

VMC to foray into the global IT power supply markets

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HyderabadTelecom & Power products major VMC Ltd has announced that it has achieved the distinction of receiving the UL (Underwriters Laboratories) certification for its indigenously designed and manufactured range of desktop and laptop power supply adapters and riding on this success the company is now poised to foray into the global PC power supply markets which is estimated to be \$5 billion (Gartner).

VMC will be the first Indian manufacturer to seriously address this international market segment. The company indigenously manufactures these products at its manufacturing facility near Hyderabad. The global market is currently dominated by Taiwanese, Chinese and US firms as international PC and laptop OEMs insist on UL certification and this requirement has been a quality assurance barrier to new entrants.

Underwriter Laboratories is the world's foremost product safety testing and certification agency of electronic hardware products.

B Venkataramana, Executive Director, VMC Ltd said "After having successfully manufactured quality products for the Indian sub-continent, the company's power division with the UL certification is now geared for its next level of growth and will look at making inroads into the global market. VMC has the capability to design and manufacture products required by our customers in large volumes meeting global quality and safety standards and at competitive prices." He added, "VMC's strong R&D focus and expertise allows us to enter into product segments with higher technical entry barriers and this is an area of growth we will aggressively target."

VMC's R&D and product-engineering capabilities ensure that the company's power-supply adapters range can withstand the vagaries of extreme voltage fluctuations which is unique to the Indian sub-continent. This coupled with the company's extensive value-add manufacturing capabilities will see VMC offering its customers cost-competitive products on par with any Chinese/Taiwanese manufacturers without sacrificing either quality or the safety of our end customer.