

AEM tracking devices to the rescue

Applied Electro Magnetic is helping fleet owners monitor vehicle movement and industry with its automated production monitoring system, says **P Tharyan**.



Tracking devices made for various OEMs.

Tracker made for Tata's Novus range (below).



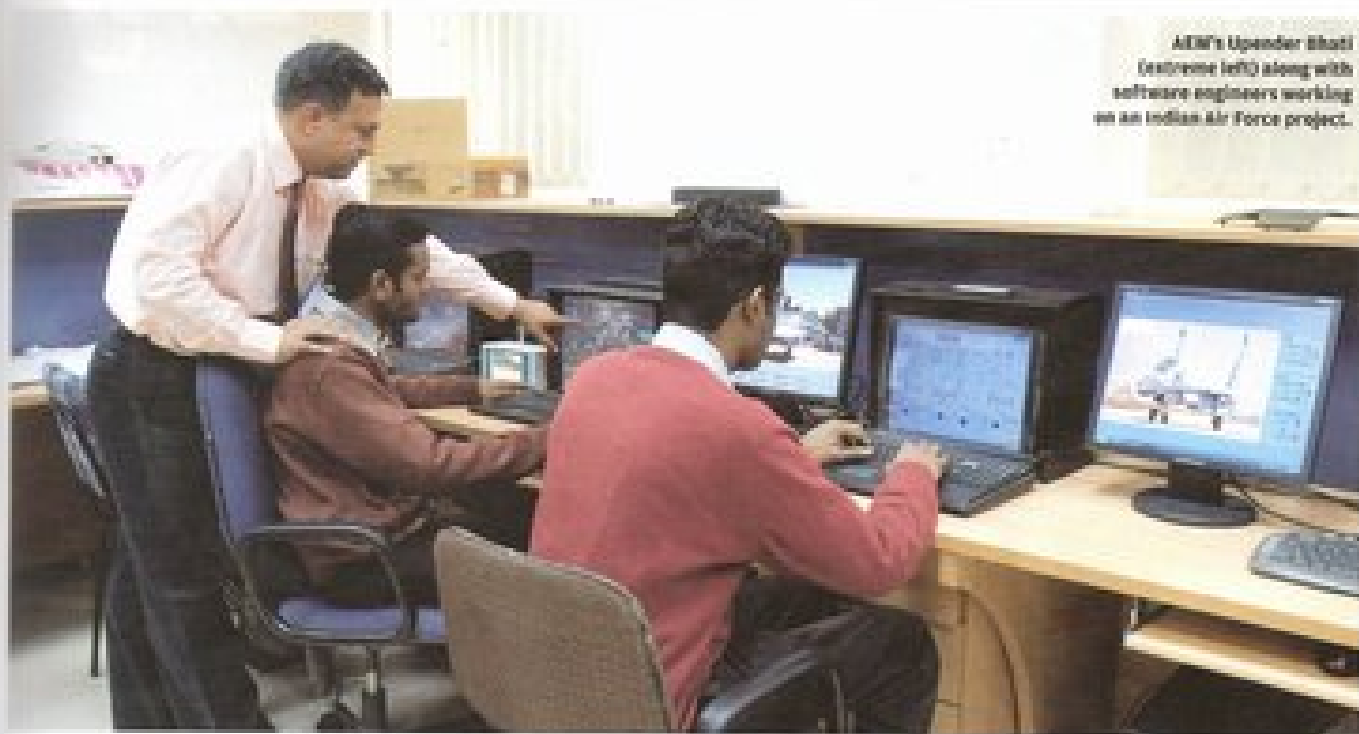
Consider these different scenarios. A truck belonging to a fast-moving consumer goods company is carrying perishable products from the factory to its destination several hundred miles away. Somewhere en route the driver switches off the air conditioner in his refrigerated truck to save diesel. Doing this for even a short while can lead to reduced shelf life of the goods being transported. In another situation a carmaker is awaiting its daily quota of raw materials from different corners of the country. A truck carrying the raw material is delayed because of an incident.

In both these cases a modern vehicle tracking

unit can be tremendously helpful. This is precisely what the Rs 45 crore Noida-based company Applied Electro Magnetics Pvt Ltd (AEM) manufactures. Its product range includes data communication devices, digital voice communication, digital signal processors, micro controllers, telemetry systems, embedded computers, defence electronics as well as customised industrial controllers and simulators.

According to Upender Nishad, head of business development, "We are a 30-year-old company that primarily works with the defence sector. Our vehicle tracking systems which are part of our telematics business, supplies Tata Motors for its Novus range





AEM's Upender Bhatti (extreme left) along with software engineers working on an Indian Air Force project.

of trucks. We also supply DACO MobiApps."

Automotive focus

AEM operates in two segments within the automotive area. One is the vehicle tracking units and the other is an automotive production monitoring system. The latter involves networking the machines to a central server. According to Bhatti, "the management can use our automotive production monitoring system to know the actual production going on at any point of time. We take the codes

from the production logic-control (PLC) and figure out the production pattern."

"Also when a machine stops suddenly, our system tells managers whether it is due to a breakdown, an intentional switch-off, or because a particular tool is being changed. AEM currently offers such services to Sona Koyo, Jay Bharat Maruti, Asahi Glass, Church Auto and Tata Motors."

Explaining the benefits of his system, Bhatti said, "Sona Koyo had to wait for three days for getting data from their machines. With

AEM's products for the automotive industry include vehicle tracking devices and an automated production monitoring system.

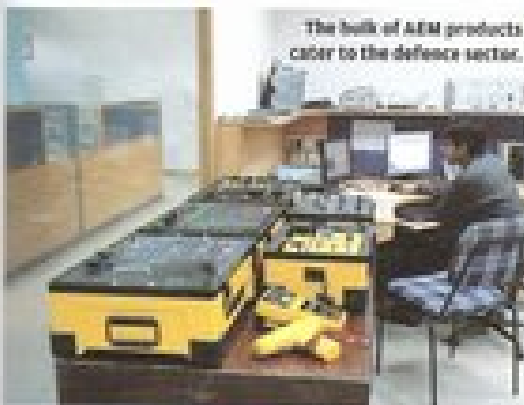
our system they can get it in three minutes".

"We need to understand the machine and the production pattern. Then it takes around a week to determine the requirements of the customer and a further six weeks to deliver the first prototype," he adds.

As for vehicle tracking systems, Bhatti claims that though these are essentially communication devices, AEM has incorporated advancements within them. Depending on the customer, AEM makes different versions. Its custom-

ers include Tata Motors for its Novus range of trucks, ONG - a Gurgaon-based mapping company, and DACO MobiApps. It has also recently tied up with Ashok Leyland and Eicher. With facilities in Himachal Pradesh and Noida, AEM makes around 5000 units a month and caters mainly to OEMs.

"We are outsourcing all our manufacturing. Around 15 percent of our revenues come from the automobile segment, which should double in the next three to four years," Bhatti says confidently. ■



The bulk of AEM products cater to the defence sector.

30 SECONDS ON... APMS

The automated production monitoring system (APMS) provides for monitoring of various assembly lines of a shopfloor in an automated manner. The APMS logs the production of each assembly line on a real-time basis. The line down time along with the specific reasons is also logged.



Various other parameters such as rejection, rework and manpower efficiency are also

logged. The APMS consists of a machine networking unit and a data logger. The benefits include elimination of human error in noting down production units, on-line real time production updates, automated counting of items produced, line rejection being captured, and ability to capture manpower efficiency.