



SMART DRIVES AUTOMATION

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COMPANY PROFILE

The business environment today is tough, challenging, and moving at an exponential pace—but it's also full of opportunities.

Technology continues to drive the organizational change agenda, but now it's about making operations smarter, autonomous and executing on a process.

Farsighted companies are already recognizing the convergence of digital, robotics process automation, analytics and artificial intelligence as never before to leverage automation through latest digitalization and augmented intelligence.

About SMART DRIVES AUTOMATION (SDA)

Smart Drives Automation (SDA) is a partnership firm founded and incorporated in 2018. SDA started its operations as a sales and services support provider to leading multi-national vendors in the arena of LV. Switchgears, industrial automation for programmable logic controllers (PLC), SCADA, HMI & drive and embedded systems with a special focus on robotics integration and Energy Management.

About SDA's Partners

Mr.N.R.Badrinath has more than two decades of experience in Industrial Automation. Prior to starting SDA, Mr.N.R.Badrinath was associated with Schneider India for more than 10 years where he handled multiple divisions. He has vast knowledge in smart sourcing and execution. His ability to understand the implicit and explicit needs of clients and deliver a holistic solution translates their exact vision to reality.

Mr.A.R.Rajagopalan is an industry veteran with more than 2 decades of business experience has his footprints in IT Automation, retail and services sector. His strong entrepreneurship skills and business acumen will help SDA to strengthen and steer its business in a well-organized and structured way. Also, his vast knowledge in IT will help SDA customers to leverage their system integration requirements in an efficient and cost effective manner to meet their budgetary scales.

SDA's Mission

Principled in thinking and sincere in approach, we at SDA ensure that all projects are conceived keeping in mind the best benefits for the customers and are implemented within agreed upon time scales and budgets thus providing value to our customers.

SDA Products & Services

Products & Services	Brand	Remarks
LV Switchgear	Schneider, Siemens, ABB	Product sales
PLC	Schneider, Mitsubishi, Siemens, Rockwell	Product and solution sales
VFD	Schneider, ABB, Mitsubishi	Product and solution sales
HMI	Schneider, Mitsubishi, Siemens,	Product sales
SCADA	Schneider,	Product sales (customer based)
PID Controllers	Autonics, Honeywell, Fuji	Product sales
Process Controllers	Honeywell, ABB, Emerson	Product sales
Energy Management Systems	Schneider, Elmeasure	Product and solution sales
Panels	HT Panels, PCC, MCC, PLC , VSD Panels, Control desk	Products sales based on client needs

Our Goal

SDA's goal is to provide customers with timely and quality sales and service support with the latest technological innovations and competitive pricing to give customers the most complete solution to their utmost satisfaction.

Our Values

SDA will maintain its professional ethics and moral values and will leave no stone unturned to assure complete client satisfaction. We believe in the power of team spirit and team work. We will ensure an environment of mutual respect and professionalism throughout.

Why SDA

At SDA, we believe in a unique philosophy toward providing industrial automation services to our clients, backed by an unflinching dedication to its practice. The essence of this is the following:

- Commitment to deliver
- Enter into hassle-free, trust-based and result-oriented relationships with stakeholders
- Be driven by customer requirements.
