

B&R India



Perfection in Automation
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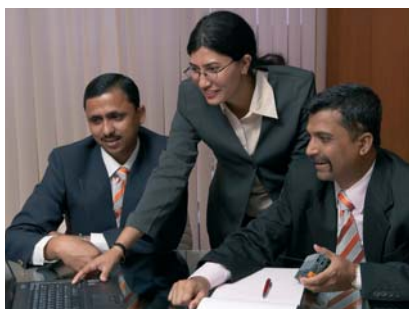


B&R India



PV Sivaram, Managing Director B&R India:

"The competitiveness of B&R Industrial Automation means competitiveness of our customers. We guarantee you will double your competitive power thanks to our extensive application experience and knowledge."



Satish Ansingkar (right), Vice President Sales, Rajalakshmi Hegde (middle), Asst. Manager - Training, and Praveen Vaidya (left), B&R Applications Manager.

B&R Industrial Automation Pvt. Ltd. is a wholly owned subsidiary of the Austrian Multinational Company (MNC) Bernecker & Rainer Industrie-Elektronik Ges.m.b.H. B&R recognized the strategic importance of the Indian Market in the early stages and became actively involved in 1995.

The Indian subsidiary of B&R commenced commercial operation in 1998. Today B&R Industrial Automation Pvt. Ltd is a very popular name amongst Indian manufacturers.

The headquarters are located in Pune, Maharashtra, in premises exceeding 7,000 sft in area. The ultra-modern facility is equipped for delivering the latest in automation products and services. With two regional offices in Ahmedabad and Bangalore, and resident engineers in other locations, B&R is well prepared to support you however you require.

Our technologically advanced, state of the art products have given our customers an edge over their competitors. B&R's sophisticated Human Machine Interfaces (HMI), powerful Programmable Logic Controllers (PLC), high performance Industrial PCs, high-tech and compact remote I/Os, and - best of all - the user friendly single software tool, provide the optimal automation solution for all our customers.

Being a fully owned subsidiary of the Austrian parent company, B&R India has full access to all the latest technology. A direct connection via a Virtual Private Network (VPN) link and unrestricted online access to the information database ensure the latest software and revision updates.

The inventory is managed by a SAP database linked directly to the parent company. An extensive product stock is maintained in Pune at all times.

All of the above makes the crucial difference for immediate local support - as opposed to dealing with marketing collaborations.

"By Indians, for India"

In a time of global competition and breakdown of trade barriers, it is the uniqueness of the solution that makes the difference. Need of the hour is the best technical expertise to gain the maximum performance from the product. This need is well addressed by our young and dynamic application engineering team.

This highly qualified team is comprehensively trained at our parent company in Austria. When there are any new developments, the Indian engineers are informed accordingly. Furthermore, B&R maintains a full-fledged training centre in Pune for customers and partners. Application engineers are supplied with the optimal systems for in-house software development.

Being an integral part of an MNC dedicated to OEMs (Original Equipment Manufacturers), B&R India can guarantee application confidentiality as well as extensive support.



B&R India

Solutions

B&R offers innovative and cost effective solutions to every industry.

Be it modular PLCs, Windows based PCs with powerful processors, compact I/Os on a real time Ethernet POWERLINK network or your own customized hardware. B&R's range of products is able to fulfill any and all requirements.

B&R also provides a user friendly and powerful software tool, Automation Studio. This single development tool offers efficiency, security and low costs for programming the entire range of products.

True system efficiency is apparent in the individual configuration and the ability to be programmed for complex tasks. Scalability in all dimensions guarantees maximum freedom and increased profitability.

Industries

Since its entry into the Indian market, B&R has always reached for the top. This resulted in widespread recognition among OEMs.

From the PET water bottles that help ease a hot summer day or the packed food bought in the grocery store, B&R plays a major role in automating the manufacturing process of items that one comes by day by day.

Thanks to B&R's confidential handling of customer projects and customizable, effective and powerful application programs, developed with sophisticated integrated tools, B&R has proven its unique and cost effective solutions in the following industries:

- Plastics, Packaging, Pharmaceutical, Printing, Automotive, Food and Beverages, Chemical, and many more...

Services

B&R India follows the motto of "Always being there for the customer".

Not only does B&R offer the customer free consulting from the start, even before deciding on a supplier. The highly experienced engineers, who are constantly in correspondence with the B&R headquarters in Austria, are also always up-to-date with current information about products that are suitable to the customers demand. Even more, B&R India also provides on-site training and expert support.

Apart from this, B&R's international after-sales service network, including numerous subsidiaries and partner companies all over the world, is ready to provide:

- Application services
- Local stock keeping
- Product updates and support
- Trainings



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