DESCRIPTION OF LOCATION

Our main base is situated in Kanjikode , Palakkad. It is an industrial town situated in the Pudussery Panchayath. It is situated 12 kilometers from the town of Palakkad and 33 kilometers from Coimbatore which is located on NH 544.

It is chosen because the Walayar check post is situated nearby. Petrol pumps, automated teller machines, restaurants and rooms are available. National highway connects to Coimbatore and Bangalore. The nearest airport is Coimbatore. The nearest major railway station is Palakkad Junction.

We searched for various other locations – Kannur , Kochi and Trivandrum but they were not economical. So we decided Kanjikode as our base finally.

CONNECTIONS

Road : NH 544

Rail: Cochin International Airport – 123km

Coimbatore International Airport – 55km

Sea: Kochi Seaport International Container

Transhipment Terminal – 152km

Standard Design Factory : 8000 sq feet.

Raw materials are imported from an electrical company situated in China. These are shipped to Mumbai via air. Then they are transported to Kanjikode by truck. We just need a maximum to 2 trucks for total transportation of raw materials.

Once the entire batches of products are manufactured, they are distributed to respective areas via air, road and sea.

Basic necessity i.e. electricity is available.

**DESCRIPTION OF MARKETING METHODS**

We want to detect the breaking point of line immediately.

Our product Electric Line Breaker Detector is used to detect the flow o f current through transmission lines. We are going to manufacture an average of 10,000 detectors i.e. 1 detector for 5 poles. First we are implementing these in 1000 poles, if they are economical and profitable then we will sell this product to KSEB. Slowly we implements these in entire South India and finally spreading all over India. In between, if we get projects from other nations we are ready to fulfill their needs and regulations.

In order to catch the attention of KSEB ,we register on the Central Supplier Database . We can also fix a suitable price for our product. Since we are producing an innovative product, they are likely to selected.

FEATURES::

Our product is efficient, durable,(water proof casing),compact and cheap. It’s a very simple technology and is quite unique. It is very reliable because the fault can be detected easily.

We basically focus on implementing this idea in Kerala with 2 yrs. If they get flourished , we are expanding our production a bit larger i.e. implementing in in South India within next 2yrs. Finally establishing it at a large scale by executing it in India by time period of 3yrs.