

Mr. Kunwer Sachdev

Kunwer Sachdev, the founder of India's leading power solutions company – Su-Kam Power Systems, is one of the greatest innovator, marketer, motivational speaker and visionary entrepreneur of our times. The success story of Sachdev's Su-Kam is the biggest example of 'Make in India'.

Early Life

Coming from a lower middle-class family background, Sachdev never let financial constraints stop him from becoming a serial entrepreneur. He started off by selling pens on cycle with his older brother – he was only 15 years old then. He later founded a profitable business of cable TV communications in Delhi. Being a visionary, Kunwer was quick to foresee the growth of power backup industry in India and decided to shut down his cable TV business in 1998 to establish Su-Kam Power Systems.

Guiding force behind the company, Sachdev catapulted Su-Kam to the top league of companies in its category within a short span of a few years. Once a startup, Su-Kam, is now an Indian Multinational Corporation, and is recognized as one of the fastest growing organization among the India Inc. 500. Sachdev has been instrumental in expanding company's operations to almost 90 countries worldwide and capturing the power market in Africa and Asia.

The Innovator

Innovations in UPS/Inverter Industry

With degrees in Mathematical Statistics and law from Delhi University, and no technical background, he mastered the advanced technologies used in power electronics owing to his zest for learning. Besides leading the overall business of the company he also heads Su-Kam's R & D division.

Sachdev was the first entrepreneur to file patents for technology and design in the Indian power backup Industry. He is also credited with inventing world's first plastic-body inverter which has been declared as 'Innovation of the Decade' by India Today. Kunwer revolutionized the power back-up industry by introducing world-class technologies such as MOSFET, Micro controller based and DSP Sine Wave into inverters. He also gave 'Home UPS' to India which combined the features of UPS and inverter into a single equipment. Before Su-Kam's entry, the inverter industry was dominated by hundreds of local players who were selling substandard products – Kunwer challenged the entire industry into becoming an organized sector.

Kunwer is never satisfied with his achievements and always strives to create better technology. Kunwer wondered, " If all electronics these days have touch-screen and wifi, why can't home UPS have this?" He

sprang into action to decode the technology for UPS. And now Kunwer is ready to launch his brainchild: World's first touch-screen UPS which will be wifi enabled so that you can monitor it from your phone. Who could think of this? Owing to his many contributions to the power back-up industry, Kunwer is rightly known as 'Inverter Man Of India'.

The Solar Man of India

Kunwer's love for 'technovation' only continues to grow. He is particularly interested in making green energy (solar) available to everyone in India. A decade ago, Kunwer Sachdev predicted that solar products would witness a boom in coming years. His ideas about household solar products translated into products such as Solarcon (one of its kind solar conversion kit which lets you transform your existing inverter into solar inverter) and Brainy (world's first hybrid solar home UPS).

He has been involved in making innovative solar products to suit needs of everyone from a small house in remote village to big industries. He is also behind the making of unique solar DC system, which comes with equipment than can be directly run on DC energy (100% energy efficient). Kunwer's efforts have made Su-Kam acquire largest market share in solar residential sector in India. Kunwer's latest vision is to see every single household powered by solar.

Clearly, his mantra is "I innovate therefore I am".

The Marketer

Kunwer recognized the importance of marketing and advertising quite early, as Su-Kam became the first inverter company to advertise in newspapers. Before Kunwer's entry into power solutions sector, no company had a proper manual/catalogue of products but Kunwer changed that as Su-Kam came up with creative marketing collaterals for all its products.

He is also known to be the founding father of first-of-its-kind marketing strategy which was later followed by many other brands— in late 90s he persuaded dhaba owners around Delhi to put their name on Su-Kam boards and advertise along with their product. Another famous tale goes that Kunwer was once visiting Dal lake in Kashmir where he saw many beautiful 'Sikara boats', and next day they were all covered in Su-Kam – innovative branding at its best.

Kunwer is one of the very few entrepreneurs to realize the importance of 'internal branding'. Kunwer set the company culture of Su-Kam in such a way that the entire staff happily celebrates all festivals (including Su-Kam's special 'Sports Week') like a big family.

In association with ETV and actor Ravi Kishen, Kunwer also launched the first reality TV show to find India's greatest salesman – *Sales ka Baazigar*. Never before anyone had created a show to not only hunt for best salespeople in India but to also give real jobs to the winners. The show got an amazing reception as thousands participated (even from remote villages) and millions watched it on their TV screens. The winners now work in Su-Kam.