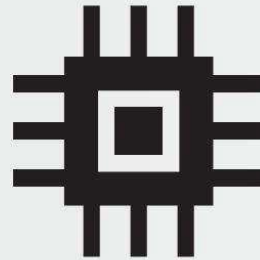


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**STARTUP
CITY**

10 BEST ELECTRONICS STARTUPS - 2016



Manufacturers are fabricating products with the infusion of IoT, cloud computing and big data analysis to achieve a better product lifecycle. To sustain the day-to-day operations, manufacturers have begun setting up state-of-the-art infrastructure facilities and adopting the latest technologies. The electronics industry is all set to take over long standing businesses by taking on the latest widely adopted trend of incorporating intelligence into devices, services and process, connecting them to virtually everything surrounding you. Now we do not need separate controllers to operate our devices. We have the convenience of having a connected system with everything interconnected and programmable at the press of a button. With data analysis, one can tackle design complexity and quality challenges to deliver successful electronic products and systems. This ensures optimum performance, while also accelerating the system debug process. And with the advent of large scale adoption of cloud computing, it enables the user to access computing resources anytime from anywhere. The electronics industry is capitalizing on

the promise of the Internet of Things, cloud computing and big data analysis.

With the emergence of such technologies to improve the functioning of any product, we are faced with a list of chaotic options of vendors in the market. However, enterprises need a partner with high technical prowess that will cater to the specific set of requirements mapped out, deploy the right solutions that will assist in optimizing the product performance and deliver exactly what was promised. Organizations are in constant search of the right vendors who can help achieve these goals but that can prove to be a tedious task. We at Startup city understand the struggle of enterprises of selecting the right partners who can leverage their expertise in enhancing and improving product performance. We provide a list of “10 Best Electronics Startups”, with the sole aim to assist organizations with their specific requirements. A distinguished list of CEOs, CIOs, industry analysts and the startup city editorial team have studied and investigated an inventory of companies before finalizing these vendors who can leverage their expertise to help deliver best in class products.

Company	Management	Description
Cubical Laboratories New Delhi, NCR cubical.in	Swati Vyas Co-Founder	Designs and manufactures Home Automation products for households, office spaces and hotels along with Home Automation installation and after sales services.
Elogy Electronics New Delhi, NCR elogyelectronics.com	Bishwajeet Kumar Managing Director	A provider of White Goods Electronic Products, Solar Energy Products and Electronic Accessories that cater to Home & Office appliances, Computers & Entertainment systems.
Falcon Control Systems & Automation Mumbai, Maharashtra falcon.solutions	Neil Savant Managing Director	Proffers Automation and Intelligent System Applications with focus on Home Automation, Industrial Automation & Agro Automation.
Maxeed Managed Services Bangalore, Karnataka maxeed.com	J Venkat Business Head	Offers solutions for Telecom Network Deployment, Telecom Operations & Maintenance, Telecom Audit Services, Meter reading & Bill distribution, On-spot utility billing solution and solar services.
Nara Technologies Bangalore, Karnataka naratechnologies.in	Rohit Nara Founder & CTO	Develops wireless water control and home automation systems. Also specialises in Enterprise Software, Electronics Development, Java Based Design, Android Application Development, Scientific Research and Development, Product Design & IOT
NAS Electrical & Electronics Jaipur, Rajasthan nasindia.in	Ashwini Jain Co-Founder	A provider of Automation Systems, Solar Systems, Electrical & Electronics R & D, E-Vehicles, Mining Equipments, Security Systems & Parking Management Systems.
Salieabs Electronics Engineers Salem, Tamil Nadu salieabs.com	Harsha Prasanna Co-Founder & CEO	Specialises in Embedded Software, Custom Electronic Solutions, Satellite Telemetry Systems, Dataloggers and Plotters, IoT (Internet of Things), Telemetry, Remote Operations Control and Analytics & Industrial IoT
Sirena Technologies Bangalore, Karnataka sirenatech.com	Hariharan Bojan Director	Designs solutions in the areas of Mechatronics, Control Systems, Electronics Software and Animators to provide Humanoid robots, Wireless speakers and Consumer Electronics.
Thingbot Technologies Bangalore, Karnataka thingbot.com	Yuvraj Tomar Founder & CEO	Offers a comprehensive solution suite for Home Automation, Smart Homes, Internet of Things, Wireless Sensor Networks, Home Entertainment, Smart Lighting & Home Security.
Zapati Udaipur, Rajasthan zapati.in	Phagun Baya Co-Founder & CEO	Leverages automation technologies to develop a novel appliance that automates Chapati making.

Maxeed: Powering Smart Cities with Telecom, Utility & Solar Services

One of the key highlights of Smart Cities is about using digital & information technologies and communications services (including machine-to-machine communications) to help improve a city's infrastructure and services. Telecom operators will need to invest in their networks and their software management systems to cope with a proliferation of smart devices and the new traffic patterns created. Fitting right into this vacuum for such requirements, the Managed Services division of Qness Corp Limited popularly referred to as Maxeed, provides an extensive range of Smart City Infrastructure services with a domain focus on: Telecom, Utility, Solar, Water Management and Waste Management.

With 130 Percent Improvement in Collection Efficiency for DISCOMS, Installation of over 50,000 Telecom towers in more than 15 states in record time, and Optical Fiber Cable Infrastructure deployment in some of the most treacherous sites, Maxeed has been delivering value to Customers. Maxeed offers comprehensive, tailor made and reliable services, to



Maxeed's services are being deployed through 47 company run offices across 27 cities in India

Telecom OEMs, Telecom Operators, DISCOMS, Utility Companies and EPC players. Maxeed enables clients to increase their touch points with end users and thereby contribute towards the reduction in management effort and cost. The company's managed services model takes ownership and accountability of function deliverables in telecom and utility services. Ever since the inception in 2013, Maxeed has distinguished itself by managing SLAs across both these service sectors with remarkable success. The company has built tech-based solutions in such a way that they are user-friendly, stable and easy to scale & implement. In fact, the company's strength lies in the ability to extend the reach and the capacity to ramp up the operations in record time.

Smart Metering & Solar Plants

Maxeed delivers Services and Solutions in Smart metering and Smart Billing space. The company's process interventions, services and solutions have ensured that Power Distribution Companies follow a fool-proof system of electronic data transfer. Technology based solutions such as On-Spot Billing and Collection, and Smart Metering without Smart Meters i.e. Automatic Metering Infrastructure have reduced revenue leakages by manifold for DISCOMS. Maxeed's services include Installation, Procurement, Logistics and Repairs & Maintenance of Smart Meters, Smart Devices, Smart Sensors, and Wi-Fi Devices. Also, Maxeed is a one stop services provider for installation & commissioning and post installation management



J Venkat,
Business Head

of Solar Plants. The team at Maxeed ensures quick and safe installations, which improves power density and reduces the impact on operations. The company offers a wide range of operations & maintenance solutions for solar plants across India. Maxeed's experienced set of Solar Industry professionals cater to EPC players, and Power Sector companies.

Maxeed's services are being deployed through 47 company run offices across 27 cities in India. With 7 ISO certified lines of businesses, the company follows stringent quality standards and services clients of repute. The strength of seamless and intelligent tech-based solutions lies in the ability to extend the reach and ramp up operations in record time. "Since inception in 2013, the company was able to ramp up the business from zero to almost 6500 employees with a project worth 200 Crore INR presently and we aim to reach 20,000 employees in the not so far future," concludes, J Venkat, Business Head, Maxeed. ☐