Zen Tech to produce customised simulators

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Sees vast scope for scaling up

Hyderabad, January 29:

Zen Technologies Ltd is all set to build customised solutions for Indian and global clients, leveraging its two decades of expertise in developing simulators for the security and defence sectors.

"Be it a Paris-type terrorist attack or the 26/11 one in Mumbai or unmanned aerial vehicle simulators, we have the confidence to build training simulators, especially combat training centres (CTCs) for the security forces," said Ashok Atluri, Chairman and Managing Director of the Hyderabad-based listed company.

Product range

Zen Technologies, with a portfolio of 30 products, is ready to take both technological and financial risks to scale up. It recently tied up with Rockwell Collins of the US to provide key products to the Indian military.

The company sees immense scope for its technology, especially in view of the recent defence production policy initiatives of the Centre, which gives priority to indigenous technology development.

"We are well-positioned to take advantage of the policy," Atluri said.

Since Zen Technologies has been taking technological and financial risks, it has emerged as a developer for customers than merely undertaking contract production for the Defence Research and Development Organisation.

"We expect to pursue about ₹7,000 crore potential orders in the next five years," Atluri told *Business Line*.

The company has around ₹500-crore order book expected in the next 2-3 years. It is also probing export markets with customised solutions to West Asia and Europe. At present, it exports to a few African and South Asian nations.

Production facilities

At the company's facilities at Maheswaram on the outskirts of Hyderabad, development work is in full swing on aviation simulators with focus on developing a full mission Unmanned Aerial Vehicle Simulator and Anti-Aircraft Air Defence Simulator (3AD Sim), the first of their kinds in India. It also has an expanding facility in Solan, Himachal Pradesh.

In its core area of design and manufacture of training simulators, which help in artificially creating combat scenarios for the armed forces, police etc, Zen Technologies has been successful in the supply of over 400 simulators to various customers.

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