

Deki...a bonsai



Deki Electronics is like a bonsai. Small yet complete.
Complete range of plastic film capacitors with a choice of technologies.

Every branch and twig shaped or eliminated until the chosen image is achieved.
Clear focus on quality and providing solutions.

The image maintained and improved by constant pruning and trimming.
Commitment to training and knowledge enhancement.



Deki at a Glance



Three decades & more

Established in 1984, in technical collaboration with Okaya Electric Industries, Japan

India's largest film capacitor manufacturer

3rd largest electronic component manufacturer

Annual Production Capacity of 1.2 billion pcs/annum

One stop shop

Full range of film capacitors, technologies, constructions, encapsulations, pitch size and dielectrics available

Committed team, Participative Management, Shared Ownership

600 + member team, low attrition rate

A team that learns together, delivers together, grows together

Ambitious prospects

Average Annual Growth in Turnover (last 10 years): 20%

DEKI ELECTRONICS Ltd

Strategic direction	Business enablers	Results (BBS)	Year 2016/17 initiatives
<p>Purpose</p> <ul style="list-style-type: none"> • Be a company that makes India proud 	<p>Leadership</p> <ul style="list-style-type: none"> • Lead the organization to achieve Rs. 123cr turnover during 2016/17 & double it by 2019/20 • Focus on delivering peace of mind to customers • Ensure safe ,clean ,happy and productive workplace. 	<p>Financials</p> <p>Measure and continuously improve</p> <ul style="list-style-type: none"> • Sales and EBITDA • Free Cash Flow(T-OE-delta Inventory) • Productivity (T/OE) • Growth in Profit (T-OE) <p>Customers</p> <p>Continually improve</p>	<p>Top "must do" actions</p> <ul style="list-style-type: none"> • Deliver EBITDA> 18% by focusing on the bottom line and product mix . • Productivity >1.4 by Dec 2016 • Achieve >Rs 123 cr sale in 2016/17 <p>Grow sales & market share</p> <ul style="list-style-type: none"> • Increase share of business with existing local Lighting and Industrial Customers and tap all new local Lighting and Industrial customers. • Make entry in Power Electronics by selling DC Link and Snubber capacitors. • Increase Exports by focusing on EU based customers • Explore Latin American market thru internships.
<p>Vision</p> <ul style="list-style-type: none"> • Be the global benchmark in electronic component manufacturing. 	<p>People</p> <ul style="list-style-type: none"> • Infuse entrepreneurial leadership amongst Key managers • Stimulate improvement in performance by rigorous training • Exploit the unlimited potential of each member of the team by empowerment 	<ul style="list-style-type: none"> • Market share lin the Indian market • Customer Satisfaction Score • Customer CLIP local & export • Customer Complaints • Regularly engage in PPM meetings with key customers. 	<p>Approvals</p> <ul style="list-style-type: none"> • IS/ISO 10002 by December 2016 • IS/ISO 50001 by March 2017 <p>Lower costs</p> <ul style="list-style-type: none"> • Create a culture of waste elimination • Improve OEE of bottleneck m/cs by using IOT • Reduce manpower by low cost automation and productivity improvement • Ensure manufacturing yields >97.5% and improve material yield by minimising waste • Reduce Cost of Non Quality by using 6 Sigma
<p>Mission</p> <ul style="list-style-type: none"> • Achieve > 50% mkt share of our existing segment by 2017/18. • Increase exports by >20% y-o-y • Achieve new product t/o >25% in 2016/17 and 2017/18 • To diversify into 2 other components and 1 new product by 2017/18 	<p>Values</p> <ul style="list-style-type: none"> • Delight customers • Deliver on commitments • Respect each other • Open and transparent working 	<p>Processes</p> <p>Measure and continuously improve</p> <ul style="list-style-type: none"> • Yield by minimising waste • Cpk of Critical Processes • Customer Satisfaction 	
<p>Strategy</p> <ul style="list-style-type: none"> • Become the lowest cost producer of good quality DC Film capacitors • Focus on exports • Innovate to develop new capacitors for emerging applications • Diversify to manufacture other other electronic components and/ or product • Increase productivity by using IOT • Increase RM inventory turns to 20 and FG to 30 turns by Dec 2016. • Use TOC to maximise profits. • Add value to our customers by sharing knowledge thru marketing communications and technical seminars. • Pursue excellence in quality and process by using 6 Sigma. • Practice sustainable agenda 	<p>Partnerships & resources</p> <ul style="list-style-type: none"> • Set clear priorities in investments & resources in line with strategy • Use JV route to extend our capabilities in technology, manufacturing and access to customers. • Build partnerships with machine/RM/ technology suppliers. 	<p>Competence</p> <p>Measure and continuously improve</p> <ul style="list-style-type: none"> • Manufacturing Excellence Score Card marks • ESS score • Recognise and protect IP • Training scores at critical processes. • Establish and enable achievement of career goals for HOD's 	
	<p>Processes</p> <ul style="list-style-type: none"> • Establish Process Stability by using 6 Sigma methodology • Use CSS and ESS to understand the needs of our customers'-both Internal and External. • Digitize key processes for better control 		

Diversification

Electronics design and manufacturing as core competence

B2B mainly

Retail, Security, Healthcare and Energy

SureSolutions

Electronic solutions for the retail industry

Energy

Power Electronics for e-mobility

I PEC - ChargeFlo, FulCharge, Parallel Drive Systems

Solar inverter energy efficiency optimizer

Power Roll- disruptive capacitive technology, energy storage

SureSolutions™

Efficiency...only better



SURECHECK®
advanced electronic security systems



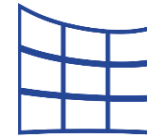
SURECOUNT®
advanced footfall information system



SUREACCESS™
advanced access control solutions



SUREDISPLAY™
smart, electronic price display system



SUREVISION™
hi-clarity tru-colour display systems



SURESECURE™
advanced wireless alarm system



SUREFRESH™
wet towel dispenser



iPEC drive systems

$C=1, R>G$

Collaboration

Co Ownership

Creative

Committed