for consumer products is growing rapidly. In order to meet this demand, highly automated machines are required: The automation industry not only increases productivity and product quality, but also optimizes resource consumption and thus forms the basis for competitive production. In order to be able to export worldwide, Indian mechanical engineering companies also require automation and control concepts that comply with globally applicable standards and current best practices. In

our opinion, a country that is regarded as a hub for IT technology, research and production also fulfils all the prerequisites for becoming a hub for open PC-based automation.

What challenges did you have to overcome when setting up the subsidiary?

Jitendrakumar Kataria: When founding Beckhoff India, the first task was to build up a good team, i.e. all employees had to be trained in Beckhoff technology and products. At the same time, it was important to understand the Indian market and to find starting points in order to inspire machine manufacturers with enthusiasm for our technology and to win their trust. The next step was to open additional locations to be within our customers' reach geographically and to provide better and faster technical support. We also set up a service center at our headquarters in Pune, which enables us to provide service in a prompt and timely fashion.

What do you see in the future for Beckhoff India?

Jitendrakumar Kataria: It is our vision to establish "Made by India" as a quality standard by raising mechanical engineering to a new level with Beckhoff automation technology. I would like to say that we have been quite successful so far: We support Indian machinery manufacturers with our technology so that they can produce high-quality products that can stand their own ground on the world market. Meanwhile, it can be said that PC-based automation is widely accepted in various industrial sectors. Many customers are also convinced by the fact that the PC control system is an optimal platform for mastering the challenges of connected production facilities in terms of IoT and Industrie 4.0. We have grown steadily from the outset, and with our innovative technologies and an excellently qualified team, we are fulfilling all prerequisites for future growth: India has enormous potential and the corresponding framework conditions provided by the Indian government optimally support the country's economic development. We will take advantage of this and systematically expand our sales network by opening new locations.

Further information:

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