

Samtel Display Systems – Fast facts

- Joint ventures and MoUs with Thales, Airbus, Honeywell, Lockheed Martin and Boeing and Indian Government defence organisations, the Defence Research and Development Organisation (DRDO) and Hindustan Aerospace Limited (HAL)
- The joint venture with HAL is the only such Public Private Partnership in the aerospace segment
- Aims to grow from \$20 million to \$130 million in the next 5 years, through expansion into system integration, testing and installation support of LRUs like Radars, Mission Computers, Electronic Warfare, IADS (Integrated Architecture Display Systems) and MRO (Maintenance, Repair, Overhaul).
- International ventures began with the acquisition of Thales Germany in 2001, followed by a joint venture with Thales in 2008
- SDS offers same-quality products at a 20-30% reduced cost against its international competitors. For example, JV with Thales sees an indigenised version of the Thales HMD, with the same quality and functionality, produced at about 20% less cost
- Can indigenise overseas technologies to suit client requirements while minimizing cost
- Won the Frost and Sullivan award ‘Hot Investment Opportunity’ 2009 – first Indian aerospace firm to win in the aerospace category
- The only Indian company to manufacture cockpit displays for the Airbus family.
- Chosen supplier of Cathode Ray Tubes for their EFIS40 Electronic Flight Instrument System of Honeywell. This segment was previously monopolized by Sony.
- Is also now the world’s only supplier of avionics glass, a critical component for all displays. Other suppliers across the world have discontinued this business.
- Plans to open US sales office in California on February 1, 2010, headed by a former Rockwell Collins associate
- Strong presence at international airshows such as Paris and Farnborough air shows, representative of their designs for the international market. One of the very few Indian companies to do so.
- SDS is operating with **SAE/AS 9100 Rev-B** quality system standard. This standard encompasses ISO 9001:2000 and is specifically meant for the avionics industry.

- SDS Multi Functional Displays have received all necessary clearances and are currently flying on the Su30MKI fleet manufactured by HAL- the first time the MFDs are being built indigenously