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A Space Marketing Feature

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Central Public Sector Enterprises (CPSEs) were set up by the government to ensure easy availability of important articles of mass consumption, promote even distribution of incomes and keep a check on prices of vital products; they were to be key components of rapid industrialisation and infrastructure creation for economic development. In India and China, CPSEs were key catalysts in capital formation in the early stages of industrial development. Growth in core sectors like railways, telecommunications, nuclear power, defence etc. has been boosted with increased

investments in public sector enterprises. With Andhra Pradesh, Karnataka, Kerala and Tamil Nadu accounting for four of the top eight states in terms of number of CPSEs, the economy of the Southern region has a lot to thank the Public Sector for.

Of the recognised 200-plus CPSEs in the country, the southern region accounts for 53 PSUs; Karnataka – 22, Andhra Pradesh – 14, Tamil Nadu – 11 and Kerala – 6.

According to Dun & Bradstreet (D&B), while Oil & Natural Gas Corporation (ONGC) is at the top in terms of net profit earned by PSUs, from South, National Mineral Development Corporation Ltd (NMDC) (5th) leads in the region followed by Vizag Steel (21st) both in Andhra Pradesh. Hindustan Aeronautics Limited (HAL) (15th), Canara Bank (13th) and Mangalore Refinery (26th) in Karnataka with Neyveli Lignite Corporation Ltd

(39th), and Indian Bank (25th) in Tamil Nadu complete the show.

While NMDC's performance on physical and financial parameters has been marked by setting fresh records year after year and its performance on the Bourse, which reflects the Company's real worth, has also been on the rise; Vizag Steel, the next top South Indian PSU plans to be amongst top five lowest cost liquid steel producers in the world and expand plant capacity to 6.3Mt by 2011-12 with the mission to expand further in subsequent phases as per Corporate Plan.

HAL strives to become a globally competitive aerospace industry while working as an instrument for achieving self-reliance in design, manufacture and maintenance of aerospace defence equipment; Canara Bank, today has a strong pan India presence with 3043 branches and over 2000 ATMs, catering to all segments of an ever growing clientele base of over 37 million; and Mangalore Re-

finery is the only refinery in India to have 2 Hydrocrackers producing Premium Diesel (High Cetane), and 2 CCRs producing Unleaded Petrol of High Octane.

Neyveli Lignite Corporation Ltd has reported a 52 percent jump in net profit for 2009-10; a front runner in specialised banking, Indian Bank has 97 forex authorised branches inclusive of 1 specialised overseas branch at Chennai exclusively for handling forex transactions.

The results of the D&B Top PSUs 2010 report, in the Southern region, suggest that CPSEs in the Banking and Finance sectors have witnessed better performance. Some of the other CPSEs have seen drastic downfall in Net Profits but have still maintained their position in the Top 20 South CPSEs.

Overall the scenario of South Indian CPSEs remains optimistic and the way forward may witness companies crossing even the Rs.60,000 mn mark by 2011.

#### 2010 Top 20 CPSEs of South India - Net Profit (in millions)

National Mineral Development Corporation Ltd	Rs. 43,718.6
Canara Bank	Rs.20,724.2
Hindustan Aeronautics Ltd	Rs.17,324.5
Rashtriya Ispat Nigam Ltd	Rs.13,309.8
Indian Overseas Bank	Rs.13,257.9
Indian Bank	Rs.12,453.2
Mangalore Refinery and Petrochemicals Ltd	Rs.11,914.4
Corporation Bank	Rs.8,927.6
Syndicate Bank	Rs.7,945.9
Neyveli Lignite Corporation Ltd	Rs.6,814.7
Bharat Electronics Ltd	Rs.6,618.1
Andhra Bank	Rs.6,530.5
United India Insurance Company	Rs.4,760.5
Bharat Earth Movers Ltd	Rs.2,171.4
Cochin Shipyard Ltd	Rs.1,585.1
Antrix Corporation Ltd	Rs.1,506.6
Bharat Dynamics Ltd	Rs.476.8
Dredging Corporation of India	Rs.465.0
Kudremukh Iron Ore Company Ltd	Rs.165.9
Karnataka Antibiotics & Pharmaceuticals Ltd	Rs.60.0

Courtesy: D&B

## The Czar of Electronics

"In addition to valuable contributions to Strategic sectors, ECIL is in the forefront of crafting technology solutions to rural India"

Electronics Corporation of India Limited (ECIL) was setup under the Department of Atomic Energy on 11th April, 1967 with a view to generating a strong indigenous capability in the field of professional grade electronics. The initial accent was on total self-reliance and ECIL was engaged in the Design, Development, Manufacture and Marketing of several products with emphasis on three technology areas viz. Computers, Control Systems and Communications. Over the years, ECIL pioneered the development of various complex electronics systems and products without any external technological help.

ECIL has been a pioneer in the field of Electronics since its inception and scored several 'firsts' in its specialized areas of functioning. Prominent among them are the country's first Digital Computer, first OS with compilers, first Solid State TV, first Control & Instrumentation for Nuclear Power Plants, first Earth Station Antenna, first Computerized Operator Information System, first Radiation Monitoring & Detection Systems, first Automatic Message Switching Systems, first Operation & Maintenance Center For E-108 Exchange,

first Programmable Logic Controller, first Solid State Cockpit Voice Recorder, and the country's first Electronic Voting Machines.

"Spanning miniature components to mammoth systems and encompassing control, communication & computer technologies as thrust areas, today, ECIL is a multi-product, multi-disciplinary and multi-technology organization providing cutting-edge technology solutions in the strategic areas of Defence, Atomic Energy & process Control, Space and Astronomy, Electronic Security, IT & e-Governance etc," said YS Mayya, CMD, ECIL.

#### Defence

For the last 40 years, ECIL has been supplying a wide range of professional grade components, equipment and integrated strategic systems to all the three wings of Armed Forces.

#### Atomic Energy & Process Control

ECIL's contributions in the Atomic Energy Sector dates back to 1970 and ever since, ECIL has been supplying Control & Instrumentation, Radiation Monitoring and Detection Systems and several Safety and Process Control Systems for Nuclear Power Plants.

#### Space, Astronomy

From suitcase terminals to mammoth 300-ton structure of 32m dia. ISDN Antenna commissioned for the prestigious Chandrayaan Project of ISRO, ECIL is India's preferred supplier of Antenna Products and SATCOM Systems for use on land, sea and air.

#### Security Systems and Solutions

ECIL is India's premier security systems integrator and solutions architect. ECIL has been producing world-class Radiation Detectors of state-of-the art technology that are deployed in CBRN based security Solutions.

#### IT, Telecom & e-Governance

"In addition to valuable contributions to Strategic sectors, ECIL is in the forefront of crafting technology solutions to rural India," said Mayya. Medical Vans equipped with latest digital X-ray and medical diagnostic equipments help to bring expert medical advice to villagers by facilitating on-line, satellite based voice, video and data. Mayya added, "ECIL has reaped the benefits of IT to the doorstep of farming community by installing Kiosk based Farmer Information Systems in several Agricultural Market Yards."



Y S Mayya, CMD, ECIL

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