



## CHINO products offered to the local Indian market are of High quality, precision, highly reliable and consistent which is the main reason for sustaining for a long tenure

says Mr. K. Masuda

President - CHINO Corporation India Pvt. Ltd.

in an interview to Infrastructure Line

**Q-1. Congrats for being in operations for the last 8 decades Globally and for a decade in India. Can you let us know about the USP of your Process Instruments and Sensors offered to the Indian market?**

**Ans.** We are proud to be the full time 100% subsidiary of our parent Company from Japan. Japanese are known globally for their technology. Our products offered to the local Indian market are of High quality, precision, reliability and consistency in performance which is the main reason for sustaining for a long tenure in the competitive market. We made our in-roads in India from 1986 through exclusive representative. CHINO entered into Indian market in 2009 independently. We are well known for offering excellent after sales services to our customers.

Even though there is tremendous competition in the market with the presence of global players in the Indian market, at the same time, we cannot compromise on quality and pricing to match the market demand and needs to have

balance approach.

**Q-2. Which are the core industrial segments where your high precision products are used?**

**Ans.** All the Industry sectors of product manufacturing units and Research and Developments centers are our end users. Some of the main segments are – Steel, Cement, Fertilizers, Petrochemicals, Pharmaceuticals, Chemicals, etc. Also, equally used/recommended by EPC Contractors, System integrators and Project Consultants. Our core area of business is contributed to hydel projects undertaken by BHEL all over India / Thermal Projects of NTPC other than steel plants, fertilizers, Chemicals and Petro Chemicals etc, either directly or indirectly through consultants, EPC Contractors.

**Q-3. What are the prevailing market conditions for your sector and what are your forecasts for the same? How has been the first quarter of 2018 for CHINO?**

**Ans.** The market is opening up as many of the stalled projects are being cleared by the Government. We make our presence through our past performance and brand name, exhibitions direct meet of end users etc. The need of the time is knowledge and skill to tap the ever-growing market demands.

Our scale of operations is vast, and we have our branch offices at Delhi, Chennai, Hyderabad, Baroda, Pune, Chandigarh, Kanpur to address the needs / requirements & problems of customers. Based on FIR the action is taken by our engineers to resolve the issues of the customers. Besides this we also provide training to the technical team of our customers to make them self-reliant to resolve issue at their end too. We are recognized to provide – On the Job Training – i.e. OJT to our esteemed engineers' & clients.

**Q-4. Which are the countries of export and what are the challenges of local operations?**

**Ans.** We have Pan India Sales to the extent of 95%. Enquiries

from Bangladesh, Sri Lanka are also adequately entertained. We are planning to make in-roads very shortly in neighboring areas like UAE etc. Chino has started in-house manufacturing sensors through advance automated machine from Japan. These sensors are re-exported to our parent company Japan, to cater inhouse and global requirements.

**Q-5. What are the strategic growth prospects for the future? Kindly share with us your success story.**

**Ans.** We have been very consistently proving our mettle in India by continuous expansions. We have captured almost 80% of the market. Our presence as a full-fledged Indian company was made almost after 20 years after our first inroads in India through dealership network. We have the state of art manufacturing automated plant for manufacturing thermocouple sensors (world class wire straitening machine & robotic tip welding machine form Japan) with excellent QC facilities which includes high resolution X-ray

machine form USA installed at Navi Mumbai factory for manufacturing, Assembly line functions, Testing and Calibration too, this is to ensure zero percent rejection of final product i.e. thermocouples & enhance the production volume. Further we have sophisticated test bench in QC & calibration lab for assembly of SKD paperless recorders from Japan.

Also we have state of art IR calibration lab facility from 50 deg to 3000 deg C, for the calibration of Chino IR instruments and calibration certification of any make of IR instruments traceable to national / international standards

Our products are made as per Japanese International Standards – i.e. JIS which is at par or even higher in comparison to European and US standards.

We are fully taken care by our Japanese team with a strong technical backup support. Our manufacturing unit for sensor has been expanded by more than 3 times under the guidance and supervision of our parent company Japan.