



We are working on some smart products range which would be an addition to our existing product range of exclusive modular switches

says **Mr. Deepak Joukani**
Partner - Safecon Electricals

in an interview to *Electrical Line*

Q-1. What is the USP of your wide range of electrical wiring devices and which are the core verticals where they are very optimally used?

Ans. At Safecon we have always believed in quality first approach. We have seen various changes over so many years and cost has been the priority people have been working on,

We have been working on product quality and variety of products to be in the competition, we feel very proud when we see our competitor's or some other player taking our product as the base to develop their products.

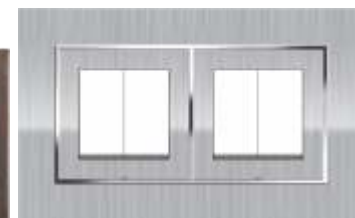
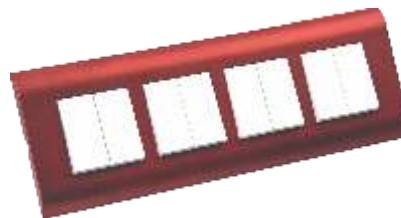
Q-2. What are your business

plans in terms of expansion and development for a progressive year ahead?

Ans. We are working on some smart products range which would be an addition to our existing product range of exclusive modular switches. Smart but basic is the current need for Indian market.

Making the product too complex is what the consumer is not looking at. Consumers want the product to be smart and easy to use.

Q-3. What are your plans for ramping up infrastructure for capacity addition expansion? What steps are you taking to accomplish this task?



Ans. We have set up a new base in Pun. Pune has all the plus points needed for a factory set up, better infrastructure, availability of labour, & at the same time quality of life is much better than other major cities.

Q-4. What are your additional plans for being competitive in the near future?

Ans. We are working on some new designs which will again be

something new for modular switch market. We cannot disclose this as of now but surely this will be something very exciting & fresh

Q-5. What are the business mantras you have embraced as you sought to establish your success story?

Ans. 1-2-3 has always been the business mantra we have followed now. What is this 1-2-

3?

1. Quality
2. Design
3. Cost Effective.

These are the 3 things what matters to anybody & everybody.

Besides this we are happy to inform we also won the best stall award at the Elecrama 2023 event at India Expo Mart, Greater Noida. Looking forward for more such awards.