



A Colour Picture Tube under functional check on yamming machine.

## QUALITY — A COMMITMENT

Right from inception the motto of the group companies has been "Total Quality Management" and complete customer satisfaction. This is reflected in its products which are of International Quality. The products are backed by efficient & friendly after-sales-service. Many products are approved by Defence, the toughest task master who settle for nothing but the very best. Besides, the group also has tie-ups with several multinational companies.

The unflinching commitment to quality, timely delivery and complete customer satisfaction has been and would always remain its goal.



A constant current, constant voltage charger under manufacture.

## SOME OF OUR REPUTED CUSTOMERS

Apart from the strategic defence & Export sectors, SERVEL's clientele includes premier institutions such as Whirlpool; Philips; Siemens; AIIMS; the hotel industry; leading hospitals; the computer industry and colour picture tube companies. Some of our esteemed customers are:

- ◆ Indian Air Force
- ◆ DRDO, Ministry of Defence
- ◆ Philips India Ltd.
- ◆ Hotel Le Meridien
- ◆ Kelvinator India Ltd.
- ◆ Oberoi Group of Hotels
- ◆ Hotel Hyatt Regency
- ◆ JCT Electronics
- ◆ Hotline Group of Companies
- ◆ Samtel Group of Companies
- ◆ Hotel Maurya Sheraton
- ◆ Airport Authority of India
- ◆ Australian High Commission
- ◆ Escort Heart Research Institute
- ◆ All India Institute of Medical Sciences
- ◆ Austrian Embassy
- ◆ Batra Hospital
- ◆ INMAS
- ◆ British High Commission
- ◆ German Embassy
- ◆ Tata Group of Companies
- ◆ Public Sector Undertakings
- ◆ HCL-Hewlett Packard
- ◆ Indian Institute of Technology
- ◆ Delhi Institute of Technology
- ◆ Canadian High Commission
- ◆ Indian National Science Academy
- ◆ LG Electronics
- ◆ Bharti Group
- ◆ Siemens
- ◆ Whirlpool



A brainstorming session, a regular feature ...

*Serving thru' excellence!*



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SOARING  
HIGH  
ON THE  
WINGS  
OF  
AMBITION



## TAKING OFF ON DREAMS AND RESOLVE

In 1975, a group of engineer entrepreneurs with an eye on excellence set out to make their own destiny with little capital yet a great fund of conviction, will power and daring. Powering the spirit of enterprise with the dream to set up a company that would stand out for the excellence of its products.

The individual leading them was Mr. Gyanesh Chaudhry – an engineer from IIT Kanpur, who cut his teeth for 8 years in the Electronics R&D Department of the renowned Tata Group.

Today, this entrepreneur heads a Rs. 150 million business group SERVEL.

Having cemented a strong relationship with IAF/Defence sector since 1980 the group also earned the trust of the engineering industry and is now sought out by leading multinationals and public sector undertakings.

## KEY OBJECTIVES

- Product & Service Excellence
- Customer Satisfaction
- Employees Welfare
- Team Spirit
- Open Communication at all levels

## THE SERVEL GROUP

New Delhi based, it is engaged in design, development, manufacture and marketing of sophisticated electronic equipment/systems and special transformers for Consumer, Industry, Defence, Computer, Telecom and other applications.

All its companies are ISO 9002, certified.

It has two manufacturing and one marketing establishments. The workforce of over 150 includes 30 engineers and other highly skilled personnel in Production, Marketing, After Sales Service and Quality Assurance.



A two digit channel indicator for airborne use



Digital Remote Control Desk for Airfield Lighting Systems



Automatic Voltage Regulator with special features



Testing of Printed Circuit Boards



## POWERED FOR GROWTH WITH ITS PEOPLE

It is team spirit that propels the SERVEL Group forward. The common goal of unrelenting commitment to Quality and Perfection is the Group's driving force. And it is this commitment which has enabled SERVEL to attract some of the finest professionals from the country's most reputed institutions.

The spirit of working with a united will governs every action of the group and has inspired the concept of leadership in harmony at SERVEL.



Ground Power Vehicle for Air-Craft starting & systems check



Air/N<sub>2</sub> Air-Craft Charging Trolley

## CUSTOM-BUILT PRODUCT DIVISION

The field that has brought SERVEL recognition is its Custom-Design division. Which has pioneered many state-of-the-art products for the defence sector, avionics, industrial design and the consumer durables industry and developed sophisticated equipment for the Indian Air Force, which compares with the best in the world. Notable among them are the Micro Processor based Digital Remote Control Desk & Radio-controlled Portable System for Airfield lighting, Import substitution of the YK-9 Speech Control Amplifier for MIGs; Self propelled Ground Power Vehicle Air/N<sub>2</sub> Air-Craft Charging Trolley & Nitrogen gas generation storage and distribution system & Oxygen storage and distribution vehicle for use for military & civil aircrafts and Yamming, Testing and Aging Systems for colour picture tube manufacturing industry.

YK-9: A Cord Amplifier for the IAF pilots



Test set for Airborne Communication equipment used on Indian Air Force Air-Craft

## SERVEL PRODUCTS

### Airfield Equipment & Support Systems

- ◆ Micro-Processor based Digital Remote Control Desk (DRCD)
- ◆ Radio-controlled Portable Air Field Lighting System (RCPAL)
- ◆ Self-propelled Ground Power Vehicles for systems check and aircraft starting (AST)
- ◆ Air/N<sub>2</sub> Air-Craft Charging Trolley (SANT)
- ◆ Battery Operated Platform Truck (BOPT)
- ◆ Nitrogen Genration Storage & Delivery System (UGSS-N<sub>2</sub>)
- ◆ Oxygen Storage & Delivery Vehicle (UGSS-O<sub>2</sub>)

### Avionics & Test Equipment

- ◆ Digital Channel Indicators
- ◆ Pre-amplifier for Communication Sets
- ◆ Test Set for UHF air-borne Communication Sets
- ◆ Isolation Transformers
- ◆ Constant Current, Constant Voltage Charging Systems

### Colour Picture Tube Test Equipment

- ◆ Integrated Tube Components Test Set for CPT
- ◆ Gun Testers
- ◆ Aging Systems
- ◆ Magnetic Chambers
- ◆ Yamming Machines

### Power Conditioning Equipment

- ◆ Servo-Controlled Voltage Stabilizers upto 600 KVA rating
- ◆ UPS
- ◆ AVRs
- ◆ Power Guards
- ◆ Mains Power Back-Up Systems (Domestic Inverters)



Servo-controlled voltage stabilizer for medical appliances, elevators & other loads



Nitrogen Generation, Storage & Delivery System



Oxygen Storage and Delivery Vehicle