



## With a robust research & development team and exceptional product design specialists, GM has been creating revolutionary products for various household and commercial needs

says **Mr. Jayanth Jain**  
CEO & MD - GM Modular Pvt Ltd

in an interview to *Electrical Line*

**Q-1. Firstly, would you briefly explain about your company, GM Modular, and the areas it operates in?**

**Ans.** GM was founded in 2002 and only within 2 decades the brand became the leader in switches and home electrical accessories in India. It is also the most trusted brand amongst consumers and industry experts like architects, interior designers, lighting consultants, builders, and electricians. As a leading switch manufacturing company, GM has been at the forefront of developing innovative products in various other categories like Home Automation, LED, Fans & Appliances, Wires and Cables, Pipes & Fittings, Switchgear, Bluetooth Music Systems, etc.

As a testimony to our commitment to continuous innovation, we have been honoured with the prestigious Red Dot Award for a path-breaking product that is an epitome of technological innovation and meticulous craftsmanship.

**Q-2. Over the years, what have been your company's key goals?**

**Ans.** As a market leader, we not only push the boundaries of innovation but also educate our customers to adopt these new technologies, thereby delivering products and experiences that simplify lives. Having set benchmarks in categories like Switches and Accessories, Fans, LEDs, we further aim to expand the horizon of the Home Automation category that involves creating comprehensive smart solutions that align with the company's idea of simplifying lives.

**Q-3. Can you elaborate on the products your company offers, such as switches & accessories, LED lighting, fans, home automation solutions, wires & cables, and others?**

**Ans.** Innovation is the core

mantra at GM. The team is continuously learning & adapting new technologies to design user-friendly products that make lives simpler and better. Our extensive range of products include:

### **SWITCHES AND ACCESSORIES**

We have a wide range of Switches & Accessories that helps enhance your home decor. Our modular switches come in various colours, textures, and designs that offer both functional and aesthetic benefits. From sleek, minimalist designs to bold and contemporary styles, these switches cater to diverse tastes and interior themes.

### **HOME AUTOMATION**

Home Automation Systems are offered in both wired and retrofit options, providing flexibility for various installation scenarios.

Wired systems typically involve the integration of smart devices directly into the electrical infrastructure of a building during construction or renovation. Retrofit options, on the other hand, are designed for existing homes and involve wireless technologies allowing homeowners to upgrade their homes with smart capabilities without the need for extensive rewiring or civil work.

Both wired and retrofit options offer features such as remote access, scheduling, and integration with voice assistants, enabling users to control lighting, HVAC, security systems, and more from their smartphones or smart speakers.

Our innovative range of hospitality products add to our automation portfolio that comes with state-of-the-art Guest Room Management Solutions with customisation options in the hospitality range.

### **LED LIGHTS**

We offer complete lighting solutions for both indoors and outdoors in the form of pendant lights, wall lights, downlights, facade lights, etc.

The latest LED lights with

remote controlled technology come with dimming and colour changing options that uplift your mood and spaces. Facade lighting accentuates architectural features with customisable colours and effects.

### **FANS AND APPLIANCES**

GM offers a varied range of fans including ceiling fans, wall fans, industrial fans, bladeless fans, personal & table fans, and ventilation fans. GM Fans offer exquisite design options with integrated lights, anti-dust blades, BLDC motor, RF remote technology, and more that helps enhance your interiors and save energy.

### **SWITCHGEAR**

Being a leader in holistic protection systems, the GM Switchgear range is made with premium quality metal sheets and raw materials. GM's range of MCBs and DBs is known for their durability and easy operation, prioritising your safety like no other.

### **WIRES & CABLES and PIPES & FITTINGS**

GM has redefined the contemporary electrical market with its ISI and CE Certified assortment of Wires and Cables. The wires and cables provide an all-round and safe electrical network with high resistance and fire-retardant properties.

The GM PVC electrical conduits made of the finest raw materials take the concept of safety to the next level. Using a combination of appropriate methodology and ingredients, the GM PVC Pipes and Fittings provide immense protection to wires against evolving times and situations.

**Q-4. What have been the key principles of your company in recent years?**

**Ans.** Our key principles include, Customer Focus, Continuous Innovation, and Emphasis on Quality. At GM, customers are our topmost priority. We thrive to create products that cater to consumers' evolving lifestyles.

Through constant innovation, GM has already entered homes and hearts of millions across the world. We aim to provide the best of design and comfort to every home. With a robust research & development team and exceptional product design specialists, GM has been creating revolutionary products for various household and commercial needs. We manufacture to redefine paradigms. If the product is technology and design driven, it surpasses expectations. Our extensive range of products is designed keeping in mind the users and their needs. GM is always on a quest to discover something new, innovate products, revolutionise lifestyles, and cater to a better world.

**Q-5. As your company is a platinum sponsor at EL Asia 2024, what are the core objectives that will be adopted for this significant event?**

**Ans.** The core objective will be to showcase our widest range of products to the end-consumers, architects, and other industry experts attending the event from PAN India and to gain insights into emerging trends in architectural technology to align our product development strategies.

**Q-6. What are the company's expectations from this event, EL Asia 2024, for its customers?**

**Ans.** Triune Exhibitors Pvt. Ltd. (TEPL) acts as an interface between the government, industry, media, and academics as well as is a leading organiser of industrial exhibitions, managed by a core team of experts. Therefore, it gives us a great platform to share our innovations with the world leaders and experts from different walks of life.

El Asia 2024 is one of the biggest exhibitions on Power, Electrical, and Lighting; we as a leading manufacturers in the

home electricals arena are expecting to engage with a wide customer base through this esteemed platform. Through EL Asia 2024 we are expecting to bring luxury, convenience, and modular designs to all of our customers' homes and simplify lives. Thereby enhancing our growth and adding value to both our B2B and B2C segments.

**Q-7. What will be your company's goals and plans for the upcoming years?**

**Ans.** A great entrepreneur had once said, "Ideas are no one's monopoly. Think big, think fast, think ahead." We at GM adhere to this philosophy. One not only needs to think first, but also faster. Likewise, one has to be creative, and innovative and has to have a bigger vision.

Through GM's innovative products, we aim to improve everyday living. To achieve this, constant learning and self-development are the two important parameters that GM focuses on. The company organises regular training programmes to ensure continuous learning and development. On the product quality front, GM follows stringent quality control standards that ensure that the quality is maintained for every single product that reaches the consumer.

GM strongly believes in studying human behaviour and its need to make life simpler and better by targeting the right needs and thus designing the right products. Certainly it takes a while to examine these crucial factors such as the market, the target audience, their mindset, etc. But, when you do that and practise for a few years, the system becomes automated, and doesn't require much attention. Then comes a need to explore a newer market that has newer demands and unexplored challenges. This motivates us to expand further, which also leads to our growth.