SALZER ELECTORNICS LIMITED

BUSINESS PROFILE

Last updated on May 26,2026

Salzer Electronics Limited – Details of the business

a) Overview

Salzer Electronics Limited, based out of Coimbatore, Tamil Nadu, is one of India's leading engineering and electrical manufacturing companies engaged in providing comprehensive and customized electrical solutions across industrial, commercial, infrastructure, and utility sectors. The Company is listed on both the National Stock Exchange of India (NSE: SALZERELEC) and the BSE Limited (BSE: 517059).

Founded in 1985 and headquartered in Coimbatore, the Company has built a strong reputation in the electrical industry through innovation, product quality, engineering excellence, and customer-centric solutions. Over the years, Salzer has transformed from a traditional switchgear manufacturer into a diversified electrical solutions company with a growing global presence.

The Company manufactures and markets a wide range of products including Industrial Switchgear, Wires & Cables, Building Electrical Products, Smart Metering Solutions, Energy Management Solutions, and EV-related products. Salzer caters to domestic as well as international markets and exports to more than 40 countries across Europe, the Middle East, Africa, and Asia.

b) Business Segments

1. Industrial Switchgear Division

The Industrial Switchgear division remains the core strength of the Company and contributes the largest share of revenue. Salzer is recognized as one of India's leading manufacturers of CAM Operated Rotary Switches and customized switchgear products. Some of the key products manufactured under this division are as follows:

- Rotary Switches
- Changeover Switches
- Selector Switches
- Voltage Control Switches
- DC Switches
- Toggle and Foot Switches
- Terminal Blocks

- Wiring Ducts and allied products
- Transformers and
- Wire Harness

The Company supplies products to OEMs, panel builders, machinery manufacturers, industrial automation companies, and infrastructure projects. Salzer has established a significant presence in export markets, particularly in Europe and the Middle East.

This segment contributes approximately 55% to 60% of the total revenue of Salzer Electronics Limited, thereby continuing to remain the principal business vertical and the core strength of the Company.

2. Wires & Cables Division

The Wires & Cables segment has emerged as one of the major growth drivers for the Company. Salzer manufactures:

- House Wires
- Flexible Cables
- Industrial Cables
- Submersible Cables
- Power Cables and
- Solar Cables

The Company has strengthened its dealer and distribution network across South India and is steadily expanding into other regions. Strong demand from the real estate, infrastructure, and industrial sectors has contributed to sustained growth in this segment.

The Wires and Cables division contributes approximately 35% to 40% of the total revenue of Salzer Electronics Limited and continues to be one of the major growth drivers of the Company.

3. Building Products Division

Salzer entered the Building Products business in 2006 and currently markets a range of electrical accessories and modular products including:

- Modular Switches
- Distribution Boards
- MCBs
- LED Lighting Solutions and
- Electrical Accessories

The division has a strong presence in Tamil Nadu, Kerala, Karnataka, Telangana, and Andhra Pradesh. The Company is also exploring export opportunities for this vertical, including orders from Australia. This segment contributes approximately 6–8% of the Company's overall revenue.

4. Energy Efficiency & Smart City Projects

Through its associate and group initiatives, Salzer has also expanded into energy efficiency and smart infrastructure solutions. The Company and its associated entities have executed several projects involving:

- Street Lighting Automation
- Smart City Infrastructure and
- Energy Monitoring

The Group has reportedly managed projects involving over 500,000 street lamps and several energy-efficiency initiatives across India.

c) Global Presence and Exports

Salzer exports its products to over 40 countries and has developed a strong international customer base. Export growth has been particularly strong in:

- Europe
- Middle East
- Africa
- Asian Markets and
- North and South America

The Company continues to focus on expanding its international footprint and strengthening relationships with overseas distributors and OEM customers.

The Export business contributes approximately 25% to 30% of the total revenue of Salzer Electronics Limited, reflecting the Company's strong international presence and growing customer base across global markets.

d) Research, Innovation & Future Outlook

Salzer continues to invest in:

- Product innovation
- Automation
- Smart energy technologies
- EV charging solutions
- Industrial electrical systems

The Company is also exploring opportunities in electric vehicle charging infrastructure, industrial IoT solutions, and energy management systems. Management remains optimistic about long-term growth driven by infrastructure development, electrification, smart grids, renewable energy integration, and export opportunities.

The Company's strategic focus remains on:

- Scaling smart meter operations
- Enhancing export revenues
- Expanding building products distribution
- Improving operational efficiencies
- Strengthening technological capabilities

e) Management

The Company is promoted by the Salzer Group under the leadership of the promoter family led by R. Doraiswamy. The management team includes experienced professionals and technocrats with extensive expertise in engineering, manufacturing, finance, and corporate governance.

The leadership continues to focus on sustainable growth, innovation, governance, and long-term value creation for stakeholders.

f) Board Members

The Board of Directors of Salzer Electronics Limited comprises experienced industrialists, technocrats, and professionals possessing rich expertise in engineering, finance, corporate governance, strategic management, and business administration. The Board provides strong leadership and strategic direction to the Company while ensuring good standards of corporate

governance, transparency, accountability, and sustainable value creation for all stakeholders.

Under the guidance of the Board, the Company has successfully diversified its operations from conventional electrical products into high-growth segments such as Smart Metering, Energy Management Solutions, Smart Infrastructure, and Renewable Energy-related businesses. The Board continues to play a significant role in driving innovation, strengthening operational excellence, expanding global presence, and supporting the Company's long-term growth strategy.

The Independent Directors on the Board bring valuable external perspectives and contribute significantly towards strengthening governance practices, risk management systems, financial discipline, and regulatory compliance. Collectively, the Board remains committed to enhancing shareholder value, promoting ethical business practices, and ensuring sustainable business growth for the Company.

The present Board Members are

1. Mr. N Rangachary – Chairman (Non Executive and Non Independent)
2. Mr R Doraiswamy – Managing Director
3. Mr. D Rajesh Kumar – Joint Managing Director
4. Mr. V Sankaran - Non Executive and Non Independent
5. Mr. Vishnu Rangaswamy - Non Executive and Non Independent
6. Mr. S Raman – Independent Director
7. Mr. S C Bhargava – Independent Director and
8. Mrs. Priya Bhansali – Independent Director

g) Senior Management Personnel

The Senior Management Personnel of Salzer Electronics Limited comprises a team of experienced professionals and industry experts who possess strong domain knowledge in engineering, manufacturing, finance, marketing, operations, exports, human resources, and corporate governance. The management team plays a vital role in driving the Company's day-to-day operations, executing strategic initiatives, strengthening customer relationships, and ensuring operational efficiency across all business verticals.

1. **Mr.Raman Krishnamoorthy — Chief Financial Officer**

He holds a Master's Degree in Business Management along with a Post Graduate Diploma in Financial Management. He is responsible for overseeing the Accounts and Finance functions of Salzer Electronics Limited and plays a key role in financial planning, treasury management, budgeting, regulatory compliance, and strengthening the Company's financial performance and internal control systems.

2. **Mr.P. Sivakumar A - AVP - Marketing Corporate**

He holds a Bachelor's Degree in Engineering and possesses over three decades of rich industry experience. He is responsible for heading the Sales & Marketing division of Salzer Electronics Limited and has been associated with the Company for more than three decades, contributing significantly towards business growth, market expansion, customer relationship management, and strengthening the Company's domestic and international presence.

3. **Mr.M Laksminarayana - Operations**

He holds a Bachelor's Degree in Electrical Engineering and possesses over two decades of rich industry experience. He is responsible for overseeing Production, Planning, Inventory Management, Maintenance, and General Administration functions of Salzer Electronics Limited and plays a significant role in ensuring operational efficiency, optimum resource utilization, production planning, process improvement, and smooth day-to-day manufacturing operations across the Company.

4. **Mrs. R. Menaka — General Manager – Accounts**

She holds a Degree in Commerce and possesses over three decades of rich professional experience with extensive expertise in Accounts, Finance, and Taxation. She plays a key role in overseeing the financial and taxation functions of Salzer Electronics Limited and contributes significantly towards financial management, statutory compliance, internal controls, budgeting, and strengthening the Company's financial systems and processes.

5. **Mr. S Venkatachalam – General Manager – Purchase** ,

He holds Post Graduate Degrees in Commerce and Computer Science and is responsible for overseeing the procurement functions of Salzer Electronics Limited. He plays a vital role in vendor management, strategic sourcing, materials planning, supply chain coordination, and ensuring efficient procurement operations to support the Company's manufacturing and business requirements.

6. **Mr. K M Murugesan — Company Secretary & Compliance Officer**

Qualified Company Secretary from The Institute of Company Secretaries of India, with a Post-Graduation in Corporate Secretaryship. He is responsible for overseeing the compliance activities of Salzer Electronics Limited under various corporate laws, including corporate governance, secretarial compliances, regulatory filings, Board and Committee matters, and ensuring adherence to applicable statutory and regulatory requirements.

7. **Mr. R Karunakaran - GM - PR & GST**

He holds a Bachelor of Science degree along with a Diploma in Marketing Management and possesses more than three decades of rich professional experience. He is responsible for overseeing the GST and Public Relations functions of Salzer Electronics Limited and plays an important role in ensuring indirect tax compliance, coordination with various stakeholders, and maintaining strong public and institutional relationships for the Company.

h) Listing and Demat Details

Salzer Electronics Limited is a publicly listed company whose equity shares are listed and actively traded on both the National Stock Exchange of India under the symbol "SALZERELEC" and BSE Limited under Scrip Code "517059". The Company's ISIN is INE457F01013 and the face value of each equity share is ₹10.

i) Conclusion

Salzer Electronics Limited has evolved into a diversified electrical engineering company with strong manufacturing capabilities, a growing export footprint, and expanding opportunities in smart energy solutions. Backed by decades of industry experience, technological innovation, and strategic diversification, the Company is well-positioned to capitalize on India's infrastructure growth, smart metering opportunities, and global demand for electrical products.

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