



Team of directors: (L-R) Avani Patel, Bhaskar Patel, and Saurabh Patel

Innovation without boundaries

Multispan Control Instruments P Ltd is a company involved in the development and production of process control instruments and electrical measurement devices since 1986. Products include PID temperature controllers, power and energy metres, protection relays, timers and counters as well as customised solutions for various industrial applications

Presently headed by young and dynamic management duo Saurabh Patel along with his wife Avani, as an owner-managed family business, Multispan Control Instruments Pvt Ltd employs about 350+ staff with 125+ domestic channel sales partner network in India plus product distribution in 25+ countries. With marked customer orientation, consistently high quality, and vast innovation capability, Multispan develops specific solutions for many industries and applications.

With thorough understanding of customer's needs at grassroot level in any industry, Multispan delivers performance oriented products for varied industrial automation needs considering Industry 4.0 for future scalability.

HISTORY

Multispan was set up way back in 1986 by one of the founder directors, Bhasker D Patel. With the advent of new product launches in the early 2000s, it became vital to expand premises to a 7500 sq ft facility. 2010 was an important year as the company again put up a grand vision of establishing consolidated premises with an in-house fully automated electronics assembly unit plus injection moulding setup for getting every assembly of its instruments in-house made with intricate attention to quality.

As a result of this, Multispan now operates in a 56,000 square feet area with dedicated in-house R&D team of software and hardware professionals along with a reliable laboratory to ensure regulation of compliant products for every country it distributes its products to.

PRESENT PREMISE

This 56,000+ square feet space has given Multispan a larger space for housing electronic assembly (fully integrated SMT Line), plastic enclosure manufacturing (in-house injection moulding), reliability laboratory, testing, and quality control. With administration, sales, marketing, and human resources departments also located in the same building, everyone is accessible under a single roof.



PRODUCTS

Multispan offers process control instruments, PID temperature controllers, protection relay, jumbo displays, programmable timers and counters, and power and energy metres. Explaining what they do in lay person lingo, Saurabh says, "We basically manufacture instruments along with electrical products which measure elements like pressure, temperature, and flow apart from electrical parameters that help an operator monitor to analyse energy usage at critical loads. One may get this data to cloud/computer/internal system to be able to monitor and analyse process trends and take preventive actions with software applications on their devices. We do this with the best possible resources and performance."

APPLICATIONS

Multispan products are deployed in pharmaceutical applications, electrical panels, plastic industries, food processing, and textile industry to name a few.

INSPIRING EDGE

While other companies focus on the market and funds, one of the director Avani who looks after people resources firmly believes, "For us, both—our team as well as our customers—are a priority for us because we believe that a happy team can make a happy customer." Perhaps, it's this innovative thinking process that accounts for the phenomenal success of Multispan.

HR FOCUS

Multispan started full-fledged operations at their new premise in 2015 and it was in 2016 that Saurabh's 'better half', Avani, took up the reins of the HR Department and brought about a positive transformation in the entire





work culture. While she handles HR and Operations, Saurabh stays closer to the pulse of the market for the development of next generation devices in automation.

APPROACH

What sets apart Multispan is the unique approach of Saurabh. He says, “Multispan was my first industrial experience with SME and MSME customers, so I started with service and field sales. We follow a market-based approach. Rather than simply designing something and selling it in the market, we started with first understanding the requirement of the customer and then developing the product that he/she wanted. My take is that, as a machinery manufacturer, our product enables a customer to innovate and that is how we are different.”

MISSION AND VISION

As far as Multispan’s mission is concerned, the company’s 350+ strong work force relentlessly puts effort to provide performance industrial automation products that makes a difference in every industry.

Its vision is to help every customer with its innovation to come under the Industry 4.0 ecosystem for smart factory solutions.

Multispan focuses on delivering innovative products for the customer, products which enable their customers to implement some meaningful change. Elaborating on this, Saurabh shares, “We were surprised to see an application of our products which we had never imagined. We saw air-conditioners at the airport which had incorporated our product as controllers to combat the spread of SARS-CoV-2 and other harmful microbes in enclosed spaces. We were overwhelmed to see how innovatively our product was used.”

So, in a nutshell, their mission is ‘to make life safer

and make economic sense for society through automation’ and the vision comprises of ‘being numero uno in the automation segment across the world.’

PANDEMIC IMPACT

Multispan faced challenges for a couple of quarters with regards to sales, distribution, and procuring raw material during the pandemic; but they overcame these challenges by shifting their focus to the global market as well along with successfully working for their very own Indian market. In the ‘new normal’, their products were going into manufacturing sanitizer cabins. On the positive side, due to the disruption of the supply chain, companies abroad, who were buying from China and Turkey, now started looking at India to meet their production needs which hugely benefitted Indian manufacturers. Saurabh says with a smile, “The pandemic made us step out of our comfort zone as till date, we were supplying mostly to Indian clients. Now we are ready to step outside India on a full-fledged basis.”

AHEAD OF THE CURVE

In a market where ‘time is money’, what makes Multispan stay ahead of the curve is their shorter delivery timelines. Moreover, their affinity with their customers ensures that product changes like customisation and modification are also done within a specified timeline and according to customer’s requirements. Their USP is their excellent after-sales support and being able to provide user-friendly devices

GLOBAL FOOTPRINTS

Besides India, Multispan sends its products to clients across America and Oceania (Australia and Mexico), Africa (Egypt, Kenya, Nigeria, Tunisia, and Uganda), and Asia (Bahrain, Bangladesh, Indonesia, Iraq, Kuwait, Malaysia, Maldives, Myanmar, Nepal, Oman, Qatar, Saudi Arabia, Singapore, UAE, and Vietnam)



to their customers and helping them to innovate. This is where their in-house production and R&D facilities play a vital role.

CHALLENGES

Post the pandemic, due to lack of availability of raw materials and the six-ten months' delay in delivery, fearing scarcity, Multispan had to overstock raw material; and they ended up pouring their entire liquidity into this

Success Mantra

"Follow your passion..." is the unanimous chime from the management duo

stock. The staff too had to be overworked although they were compensated for the same.

Brain drain is a major bottleneck which Multispan is facing as they are finding it extremely challenging to recruit and retain talented youth with a large chunk of Indian youth migrating abroad. Sharing their recruitment woes, the couple says, "One of the major challenges we face is finding skilled professionals because as per the current trend, the youth is more inclined towards shifting abroad. While we are definitely not against it, we still believe that there's a lot to give and get in India. Then why not use your knowledge and talent here?"

Avani strongly feels, "What is attracting our youth abroad is lucrative wages and a good lifestyle, but today India is also fast emerging as an economy to reckon with and if our youth stays back here and are ready to work hard then I am sure they can attain the same standard of living here which they aspire for in abroad."

FUTURE PLANS

Saurabh aspires, "Facilitate availability of data (technical parameters of the industries like pressure, temperature, etc.) at the fingertip of our customers / end operators, that is, on gadgets like smartphones, tablets, etc. This enables them to access the same even when they are on the move. We need to link this to AI inputs as mishaps / calamities can be then stalled as the customer could get a warning alarm on his /her device."

CONTRIBUTION TOWARDS THE INDUSTRIAL GROWTH OF GUJARAT

Avani opines, "Many MNCs and conglomerates are setting-up operations in Gujarat, but the economic policies also are conducive to doing business. I feel Gujarat can still contribute more towards strengthening the economy of our country."

Saurabh is of the opinion that the products of Multispan contribute significantly towards automation. Elaborating on this, he shares, "Automation basically means producing something in higher quantity. Let's take the example of processing machines in the textile, pharmaceutical, and food processing (ice cream and *chapatti* making machines) sector. These are all automated, enabling them to produce more output per hour. These machines are enabled by the products that we manufacture."

BREAKTHROUGH MOMENT

Sharing their wow moments, Saurabh says, "Buying a new land back in those times, which was eight times bigger, and establishing a fully automated line of



production and other functionalities feel like a great achievement now. I hope that our hard work, by god's grace, will lead us to much more big achievements."

COUNSEL FOR BUDDING ENTREPRENEURS

The Success Couple has a sound advice for new generation of entrepreneurs. Avani, with her people-oriented approach, says, "A budding entrepreneur can never do anything alone. So having a team of good people is extremely important because going forward, they will take care of the rest which is required."

While Saurabh cautions, "Simply have a passion for whatever you are doing and be rest assured that everything else will be taken care of."

With their focus on providing user-friendly accurate solutions in a way which makes a meaningful difference for every industry, Multispan Control Instruments Pvt Ltd is on the path of success.

