Polaad: Strengthening the foundations of a self reliant tomorrow!

In today's world of highly competitive and ever changing market trends, Polaad stands tall with the trust and confidence of millions of its satisfied customers. Polaad is the flagship brand of Bhagyalaxmi Rolling Mills Pvt. Ltd., based out of Jalna in Maharashtra.

A brain child of a group of young, passionate and highly motivated entrepreneurs, Polaad has constantly evolved and adapted to the latest trends and requirements of the Steel Industry ensuring self reliance to everybody associated in every possible way.

Adapting the latest technology, fostering innovation, motivating young engineers to innovate and quick decision making has led Polaad to be one of the most preferred steel bar manufacturers in the country.

Apart from a down to earth and ethical approach, the success of team Polaad is also because of its continuous technological innovations. Polaad today has a state of the art machinery set up sourced only from Indian manufacturers in accordance

Birds Eye View of Polaad's Manufacturing Setup

Polaad TMT Bars in Coil Form

State-of-the-Art, Made in India, Manufacturing Process

to its vision of encouraging self reliance. It has one of the biggest raw material processing unit, enabling non stop production. It is one of the few companies manufacturing TMT bars in coil form from 6mm to 14 mm and 8mm to 32mm in straight lengths. It has an expansive air pollution control unit ensuring clean air to everybody. Most of the water required for production is collected from rain water harvesting.

The journey started with a billet manufacturing unit in 2005, and today team Polaad is driven by 4000 plus team members, a huge and loyal team of dedicated dealers across the country and an impeccable repute of excellent and high quality products in India and 6 countries across the globe.

Along with these benchmarks, team Polaad is constantly involved in enriching the society with its social initiatives like huge blood donation camps, tree plantation drives, supporting farmers right from provision of land to raw material, timely support to the needy, etc.

Recently team Polaad set up an oxygen manufacturing plant in just 18 days to help the patients suffering from covid totally free of cost.

The company aims to reach out more in all aspects ensuring that the country's future in driven by capable individuals and an enriched society to achieve the dream of Atma Nirbhar India.

'Shreeyash', one of the leading indigenous innovations in critical healthcare sector is true example of Atmanirbhar bharat
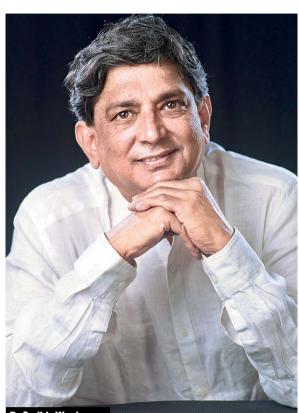
We all are aware that the aim of Atmanirbhar Bharat Abhiyan is to make the country independent and self-reliant in all senses. We are witnessing a fantastic response to this initiative in these testing times. Shreeyash Electro Medicals is one such classic example. It is into manufacturing of life saving devices since last 30 years in Pune. Shreeyash was one of the first companies in India to manufacture a Neonatal & Pediatric ventilator followed by making a High Frequency Oscillatory Ventilator. Shreeyash also manufactured a fully Automatic Human Milk Pasteurizer for which they enjoy a Patent.

During the pandemic, there was a huge shortage of ventilators due to increased demand across the globe. There was a ban on export of ventilators from European and American continents. "It is the great idea that gives birth to an innovation, not necessarily higher educational degrees," says Dr. Sudhir, owner of Shreeyash Electro Medicals, whose indigenously developed ventilator has helped Bharat to be Atmanirbhar!

In June 2020, Dr Sudhir participated in the 'Innovate2BeatCOVID Grand Challenge' initiated by

Dr Sudhir Waghmare

Marico Innovation Foundation, in response to the COVID-19 pandemic for combating the short supply of ventilators to aid the medical fraternity. It was an open challenge to manufacturers across India to produce a state of the art ventilator which could make India Atmanirbhar. Dr. Sudhir participated in this 'Innovate2BeatCOVID Grand Challenge' & after a lot of technical & clinical evaluation of the ventilator, it was chosen as one of the best Ventilator in India. For his innovation, MIF awarded him a grant to enhance ventilator production.

This Ventilator developed by Dr. Sudhir is at par with any imported make of the Ventilator. Imported ventilator costs around INR 12 to 14 lacs, but Dr. Sudhir's Ventilator cost 70 % less! Features like auto mode in Invasive & Non- Invasive Ventilation ensures absolute safety of patients. BiPAP, HFNC & CPAP with Pressure Support mode with apnea ventilation is a boon for the weaning patients. Clinicians can treat any type of lung disease with this ventilator. It is being used as a regular ICU Ventilator in most hospitals. It operates on Compressed Air & Oxygen supply. It has received many national and international certifications, including one from the Central Drugs Control Organization.

TATA Hospitals Jamshedpur in their letter of appreciation says "We have been using these ventilators at our hospital. The Built quality of these ventilators are very good. We appreciate the quality of product and customer support rendered to us during the crucial time of COVID 19." With each innovation, Dr. Sudhir is taking a step towards truly revolutionizing healthcare technology in India and bridging the gap of access to quality medical care.

Adult and Paediatric Ventilator

ESDS : The Digital Transformation Catalyst !

Digital India is a flagship programme of the government of India with a vision to transform India into a digitally empowered society and knowldge economy. When talking about digital, we can think of discovering new frontiers and using innovation and technologies to push your business. It's about finding new possibilities of an existing service in order to design and deliver a better experience for your customer. Amoungst the few pioneering this digital transformation, ESDS is one of the leading names in the industry. Born with a global mindset, ESDS began its operations from the Tier 2 city of Nashik (India) in 2005 and presently has its footprint in 19 nations across APAC, Europe, Middle East, Americas and Africa. ESDS acts as a catalyst of digital transformation in the modern outcome based economy by enabling organizations to embrace advanced technologies. While the discussion with Founder, CMD & CEO of ESDS Software Solution Pvt. Ltd., Piyush Somani shares his thoughts and vision on this :

The role of IT has become more significant, as an effect of the global Pandemic. What is the experience of ESDS?

I would like to answer this question with one simple analogy; We saw 1 ½ IPL being played during the pandemic, and who all sponsored the IPL? Did the IPL make less money during the pandemic or more money even without the audience sitting in the stadium? Just compare the sponsorers for IPL 2019 and sponsorers for IPL 2021; how can there be such a huge transformation in just 2 years?

Each and every sponsorer of the incomplete IPL of 2021 is a Digital company or a Tech-enabled platform. We missed seeing non-tech companies sponsoring IPL this time. This pandemic has probably done the same thing with many businesses. Those who have agreed to digitally transform are seeing the light at the other end of the tunnel; those who do not wish to change will end up in an infinite tunnel. We may never come to know what happened to them and where did they go wrong.

Over the period, ESDS has emerged successfully as a digital transformation catalyst. How do you look at your role from this perspective on the IT Horizon of India?

Today ESDS is riding India's digital wave, while a decade back, we struggled to convince customers who were highly suspicious about the Cloud and security of Data on the Cloud. I personally visited customers in all parts of India and tried selling our eNlight Cloud. In some places, it took me few dozens of visits to win a customer. It was heartbreaking to see customers invest 10-15 times more in buying hardware and setting up their own Data Center, while they had only one reason to reject our patented technology, and that was their perception of Cloud security. That perception of security had no base, and I continued to see enterprises, banks, and government buying hardware worth crores of

Piyush Somani, Founder, CMD & CEO, ESDS Software Solution Pvt. Ltd. at Bengaluru Data Center

Rupees every year. Worst was that most of the hardware capacity remained unused in their Data Centers for 5-6 years. Things have changed completely over the last 5 years, and I would like to thank the international Cloud players who came with a lot of capital and promoted Cloud in India.

2 years back, ESDS helped the IGR-LR Department of Maharashtra Govt move on Cloud, and the budget spent by IGR-LR in the last 2 years on Cloud is just 3% of what was sanctioned by the Revenue Department of Maharashtra for an on-premise Data Center. The Land Records dept of Maharashtra had generated a few hundred crores of revenue by offering Digital 7/12 documents to Citizens in last 1 year and also handled 7 times more traffic on their systems during the epidemic period od when duties exemption were offered during the pandemic period.

Symphony, which is a famous brand in Cooling solutions, went through a similar journey. They did not only enjoy a good amount of savings but they also brought a massive digital transformation within their organization by moving on ESDS SAP HANA Community Cloud.

Data center is an important arm of digital transformation handled by ESDS. You already have data centers in Nashik and Mumbai, now at Bengaluru as well. What is your ideology behind having such data centers in a progressive manner?

ESDS is known in India as a Cloud service provider, and we are considered amongst the top 4 CSP's in India, so does ESDS need to have its own Data Center's or can we trust other Data Centers in India similar to what some MNC CSP's have been doing lately?

ESDS started its Cloud journey 11 years back when we hardly had any high-quality Commercial Data Centers in India; whatever we had were in the process of being acquired by MNC's. We at ESDS considered that to be a risk for us if we thought of any third-party data centers that an enemy state might have acquired in the future. The team at ESDS was extremely strong and knowledgeable in building Data Centers, as we had built over a dozen Data Centers for our customers during our initial days of the business in India. We decided to build our own DC's starting from Nashik and then going to Mumbai and the latest one in Bengaluru. Cloud will continue to be our primary focus. Still, we will continue hosting our Cloud in Data Center's controlled by ESDS to continue to keep our customers comfortable concerning the safety of their data. ESDS has been the most consistent Cloud service provider in India. Ensuring 100% customer satisfaction and retaining the trust of our customers will remain our primary focus in the future. If that means launching more Data Center to satisfy customers in different parts of India, then we will continue to launch more Data Centers in other parts of India.

Since Bengaluru is your new data center in Association with STPI, can you please tell us about the technology upgrade as compared to the existing ones in Nashik and Mumbai?

With all the knowledge that we have gained for more than a decade, we chose to make Bengaluru Data Center the most ultra-modern Data Center in the country. We chose the Bengaluru location, considering

that the city falls in a seismic zone different from Mumbai and Nashik. From the seismic activity point of view, Bengaluru has been the least active zone.

ESDS has its own DCIM tool for the management of Data Center Infrastructure, so we used our eMagic DCIM as well as our R&D team's IoT solutions to launch an Autonomous Data Center in India's Silicon Valley. The entire Electrical system in our newly launched Bengaluru Data Center is automated and we need a minimal number of Electrical staff to run our operations in Bengaluru. We've done the same thing for the 2nd level of expansion that we have done in Nashik and Mumbai. We believe that our Data Centers' quality is far more better than a lot of other Data Centers in India due to our in-house developed software solutions and platforms.

STPI i.e. Software Technology Parks of India is a society that has been set up by the Ministry of Electronics and Information Technology under Government of India in the year 1991. We understand that ESDS is closely associated with STPI. This is an excellent example of the PPP model. Will you please elaborate about this association?

STPI in India is known for the Digital revolution it brought 2-3 decades back. The first ISP of ESDS was STPI, and our success story in the year 2005 started with STPI's support. STPI is also the most trusted entity in India, and their intent right from 2 decades back till now focuses on the Digital Transformation of India. STPI was keen to partner with a Cloud and Data Center player like ESDS and ESDS had aspirations to collaborate with an organization with a culture and vision-mission similar to that of ESDS. We are proud that things have worked out pretty well between both organizations. We are seeking to bring a massive digital transformation in the government and banking sector in India with our partnership. Our newly launched Bengaluru Data Center has become the most preferred Data Center of some of the large banks and government organizations within India.

The location of data centers has always been a subject of discussion across the globe. This is very important from a data secrecy & integrity point of view. We must say that by setting up the data centers within the country, ESDS is one of the leading name contributing to the 'Atmanirbhar Bharat' Mission. What are your views on this?

Data is the new Oil. We have heard this from many people, but we haven't yet understood the value of our data. ESDS is a company into the Digital Transformation space. With so many next-generation tech solutions running on our Cloud platform and within our Data Center's, we understand that the future is all Digital. We have now reached a stage where the loss of 1 week's data of an organization can result in losses of crores of rupees, and in some cases, it can result in the permanent closure of a business. When we have so much dependency on our Data, then why are we risking our Data by hosting it

abroad? More than 50% of India's data is hosted abroad, and India can be held against ransom in times to come with its offshore data.

With Bandwidth price falling by more than 70% in last 2 years, this is the best time to bring all our data back. I would like to thank all our ISP partners like TATA, Airtel, Vodafone for helping ESDS to contribute to India's Atmnirbhar Bharat Abhiyaan. ESDS is committed to the Data Safety of Indian customers. We will continue to provide a world-class data center and Cloud hosting experience to our customers from our Indian Data Centers.

Data center business is a very tricky affair. How does ESDS manage to be profitable and successful on delivery front to their customers in this competitive environment?

In India, most of the Data Center providers are offering Managed Colocation or selling multi-Cloud solutions, i.e., selling combined Cloud services from various Cloud Service Providers. ESDS offers a one-stop solution for all services on eNlight Cloud, its indigenously developed patented technology.

ESDS' core strength lies in providing 24x7 Exuberant and Tailor-Made support, offering customized business solutions as per their needs. Since its inception, ESDS has successfully digitally transformed 1000+ Enterprises, 400+ BFSI Organizations, 225+ Government and PSU Organizations & 150+ SAP & SAP HANA Customers through advanced technologies and innovative solutions. ESDS also provides end-to-end management for 10+ Smart Cities on its Smart City Community Cloud. ESDS is the only Cloud Service Provider that has transformed the lives of over 650 million+ Indians through its services and solutions.

What would be your advice to CIOs and IT executives? What should they keep in mind?

What's the best thing about being a CIO in India? You don't have to pay for learning and experimenting. My simple advice to my CIO friends would be to ask for Proof of Concept from CSPs like ESDS and compare Cloud service providers like ESDS with others based on the Services offered. Ask each of the CSPs to educate you and evaluate the one that will offer you an end-to-end solution.

No Doctor wants to call an operation successful in which the patient dies. Considering a Global CSP or a large MNC brand doesn't help in the Digital transformation journey of your organization if the outcomes are not met. A new generation CIO now needs a partner who takes end-to-end ownership of their organization's digital transformation. Working with 15 different suppliers and SI's is now history; the new generation CIOs are sharp, and they work closely with partners who take complete ownership and do not blame others.

ESDS is always there to hold the hands of the CIO's and walk together through this exciting journey of digital transformation of the world's most ambitious country and people.