

**ELECTRONICS INDUSTRIES ASSOCIATION OF INDIA (ELCINA)**

ELCINA House, 422 Okhla Industrial Estate, Phase III, New Delhi 110 020, India  
(CIN: U74899DL1967NPL015218)

**Press Release**

**New Team takes charge at ELCINA  
Elects Mr. Atul B Lall, Vice Chairman & MD, Dixon Technologies Ltd as  
President for 2023-24**

*Electronic Industries Association of India (ELCINA) at its 55<sup>th</sup> Annual General Meeting held on 29<sup>th</sup> September 2023 elected Mr. Atul Lall as President for the year 2023-24.*

**India, 5<sup>th</sup> October 2023:** Mr. Atul B Lall is a Professional as well as Entrepreneur of 25 years in the EMS industry. He holds a Master Degree in Management Studies from the Birla Institute of Technology and Sciences, Pilani. Mr. Lall has been associated with Dixon Technologies since inception and is responsible for overall business operations.

He has served as a member of the Technical Evaluation Committee for Electronic Manufacturing Services under M-SIPS (Electronic Manufacturing Services- EMS) constituted by the MeitY and served as a representative of ELCINA on the Committee for Reliability of Electronic and Electrical Components and Equipment (LITD. 02) of the BIS. He has also authored the book, 'Gita and India Inc.'

He brings his vast experience and in-depth knowledge about the electronics manufacturing sector and its supply chain which will immensely help the industry and enable ELCINA to contribute to the ESDM eco-system.

The other eminent ELCINA office bearers elected for the year 2023-24 include –

1. Mr. Sasikumar Gendham, (Senior Vice President), MD, Salcomp Manufacturing India Pvt. Ltd. Sriperumbudur
2. Mr Richard Puthota, (Vice President), Director, MacDermid Alpha Electronics Solutions, Chennai
3. Mr Rajiv Venkatraman, (Hony Secretary), MD, PEC Manufacturing Co. Pvt Ltd, Hyderabad
4. Mr Varun Manwani, (Hony Treasurer), Director Sahasra Group & CEO, Sahasra Semiconductors Pvt Ltd., Bhiwadi

Regional Chairman and Co-Chairman are nominated by the new Committee at the upcoming opening Executive Committee meeting in next few weeks.

The eminent and expert team with highly diversified experience of several decades and across geographies and technologies brings immense strength to the association. ELCINA has been strengthened greatly by its members and office bearers and the outgoing team headed by Mr Sanjay Agarwal, MD, Globe Capacitors Pvt Ltd and greatly diversified its activities. The association has spread its wings across several segments including components, semiconductors and EMS eco-system including among start-ups and emerging technologies.

**For favour of publication, please.**



Rajoo Goel  
Secretary General

New Delhi  
3<sup>rd</sup> October 2023

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**Brief Profiles of Office Bearers**



**Mr. Atul B Lall, President ELCINA & Managing Director & Vice Chairman, Dixon Technologies India Ltd.**

Mr. Atul B Lall, is the Managing Director and Vice Chairman of the Company. He holds a master's degree in management studies from the Birla Institute of Technology and Science, Pilani. He has been associated with Dixon since inception.

He is responsible for the Company's overall business operations. With over 25 years of experience in the EMS industry, he has served as a member of the Technical Evaluation Committee for Electronic Manufacturing Services under M-SIPS (Electronic Manufacturing Services- EMS) constituted by the MeitY and served as a representative of ELCINA on the Committee for Reliability of Electronic and Electrical Components and Equipment (LITD. 02) of the BIS. He has also authored the book, 'Gita and India Inc.'.



**Mr. Sasikumar Gendham - (Sr. Vice President) Managing Director, Salcomp Manufacturing India Pvt.Ltd. Sriperumbudur**

Mr. Sasikumar Gendham has over 16 years' experience in Telecom & Manufacturing Industry, and he currently leads Salcomp's India Operations. Salcomp is a Finnish company and the world's largest manufacturer of mobile phone chargers with its manufacturing operations in India, China, Brazil, and offices in Finland, Taiwan, Japan, US & South Korea.

He joined Salcomp in 2007 from Tyco Electronics Corporation, and prior to that he had a long association with Hical Technologies, Bangalore.

He was responsible for Sales & Marketing, and later Sourcing functions of the company, before he took charge as Head of India Operations. He has been instrumental in transforming Salcomp's India Operations to a high performing unit within the group, and India operations has become a significant part of Salcomp's global footprint.

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He holds a Bachelor Degree in Production Engineering and an Executive Master's Degree in Business Administration from Aalto University, Finland.

Sasi holds a Bachelor Degree in Production Engineering and an Executive Master's Degree in Business Administration from Aalto University, Finland.

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**Mr. Richard Puthota - (Vice President)**

**Senior Director, MacDermid Alpha Electronics Solutions, Chennai**



Mr. Puthota has 30 years' experience in the industry (PC Fab & Assembly in India / Overseas). Currently he is Director – Business Development & Tech Support and Responsible for Cookson's (Alpha) business & Tech Support in Africa, India, Sri Lanka & Middle-East).

He undertakes process audits for OEMs, Train & Certify Engineers at customer locations. The key segments handled by Mr. Puthota are Consumer, Telecom, Automotive, Lighting, Industrial, Defence & Aerospace.

Mr. Puthota an IIM Bangalore Alumni, is a graduate in Chemical Technology and holds PG Diploma in Applied Chemistry. He is also a Certified IPC-610 Trainer and a Six Sigma – GB

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**Mr. Rajiv Venkatraman – (Hony. Secretary)**

**Managing Director, Precision Electronic Components Company**



Precision Electronics Components Mfg Co (PEC) is today a leader in the field of precision wire wound resistors in India. Established in 1972 with the aim of making defence grade resistors, PEC fulfilled this objective when the company received approval for an avionics application in 1974.

Rajiv is a second generation entrepreneur and engineer driving the growth of PEC in the highly competitive Electronics components segment.

“PEC today exports over 60% of its production to customers in over 20 different countries including USA, Germany, UK and China. PEC works with closely with customers from design to production and offer the best value in its field. “

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**Mr. Varun Manwani – (Hony. Treasurer)**

**Director, Sahasra Semiconductors Pvt Ltd., Bhiwadi**



Mr. Varun Manwani, a second-generation entrepreneur who joined the Sahasra group, a company started by his Father in the year 2000, at a young age of 19 years as a sales assistant at the electronics distribution arm. During his initial period in the company as employee he ensured he kept his identity (Chairman's son) a secret so that there would be no undue favours or opportunities presented to him

Varun had his biggest challenge when the group decided to acquire Infopower Technologies Limited in the year 2010-11 which was a loss-making company to expand its domestic footprint. At the time of the acquisition, Infopower had a negative balance sheet with a mere turnover of Rs. 4.9 Cr. After 100% acquisition of the company Varun took over the company's reins as the CEO at the age of 29 in 2011 and undertook the challenge of bringing Infopower back to profits in the very first year. After this there was no looking back and Infopower posted year on year profits wiping out its carry over losses in the next 5 years and reaching its peak sales turnover of Rs. 72 Cr in the Financial Year 2016-17 with a healthy balance sheet and a debt free company with a healthy customer base. One of the secrets to this success of Infopower was Varun's constant idea of bringing about change. In the year 2017-18 Infopower signed a JV with one of Taiwan's leading business conglomerate MiTAC Holdings Corporation thereby starting a new chapter in Infopower's growth story. Today Infopower manufactures PCBs as well as Automotive Dashcams and IT Hardware under cooperation with MiTAC solely focused on the Indian market and has been one of the few companies selected under the PLI scheme for IT Hardware.

Over the years Varun has demonstrated his risk-taking ability by furthering the group's diversification initiatives moving into new geographies, new markets, product categories, new ventures and partnerships and setting up offices at new locations, thereby creating a niche for the group. He is also instrumental in getting most of the group's new ventures off the ground and is constantly scouting for more and more challenging opportunities which underlies his risk-taking appetite. A growth oriented rather than wealth oriented individual, Varun has always worked towards creating value for the group's employees, shareholders and most importantly the business partners which include the customers and supply chain partners.

## **About ELCINA – Genesis, Evolution & Mission**

ELCINA was established in 1967 as the first industry association supporting electronics hardware, when India's Electronics industry was still in its infancy. Since then, ELCINA has established itself as an interactive forum for electronics and IT manufacturers. ELCINA actively interacts with the government and advises it on policy and business environment issues. It networks with technical institutions and business support organisations in India and abroad to enable business expansion and information dissemination on technical developments. With greater liberalisation, ELCINA's focus has shifted to professional and value-added services to the Electronics Community.

- While ELCINA's focus was originally on promotion of manufacturing components - the building blocks of the industry, **ELCINA**, now renamed as **Electronic Industries Association of India (ELCINA)**, has widened its horizons and broadened its activities to include the development of entire Electronics and IT Hardware.
- Our focus is to support the value chain for all the key sectors including *Consumer Electronics, Telecom, Computers/ IT, Defence & Aerospace, Industrial Electronics, Security, Medical, Automotive, Lighting and upcoming segments such as IoT and Industry 4.0* where the use of

***Promoting Manufacturing & Business Expansion in Electronics & IT/Hardware Since 1967***



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electronics is expanding.

- ELCINA correlates the common interest of these sectors with that of *electronic components, electronic manufacturing services, equipment, material and machinery producers for expansion of manufacturing. R&D and Innovation to create IP and Skill Development* to enhance our capabilities are indispensable to achieve leadership for our Industry where we engage actively.

ELCINA believes that the Government and the industry need to work together to stimulate manufacturing and catalyse an IT/Electronics boom that can contribute significantly to the development of India. ELCINA persistently works to facilitate changes that would strengthen India's electronics and IT manufacturing base to make it a leader on the world electronics map.

### **Services & Activities**

**ELCINA constantly endeavours to upgrade services which include, among others:**

- ☑ Active industry-government interface and networking with key decision making bodies.
- ☑ Swift dissemination of information/data, circulars and notifications using electronic media
- ☑ Promoting business with the support of ELCINA's website.
- ☑ Publications, Reports and Surveys to capture the latest in the industry.
- ☑ Under the umbrella of ELCINA Centre for Knowledge Management, organise Training & Interactive Programmes and Workshops.
- ☑ ELCINA has co-promoted Electronics Sector Skills Council of India (ESSCI) with support from NSDC to develop & impart Skill Development programs throughout the country.
- ☑ Facilitating the establishment of Greenfield and Brownfield Clusters and Investments supported under the National Electronics Policy.
- ☑ Advisory and Consultancy services on business viability, opportunities and market trends
- ☑ Infrastructure support for business meets at ELCINA House with Conference Facility
- ☑ Annual Awards for Excellence, and permanent Product Display Facility at ELCINA House.

***For further details on our services & activities, please visit [www.elcina.com](http://www.elcina.com) or call us.***

### **Electronic Industries Association of India (ELCINA)**

*(Formerly ELCINA Electronic Industries Association of India - CIN: U74899DL1967NPL015218)*

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