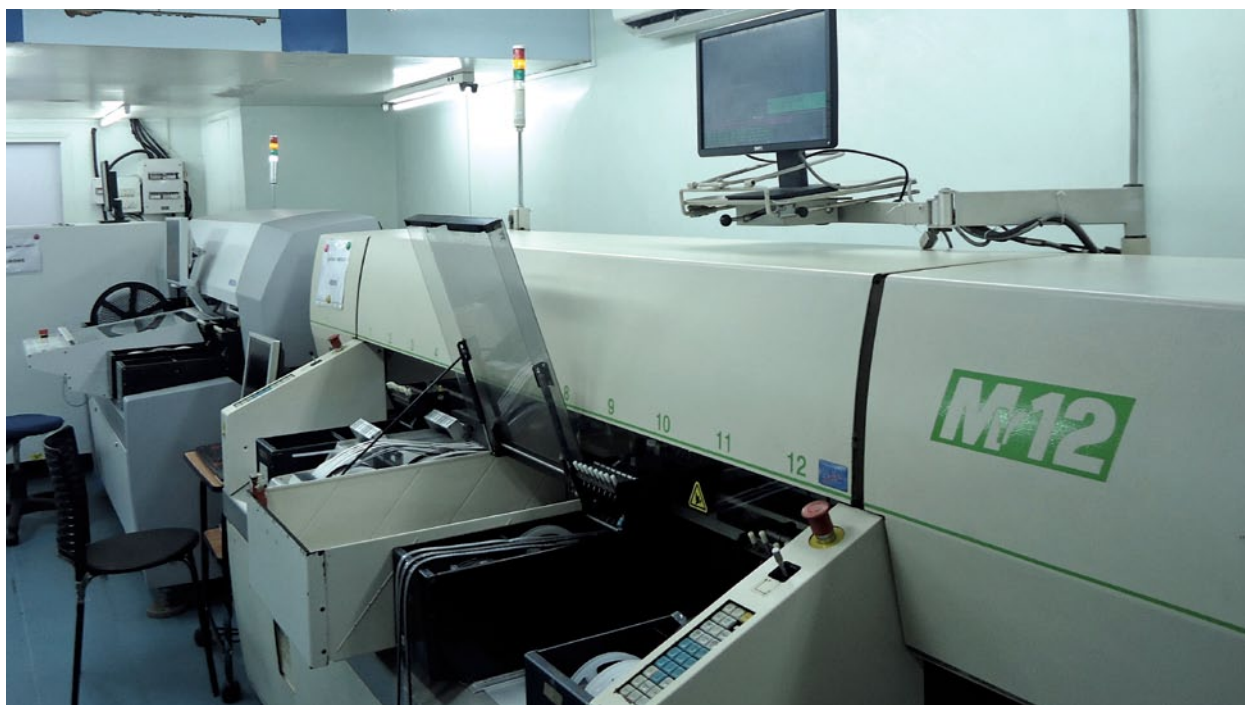


# “Mitatronics continues to grow and widen its foot print in the electronics manufacturing space”

Established in 2006, Mitatronics has grown over the years to become a trusted EMS vendor to companies in the private sector. It has built a strong and sustainable support system comprising in-house expertise and channel partners to help its clients avail turnkey manufacturing solutions

By Belal Khan



*Mitatronics production floor*

The managing partner of Mitatronics, Amit Shah, completed his M.Sc in industrial engineering with a specialisation in electronics packaging. This was followed by a four-year stint at the global research arms of General Electric and Nortel Networks, and only then did Shah start Mitatronics in 2006. The new firm was conceived with the vision of providing design

consulting and manufacturing services to the growing electronics industry. Located in Navi Mumbai, it started as a very small set-up with a seed capital of approximately ₹ 5 million, which has grown to a turnover of ₹ 140 million by 2016. The company was initially primarily engaged in supporting prototype manufacturing and reverse engineering projects.

Today, after ten years, Mitatronics has grown to become a preferred EMS vendor for OEM clients. Some of the services that it offers are manufacturing for medium-volume high-mix electronics assemblies, NPI, prototyping and rework services, embedded software development, VLSI and PCB design layouts, CAD design services, thermal and electrical design of electronics systems,

sourcing of components and PCBs, apart from offering other ancillaries for system build. Amit Shah believes that "...the company's uniqueness lies in managing multiple private sector companies from varied industrial segments with great agility and efficiency. The company has faced all the challenges to grow into one of the most preferred companies for EMS. Mitatronics has won the trust of its clients and continues to offer the best of services to them."

## Products manufactured by the company

Mitatronics manufactures printed circuit boards assemblies for private companies in most industrial verticals like consumer electronics, office/home automation, industrial, automotive, medical, solar and educational electronics. The company believes in following a set of principles to deliver the best services to its clients.

## Machinery at the facility

Mitatronics has the complete infrastructure for the automated production of PCB assemblies. "Our anti-static and air-conditioned infrastructure comprises automated machines for component counting, forming, soldering, placement, solder paste printing, cutting, cleaning, baking, inspection, testing, etc. Our three pick-and-place lines are from Mydata, Sweden. All our machinery and tools are under regular maintenance contracts and function at optimal levels," says Amit Shah.

## Manufacturing capacity

Mitatronics currently has three automated surface mount assembly lines comprising the latest machinery, predominantly from Europe. The company has a team of over 100 technicians on the shop floor. It manufactures approximately 100,000

## KEY FACTS AT A GLANCE

<b>Year of establishment:</b>	2006
<b>Major products and services:</b>	<ul style="list-style-type: none"> <li>• Turnkey electronic manufacturing services: from components procurement to box build</li> <li>• Consulting for PTH to SMD and non-ROHS to ROHS</li> <li>• Embedded software development and PCB design services</li> <li>• Consulting for thermo mechanical reliability of electronic systems</li> <li>• Assembly of components ranging from 0201 to BGA</li> </ul>
<b>Production capacity:</b>	100,000 PCB assemblies per month
<b>Factory location:</b>	211, Hasti Industrial Premises Co-op Society, Plot R-798, MIDC, Mahape, Navi Mumbai 400705
<b>Workforce:</b>	100+
<b>Annual turnover:</b>	₹ 140 million
<b>Areas of expertise:</b>	Electronics manufacturing services
<b>Key market segments/regions:</b>	National: Western and northern India International: Europe
<b>Contact details:</b>	Amit Shah, managing partner, Mitatronics, 211, Hasti Indl. Premises Co-op Society, Plot R-798, MIDC, Mahape, Navi Mumbai 400705; Ph: 91-9820001082, 91-022-27782545; www.mitatronics.com

PCB assemblies per month. The company's long-term goal is to create in-house business-centric teams to provide customised and expert services to clients under various industry verticals.

## The story behind the success

Since inception, the company has focused on sustainable and organic growth. The EMS industry operates on slim margins. To ensure profit-



Pick & place machine

ability, the firm always focuses on operational efficiency, well balanced order books, and clients from diverse industry verticals. The company is a 100 per cent contract manufacturing organisation, and has no products of its own. This helps it to channelise all its energies into improving productivity and the quality for clients. The Mitatronics team believes in retaining its loyal clients, while winning the trust of new ones.

“Our team has grown to be very agile and can execute orders ranging in volume from a single unit to thousands of units, with the same efficiency,” adds Shah.

### The company's take on 'Make in India'

The 'Make in India' initiative is very motivating for any Indian manufacturer. Considering the vast domestic consumption in India, the management team at Mitatronics believes this is an ideal strategy to unleash the economy. All production houses in the country are 'cautiously' gearing up for growth and aspiring to a brighter future. Shah says he uses the term 'cautiously', since growth has to be sustainable and that requires long-term stability, acceptance and confidence in the regulations outlined by the government. For the electronics industry, the main hurdle to boosting the Make in India drive is the components ecosystem. Easy availability of



SMT machine



“The company adheres to its core values of quality, efficiency and confidentiality to deliver the best to its clients.”

Amit Shah, managing partner of Mitatronics

genuine components at competitive prices will help Indian industry to compete with the best, Shah believes.

### Certifications


Mitatronics is ISO 9001-2008 certified.

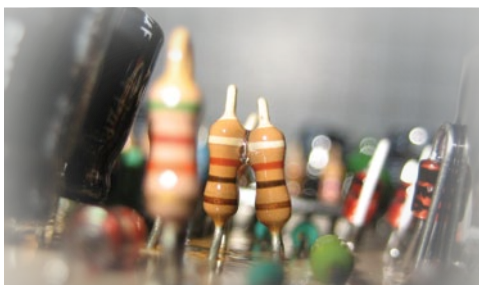
### Total capex invested

The capex in the manufacturing facility is approximately ₹ 50 million. The funding has come from the revenues of the company.

### A focus on quality

Within the company, Mitatronics has coined the acronym 'QEC', where Q stands for quality, E for efficient services and C for confidentiality regarding the intellectual property of clients.

“We have devised our in-house quality management system that enables us to offer customised manufacturing services to clients but under a mass manufacturing environment, inside the factory,” says Shah. 



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