

Next Generation Switches & Plug Sockets



Manufacture and sell next generation and affordable switches and plug sockets for household and industrial use, which are “smart” and can be used for Home and Industrial Automation.

Scope of Business & opportunities

- **Traditional Switches & Plugs**

The Switches & Plug Sockets we use today are with “mechanical toggle switches” and with technology that is close to 100 years old!

Issues include:

- Safety concerns – high voltage ripples & sparks
- Contains moving parts – clogged due to dust, insects such as ants
- Colors and design – mostly white & limited choice
- Customization to individual tastes – nearly impossible

- **Home Automation Solutions**

Few global players

Issues include:

- High Cost – not affordable for SAARC & ASEAN
- Not available in this region
- Most require rewiring and unable to serve existing homes and hotels
- Limited designs
- Some Chinese products use unsafe technology

- **Consumer Market (Sri Lanka)**

Home Automation – an emerging market, with number of installations growing rapidly around the world.

Total Households in Sri Lanka - 5.2 Mn (Niensens)

8,129 apartments were supplied from 2005-11, of which 34% were Premium with prices of LKR 25-45 Mn each - JLL

Many new luxury houses were also added during this time

Many new apartments and houses are being built annually for living, renting and as investment properties

Our target will be 0.1% of the household market (5200) initially.

This will include luxury houses and apartments mainly within the Colombo city limits

At an average price per household installation of LKR 150K – 200K this can be a LKR 750 Mn - 1 Bn market in the next 3 – 5 years!

- **Hospitality Market**

Hotels will be a main target of the company once 50+ domestic installations are complete

4 major city hotels will be undergoing refurbishment from January 2014

Many new star class and boutique hotels are being built around the country with new project to supply approximately 35,000 new hotel rooms in a few years.

The demand for mall and office space in Colombo is approximately 2.4Mn Sq.ft – JLL Survey

- **Industrial Market**

PLC Modem is ideal for SmartGrid applications, used in many developed countries

LECO has over 300k houses for AMR – Business Volume US\$ 45m with US\$ 3 m per month @ LKR 1500 per month

CEB has similar potential – secondary market

Street Light and SmartGrid management will have worldwide potential !!

- **Target Market – ASEAN / SAARC**

With high population numbers with similar income levels many regional countries will be the next target once the CE, UL certifications are achieved!

These include ...

- India, Maldives & Bangladesh & Pakistan
- Malaysia, Philippines, Indonesia, Cambodia, Vietnam
- Singapore, Brunei
 - The Total addressable market in all these countries may exceed US\$ 1Bn.

SOLUTION



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The required investment for this project is

LKR Million 5 -6

FOR FURTHER DETAILS PLEASE CONTACT

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