



**INNOVATE**  
Engineering Products

# COMPANY PROFILE

*Engineering  
Innovation!*

Enriching Skill and Product Supply

*The more we give importance to skill development, the more competent we will be...*



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# About Us

IEP imparts quality skill training in various development boards and its associated software which led to focusing on the students' participation in various technical competitions at National and International levels. IEP plays a significant role in the global dynamics of research, product development, and higher learning in technology. Apart from the skill training, we are a recognized components supplier across INDIA.

**Innovate Engineering Products (IEP), is one of the leading merchants of Active & Passive Components, All types of Sensors, Wireless Modules, Robotics Products, Development Boards, PLC, HMI, Modems, Wires, cables, tools and accessories, etc., These products are procured from trusted vendors and are provided using the latest facilities. Our products are made maintaining the credibility of the international standards and are availed at market leading prices.**

## **Why IEP ?**

**We have a team of knowledgeable and proficient technical trainers, backed by a group of administrative staff all over the country. We are one of the authorized training partners of various colleges and schools. IEP path is in accordance by aligning with the initiative of the Ministry of Skill Development and Entrepreneurship, Govt of India, to make India the skill capital of the world with the advent of the Government of India Skill Development Policy.**



# Guiding Philosophy

We are committed to creating a strong and continuous improvement in students' technical skill building with any organization associated. We create a smart partnership with the organization to fully understand the strategy, goals, needs, objectives, and culture. Following that, the organization's needs will be studied and a tailor-made program will be designed for the same. The core aim of the training is to build and sustain the skills and behaviors that, Students may able to improve their skills which led to success in their careers are Critical Thinking and Problem Solving, Collaboration across Networks and Leading by Influence, Agility, and Adaptability, Entrepreneurship development, Effective Oral, and verbal Communication, analyzing Information gathered, and Imagination.

# The Team



**Ms. Radhika V**  
Managing Director



**Dr. Rajesh Tirupathi**  
Technical Lead



**Mr. Kalimuthu M**  
Project Manager



# Vision

To be a unique Training & Skill Development Centre and Create customized innovative products using cutting-edge technology in the field of Electronics, Robotics, Computer programming, and Automation.

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# Mission

To make an inexpensive and effective skill-building environment for students to attain valuable skills that benefits them in their quest to become working professionals and aid them in achieving a new career.

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# Objectives

▶ To perform as a centre for sharing technical information, guidance, and facilitation for the students' community

▶ To share knowledge and appropriate skill practices through recognized systems of training, testing, and certification to validate competency levels in the field of Electronics, Robotics, Computer programming, and Automation

▶ To educate the students to make innovative, cost-effective engineering products to address the future needs

# Our Services

- Skill Training
- Foundation Programs
- Project Guidance
- Ph.D. Assistance
- Publication Support
- Lab Establishment
- Consultancy Work
- Handling Company Projects
- Product Development
- Components Distributor



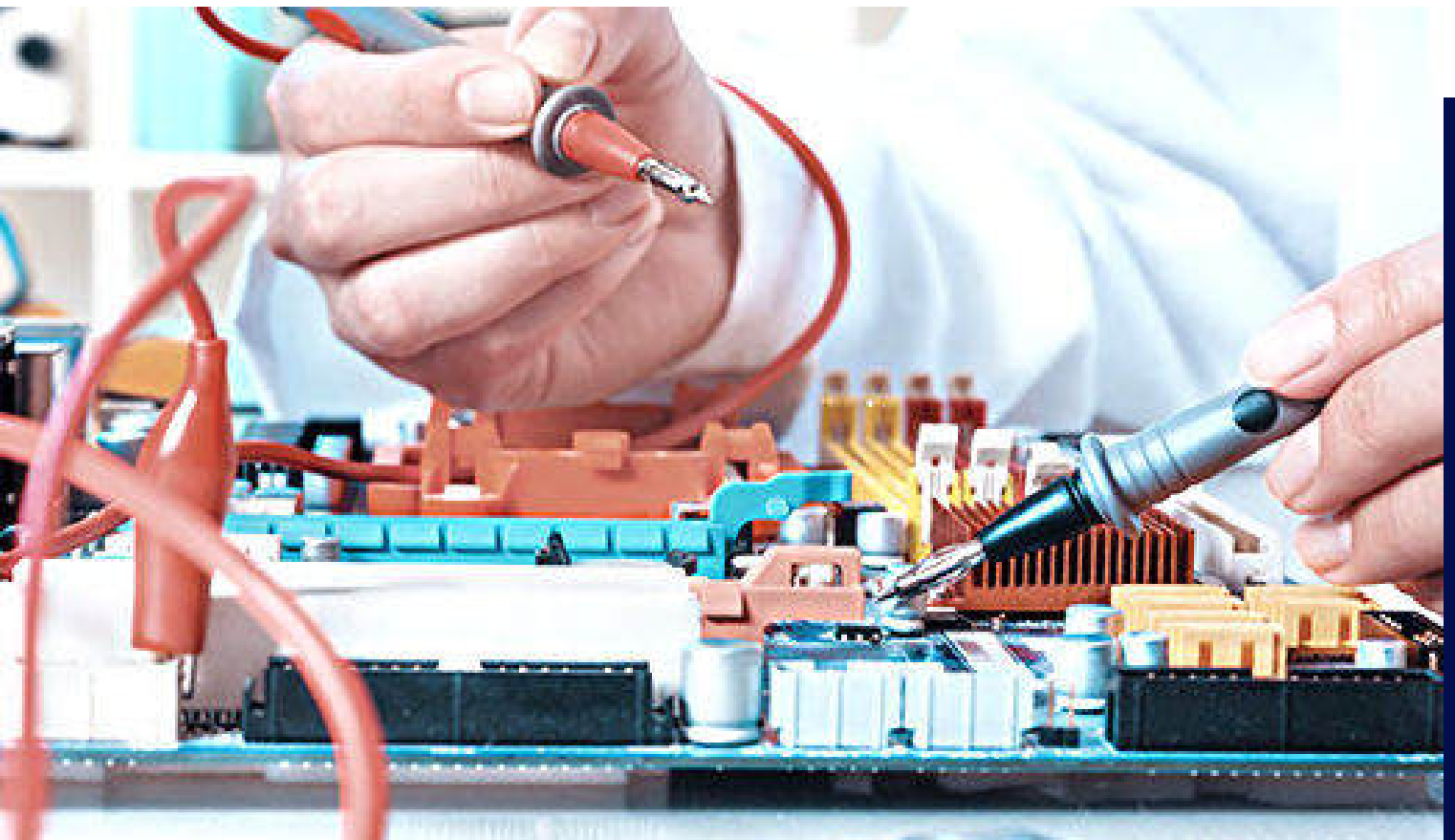


# WORKSHOPS & INTERNSHIP TRAINING

- **Analog and Digital Electronic Circuit Design**  
(Proteus/ Multisim/ Tinkercad)
- **Signal and Image Processing**  
(MATLAB/ LabVIEW)
- **Embedded System Design**  
(Arduino/ PIC/ ARM)
- **Raspberry Pi Master Class**
- **IoT and Cloud Computing**  
(ESP8266/ Node MCU/ Nano 33/ CC3200)
- **Industry 4.0**
- **App Development**  
(Android Studio/ MI App Inventor)
- **Machine Learning and Deep Learning**  
(MATLAB/ Jupiter/ Google Colab/ Python)
- **Factory Automation**  
(PLC/ HMI/ SCADA)

# ELECTRONICS SKILL

Electronics offers the chance to produce new innovations and developments in, robotics, computing hardware, and power and electrical equipment.using a mix of science and maths, along with engineering techniques, to design, produce, install and maintain telecommunications systems





# EMBEDDED SYSTEMS SKILL

Embedded systems are in thousands of products, and skilled embedded engineers are in high demand. They use this knowledge to integrate the hardware and software into an embedded system. The goal is to ensure the overall system and product work well with RTOS and other programming tools.



# MOBILE ROBOTICS



The mobile robotics skills involve logic, microprocessors, and computer programming and prepare specifications for the robot's capabilities

- Robots play an increasing role in our lives and places of work in areas as diverse as manufacturing, agriculture, aerospace, mining, and medicine.
- Mobile robots begin with a design and then a prototype which must be programmed and tested to make sure it offers a high and consistent level of performance.



# INDUSTRIAL AUTOMATION

Industrial automation is the control of machinery and processes used in various industries by autonomous systems through the use of technologies like robotics and computer software. Fundamental motivations for implementing industrial automation are:

- Increase production
- Reducing cost, especially, human-related cost
- Improving the quality of the product
- Efficient use of raw materials
- Reduce energy consumption
- Increase business profits





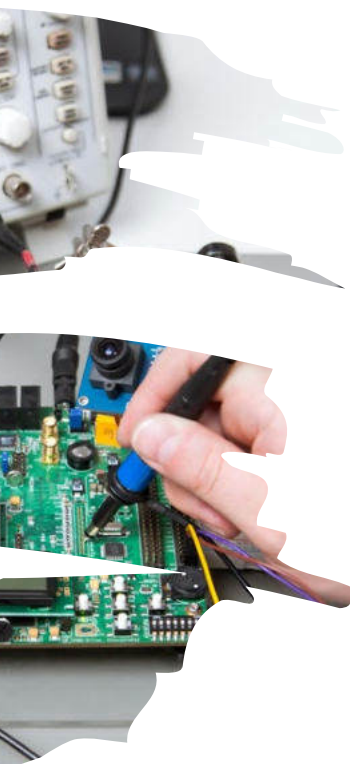
# RESEARCH GUIDANCE

- Research Proposal
- Research Consultation
- Patent
- Research Paper and Content Writing
- Journal Publication Services
  - SCI Index
  - SCOPUS Index
  - Web of Science
  - UGC Approved Journal





# SPECIALIZED LAB ESTABLISHMENT



## WHAT WE DO?

- Pilot Plant Installation
- Erection and Commissioning
- Linear & Non-linear Process Pilot Plant
- NI LABVIEW DAQ-based Process Plant
- IIoT Implementation
- Electrical Machine and Drives Lab
- Integrated Electronics with LABVIEW & IoT
- Embedded System Design Lab
- Robotics & Automation Lab
- BioMedical Instrumentation Lab



# CONSULTANCY WORK

- Problem Identification
- Ideas and Solutions
- Proof of Concept Preparation
- Prototype Making
- Systems & Services
- Resource Person Setup
- Product Development
- Testing and Validation

# Companies we deal with..



micro:bit



RONGTA



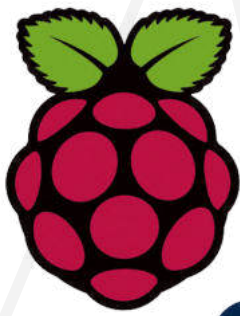
ARDUINO



DELTA



seeed studio  
The IoT Hardware Enabler



SIEMENS

OMRON



life.augmented



BONENS



spectrasymbol

SAIER®



A company of SIM Tech

intel®



freescale™  
semiconductor

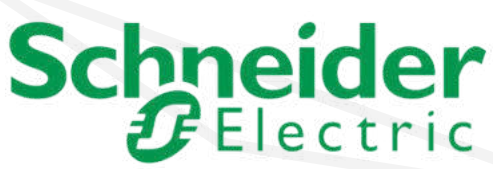


POWER TO PERFORM



MAXINE  
AUTOMATION

Life Is On



WAVESHARE  
share awesome hardware

# Products Overview

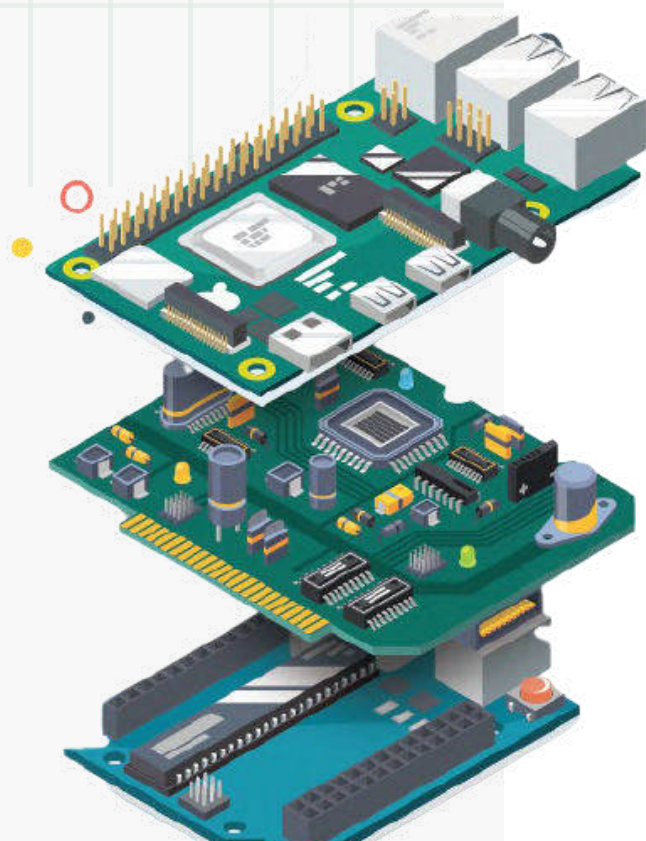
## A brief story about IEP Products

Over the past, we've designed and developed products for clients across various industries, sold over lakh of electrical & electronics components for handling training sessions & workshops to education institutes & industries, and guided projects for multi-domain analysis.



## Embedded Computers, Education & Maker Board

- Development Boards, Evaluation Tools
- Semiconductors - ICs
- Automation & Process Control
- Sensors & Transducers
- Switches & Relays
- Wireless Modules & Adaptors
- Batteries & Chargers
- Optoelectronics & Displays
- Passive Components
- Crystals & Oscillators
- Test & Measurement
- Transformers
- Connectors
- Tools & Production Supplies
- Cable, Wire & Cable Assemblies





# Product Development Timeline



## Stage 1

### Research and Planning

Product planning involves all of the internally focused decisions, steps, and tasks necessary to develop a successful product.

## Stage 2

### Promotion and Activation

A set of steps and actions to take in order to incite your customers to move on to the next stages of their lifecycle as efficiently as possible.

## Stage 3

### Monitoring and Evaluation

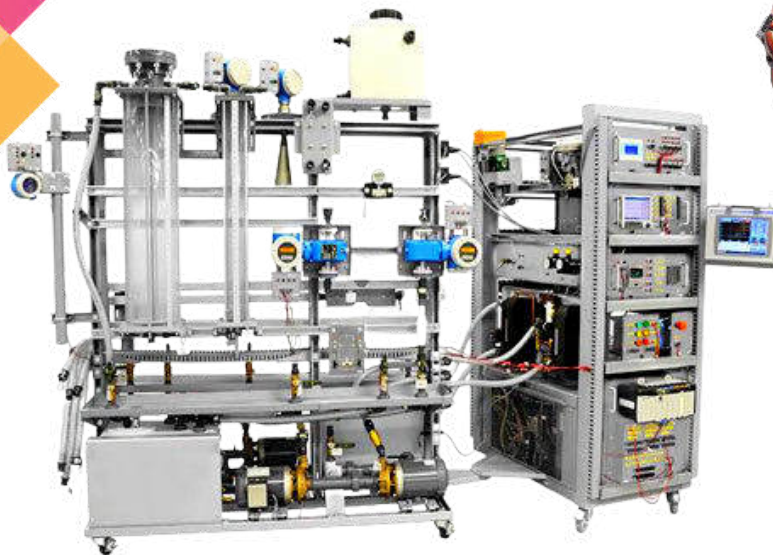
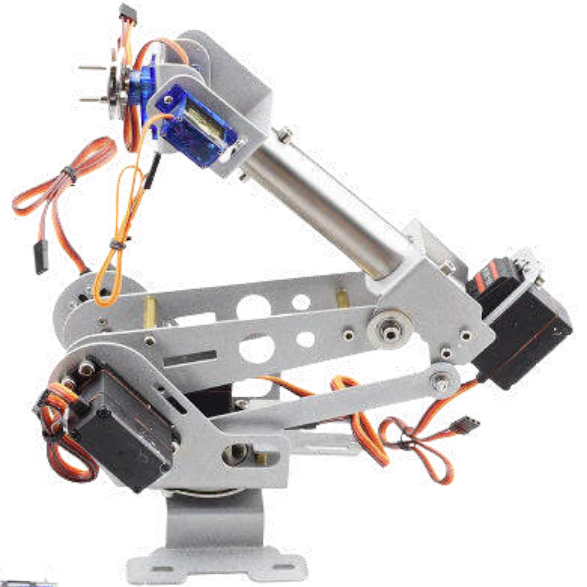
Monitoring takes place when a program is implemented, and evaluation at the end of a project.

## Stage 4

### Developing New Product

Describe the products development timeline phase by phase in detail and effective.

# Our Deliverables



- Pilot Plant
- Monitoring Stations
- Conveyor System
- Covid Disinfectant Box
- Thermoelectric coolers
- Robotic Kits
- All the laboratory equipments

# 4P's Marketing

## Table we follow

### PROMOTION

- Online Marketing
- Influencer
- Direct Marketing
- Advertising
- Endorsing

### PLACE

- Market Coverage
- Market Exposure
- Channels
- Inventory
- Supply Chain

### PRODUCT

- Quality
- Features
- Branding
- Equity
- Warranties

### PRICE

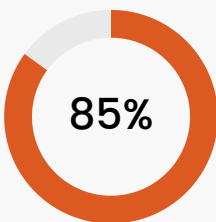
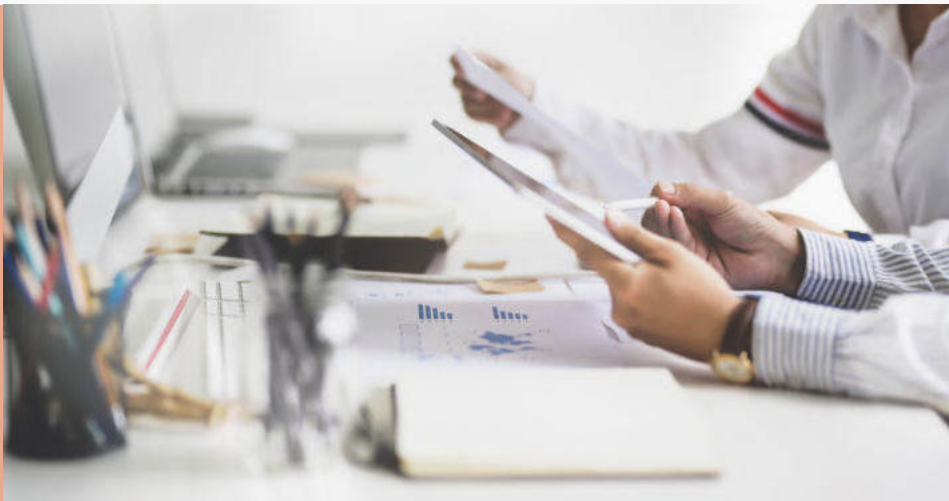
- Discounts
- Allowance
- Payments Term





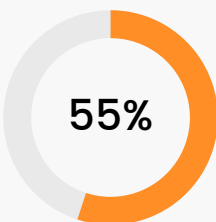


# Market Targeting



## Educational Institutions

An educational institution is a place where people of different ages gain an education, including preschools, childcare, primary-elementary schools, secondary-high schools, and universities. They provide a large variety of learning environments and learning spaces



## Industries

Startups are companies or ventures that are focused on a single product or service that the founders want to bring to market. These companies typically don't have a fully developed business model and, more crucially, lack adequate capital to move onto the next phase of business

# Company Traction

Traction is a period where the company is feeling momentum during its development period. If traction momentum is not harnessed, sales figures can decline and the customer base can shrink. In general, companies will judge success by the amount of revenue and new customers they receive.

**Product Sales**  
**+75%**

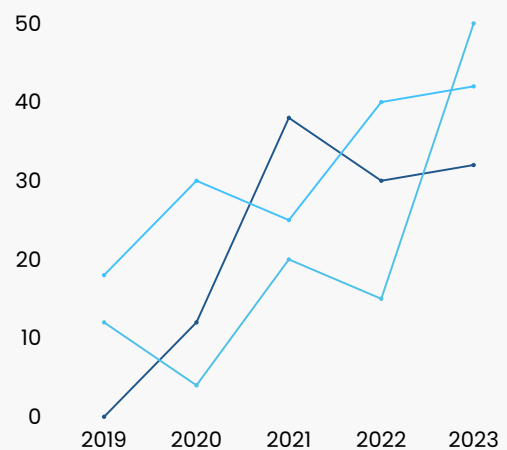
Product sales is an act of selling a product or service in return of money or compensation or service.. The number of products sold in a given time period helps in determining the product sales.

**Skill Training**  
**+63%**

Skill training is a career-orientated method of teaching workplace skills. It is aimed at providing personalized, hands-on training to equip them with the competencies.

**Others**  
**+32%**

Other activities like lab establishment, consultancy work, resource person network building,, product proposals and solutions also given for the time period for determination.

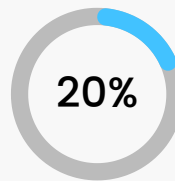
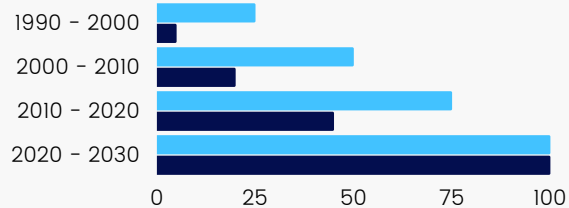


# Performance Overview

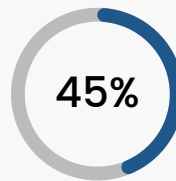
## Overview

Provided a statistics explanation of the general profile of the products we have and training provided. Arranged the information about our IEP performance in a systematic and fact-based manner. Also expressed about our success stories in skill training imparts and product development that done lately.

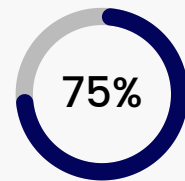
Skill set among the students



2019-20



2020-21



2021-22



Customer Satisfaction  
100%

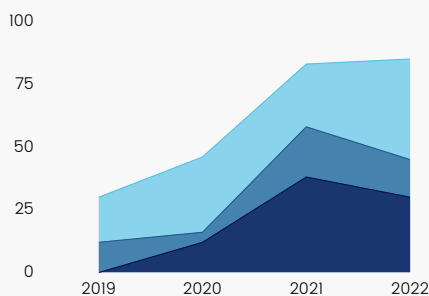


Gross Projection  
₹ 2.5 Cr.

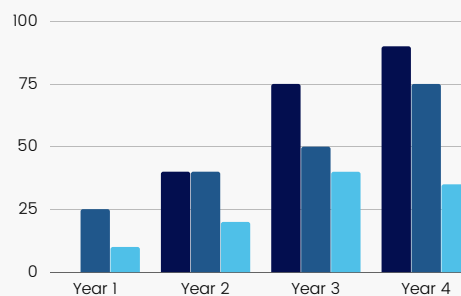


# Performance Dashboard

Products Trade by Year:



Sales Developing by Quarter:



Value Average:

**12 Lakhs**

**4 : 6**

Product sales Vs Skill Training Ratio



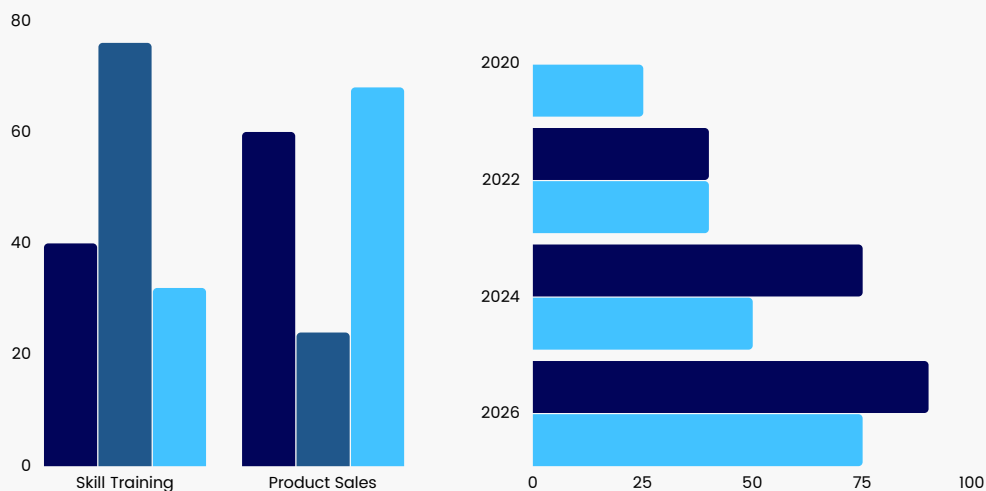
Customer Loyalty Percentage Level

**96%**

Branding Exposure Effectivity Level

**92%**

# Business Model



Described how to monetize, who your customers are, distribution channels, or fee structure. The goal is to get an idea of how this business will survive your product or service and tell how your company will make money and achieve its goals.

**Yearly Developing**

**67% - 82%**

**The Ratio**

**1:4 - 1:3**

# Our Supporting Team



**Mr. Shabarinath Premal**

CEO & Founder  
ResPro Labs, Chennai



**Dr. Venkatasubramanian.K**

Postdoctoral Associate  
London, Ontario



**Dr. Bhargava Rajaram**

Mahindra University, HYD  
Ph.D. in Scotland, UK



**Mr. Syed Ali**

CEO & Founder  
Maxine Automation, Coimbatore



**Ms. Vaishnavi Pandiyan**

CEO & Founder  
Towards Technology, Trichy

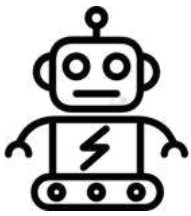


**Er.C.Anand**

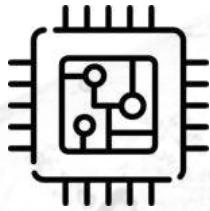
Lead-Gas Turbine Engineer  
Caterpillar, Chennai



# Types of Events/Workshops/ STTP handled by IEP



Robotics



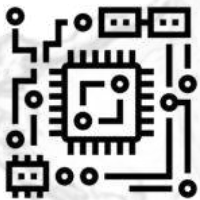
Embedded



Machine Learning/ AI



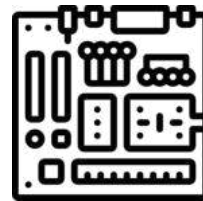
IoT



VLSI



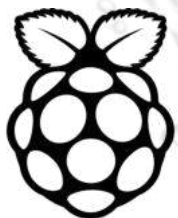
Image Processing



Electronics



APP Development



Raspberry Pi



Android



Web Development



Arduino





## Because, we're here to enrich our education

Focused on creating additional opportunities for children and young people to take part in a wide range of high-quality learning activities, both inside and outside of the classroom



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GSTIN: 33BULPR6278K1ZV



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