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SMARTLINK JOURNEY

From a small idea to a booming conglomerate, the journey of Smartlink Network Systems is rife with success, some failures, and above all, one man's vision to make his dream a reality.

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START

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TIMELINE

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1986

This was the year that saw Personal Computers (PCs) appearing in the market. Introduced by IBM, they were popularly known as IBM PCs. Mr. Naik, who used to work as a manufacture engineer in the product development department at IBM plant, quickly grasped the potential of this turning point in the IT industry and established a company called Virtual Computers Pvt. Ltd.

He set up an assembly unit in Mumbai by importing a Hollis Soldering Machine from the United States of America, and thus successfully started manufacturing PCs in Mumbai. Business started flourishing and he started importing parts in Complete Knock Down (CKD) parts in the form of motherboards, add-on cards, etc. from Singapore and Hong Kong. They were then assembled and marketed under the Virtual Computer brand name.

1990

Network cards appeared on the scene, primarily from Taiwan. Mr. Naik realized the future lay in connected computers, and soon entered the networking products space as a distributor of D-Link brand products along with PCs under the Virtual Computer brand.

1993

The biggest hurdle at this time was a high custom duty on importing finished goods. It was financially more viable to import discreet parts in CKD with lower custom duty, and assemble and manufacture them in India. In order to resolve this problem, Mr. Naik convinced Ken Kao, then Chairman of D-Link Corporation Taiwan for a joint venture to manufacture networking products in India. He then realized that newer product designs required Surface Mount Technology (SMT) line and hence decided to acquire land in Goa to build a new factory. And thus, a new company, SMARTLINK NETWORK LTD was established.

1995

After building the new Factory in Goa, he imported SMT line, and set up assembly and testing lines after which he invited the D-Link people for inauguration, and they liked the place and signed the joint venture in Jan 1995. The company name was subsequently changed to D-Link India and he continued sales and marketing operations in Mumbai. The business flourished so rapidly that Mr. Naik further decided to enter Passive (SCS) range of products in distribution with Computer Craft USA, along with D-Link Active Products line. He also convinced Cisco to offer distribution, and D-Link India became first distributor of Cisco products in Mumbai.

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1997

Computer Craft introduced their Passive (SCS) products supplier, a manufacturer called Sapphire UK to Mr. Naik. He met the owner, Mr. David Burlingson and convinced him to start manufacturing Passive products in Goa as a joint venture under Sapphire India Pvt. Ltd. The business developed at a faster pace, and a second factory in Goa was constructed to keep up with the burgeoning business needs in 1999. D-link was never into Passive range of products and started the same in India and Middle East only because of Mr. Naik's vision

2000

Business and profitability were both growing rapidly, and it was decided to offer an IPO to fuel further expansion. D-Link India became listed in India in 2001 and also established its third manufacturing base which had capacity to grow to 8 SMT lines and assembly lines with all kind of products. It was now time to enter the motherboards manufacturing space with a joint venture with Gigabyte Taiwan as separate company using same facility.

2000

Mr. Naik convinced D-Link Corp Chairman and R&D in-charge to utilize Indian talent by starting an R&D unit in India. It was an excellent opportunity for India to work with leading chip vendors in development of IP phones, video phones,etc. Unfortunately , within 4 years of R&D Services offered to D-Link Taiwan, the company split operation by shifting manufacturing and R&D as separate unit Alpha Network Systems. As a result of this, they, they stopped using our facilities .We then developed many products such as routers, video phones, IPPBX etc. but due to no support for global marketing and local requirements being very low, it was decided to shut down the R&D operations in 2007.

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2004

As the Passive(SCS) products business was booming, the D-Link HQ Chairman expressed discomfort in continuing passive range of products along with his active products range under the same brand name 'D-Link' and asked Mr. Naik to have his own company or his own brand for passive. This is how Mr. Naik registered 'DIGILINK' brand for Passive (SCS) business under his own name. The DIGILINK business continued to flourish.

2008

As the business contribution of active and Passive (SCS) products had become 50:50 , in 2008 D-Link Chairman and Mr. Naik decided to have two independent Focus Business units in Active and Passive respectively with both companies holding majority stakes by swapping shares and getting listed again. D-Link India de-merged by changing its name back to Smartlink and continued manufacturing and marketing of DIGILINK brand of passive (SCS) products .On the same day, New D-Link India Ltd. was established by transferring D-Link brand product stock & receivables. Both companies got listed after swapping shares to hold majorities individually. Smartlink Continued with Manufacturing D-link brand Active Products & DIGILINK Passive range Products and sales & marketing only of DIGILINK Passive (SCS) Products. New D-Link India company started trading D-Link brand Active Products by importing from China/Taiwan .

2009

As Smartlink had factory for active and passive products manufacturing , it was supposed to continue manufacture and supply of Active products for D-Link brand and Mr. Naik was supposed to hand hold the New D-Link India Company for next 3 years as per the understanding between the two companies. However, the D-Link HQ management changed in Taiwan, and unfortunately they stopped buying from Smartlink within 3 Months. They also further opened market disturbing the Exclusive Distribution System established for 15+ years. Then in 2010, Smartlink having ready manufacturing base introduced own new Brand DIGISOL for Active Products range to support well established channel along with DIGILINK Passive products.

2010

As New D-Link India company stopped buying Active range of Products from Smartlink, Smartlink having large capacity in Manufacturing entered in Motherboards Manufacturing by establishing new Brand DIGILITE and started marketing DIGILITE brand Motherboards along with DIGILINK Passive (SCS) and DIGISOL Active Products.

2011

Schneider Electric, a French company wanted to acquire DIGILINK brand business along with its manufacturing base as DIGILINK was the number one player in India in the SCS range of products. DIGILINK was finding it difficult to enter the overseas market and having already reached numero uno position in India, it was decided to capitalise on this opportunity. Smartlink parted off DIGILINK brand passive business for 100 million US $.in April 2011. Smartlink continued with DIGISOL brand of active products range, and effectively utilizing the factory in manufacturing their own products under DIGILITE.

2014

Smartlink continued to prosper with DIGISOL and DIGILITE brands. DIGILITE Motherboards Manufacturing was done in large scale having large capacity. Year on year the demand of Motherboards decreased leading to decrease in margins . This was due to loosing duty difference benefits with regards to import of finished products and discrete parts. Smartlink discontinued DIGILITE business by 2014 and continued with Active Products in DIGISOL Brand.

2016

DIGISOL brand of Active products flourished with additions of enterprise wireless , enterprise switching , CCTV and IP surveillance. The last quarter of 2016 decided to re enter in Passive range of products under DIGISOL Brand.

2017

Having large capacity manufacturing base and Government support through Make In India promotion , Smartlink decided to focus on active & passive as 2 Individual businesses to grow as OEM supplier not only to DIGISOL but also to Brand Companies outside India through export.

This was done by incorporating three individual companies under SMARTLINK
(A) **DIGISOL SYSTEMS LTD** – A Brand products company which looks into the sales , marketing .support etc of DIGISOL brand of active & passive(scs) range of products .
(B) **SYNEGRA EMS LTD**. – For Manufacturing all kinds of Active range of products, which includes Networking Products ,Mobile Phones, Set top Box , etc . OEM Supplier for DIGISOL active products.
(C) **TELESMART SCS LTD**. – For Manufacturing all kinds of Passive range products in Copper & Fiber . Is an OEM supplier to DIGISOL as well as world wide Brand Companies.

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OUR SUBSIDIARY COMPANIES

DIGISOL SYSTEMS LTD

100% owned by SMARTLINK. Products Sourcing, Sales, Marketing, Support of DIGISOL brand products in active and passive range, mainly sourcing from SYNEGRA, TELESMART, and World Wide OEM/ODM companies..

SYNEGRA EMS LTD

Independent company having large manufacturing facilities in active range products, looking for high growth under Make in India Government promotion and huge potential of country. SYNEGRA presently supplies to DIGISOL SYSTEMS LTD. Going forward, looking to be the preferred local OEM supplier for products like Set Top Box, Mobile Phones ,etc and export as a potential OEM/ODM.

TELESMART SCS LTD

Having large manufacturing capacity in copper & fiber range of passive (SCS) products. Presently supplying to DIGISOL brand, and started exporting. Having large capacity , looking to grow in future.

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SMARTLINK TODAY

After going through so many different phases, today, Smartlink is a well-known and respected investment company. The aforementioned companies function independently, and if required, through ventures with others regarding investment, R&D, technological expertise and more.

DIGISOL SYSTEMS LTD is a 100% owned subsidiary of Smartlink and is a leading player in the active networking products market offering sales and marketing to service and support. DIGISOL set a new benchmark in the Converged Communication Systems space by offering a wide range of product's across the IT networking spectrum that includes Wireless LAN, Broadband Routing, Switching and IP Surveillance. DIGISOL entered new product categories in 2016 with passive networking in copper and fiber that is locally manufactured. It now boasts of an end-to-end networking products and solutions portfolio.

DIGISOL has the following products line in the active range, with high volume requirement being manufactured by SYNEGRA EMS Ltd GOA and low volume out sourced with full support of after sales and all India maintenance.

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ACTIVE
NETWORKING
PRODUCT
RANGE

Broadband and ADSL Routers

4G/3G Routers and
USB Dongles

Switching: Unmanaged,
Semi managed, Managed
and Chassis

Enterprise Wireless:
Indoor & outdoor

IP Surveillance:
Dome, Bullet, Pan-Tilt, NVR

GEPON, GPON

DIGISOL™

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COPPER PRODUCTS

Solid Cables : All types of copper cables from Cat 5e to Cat 7 in plain UTP, STP and FTP
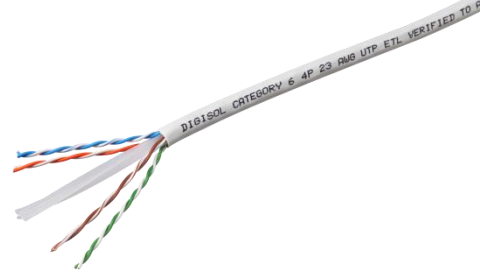
Keystones: All types of keystones in Cat 5e, Cat 6, Cat 6A in UTP & STP. Manufactured in India in fire retardant polycarbonate material with best specifications.

Patch Panels: All kinds of Patch Panels in UTP, STP and FTP
- Keystone Type: Parallel/Angular
- 90 Degree: Best Efficient design, Easy to use
- 180 Degree Modular

RJ 45 Plugs : All types of UTP, STP, FTP in Cat 5e, Cat 6, Cat 6 A

Patch Cords : All types of patch cords, UTP, STP and FTP in all grades Cat 5e, Cat 6, Cat 6A In all colors of Boots using one piece, two piece and three piece construction Plugs as per customer requirement.

PASSIVE NETWORKING
PRODUCT RANGE
(STRUCTURED CABLING)

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FIBER PRODUCTS

Fiber Cables : All kind of fiber Cables, Unitube Single Mode & Multimode, Armoured & Unarmoured, Tight Buffered Single Mode & Multimode, Multitube Single Sheath Armoured & Unitube Double Sheath Armoured

Fiber Patch Cords : Single Mode and Multimode

Pigtails : Single mode and Multimode

LIU : Drawer, Sliding & wall mount types

Adapters : FC, LC, SC & ST Types

PASSIVE NETWORKING
PRODUCT RANGE
(STRUCTURED CABLING)

DIGISOL™
NATIONWIDE REACH

Our unique distribution system comprises of exclusive regional distributors to address the channel and SMB segments.

This ensures extensive reach and easy availability of all our products and solutions throughout the country.

10 Branch Offices in India

64 Service & Support Centres

Level 4 Support from Factory

DTAC –24x7 Technical Assistance

We also invest considerably in training and empowering our channel partners to build their technical expertise as well as enhance our brand positioning and visibility in the industry.
Our market know-how and in-depth understanding have led us to emerge as pioneers in delivering end-to-end products and our customers cover a broad spectrum - from small and medium
business segments to the enterprise market.

UNIQUE DISTRIBUTION SETUP

20+ Regional Distributors

250+ Stock Partners

222+ System Integrators

5000+ Resellers

10 BRANCH OFFICES

Mumbai	Ahmedabad
Bengaluru	Hyderabad
Delhi	Goa
Kolkata	Chennai
Pune	Cochin

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AWARDS & RECOGNITIONS

DIGISOL

- **Best Make In India Wi-Fi Company**
  - *My India Wi-Fi India Summit & Awards 2017*

- **Best quality Structured Cabling brand**
  - *DT Awards 2017*

- **Best Make in India wireless router brand**
  - *DT Awards 2017*

- **Most Popular Networking Brand**
  - *NCN Awards 2016*

- **Channel Leadership Award 2016**
  Best Make in India brand.
  - *VAR India Star Nite Awards 2016*

- **Networking product brand** in Make in India
  - *SME Channel Award 2016*

- **Best Enterprise Wireless Networking Brand**
  - *NCN Awards 2015*

- **Networking Solution Award**
  - *SME Channels Awards 2015*

- **Best Networking Products,** Make in India Brand
  - *VAR India Star Nite Awards 2015*

- **Most Channel Friendly Networking Brand**
  - *NCN Awards 2015*

- **CRN Channel Champion No. 1**
  - *Home Networking 2013*

SMARTLINK

- **Fastest growing Indian IT Company**
  - *VAR India Star Nite Awards 2013*

DIGICARE

- **Editor's Choice Award**
  Most Trusted Service Provider,
  - *NCN Awards 2013*

- **Best Service Support Western India**
  - *VAR India WIITF Awards 2013*

- **Best post sales care service**
  - *VAR India Star Nite Awards 2013*

Mr. K. R. Naik

- **Evangelist of the year,**
  - *VAR India Star Nite Special Awards 2013*

- Hathway Cable & Datacom Ltd.
- Syscon Infoway Pvt Ltd
- Gigantic
- Goa BroadBand Network (GBBN)
- Gujarat Telecom Pvt Ltd (GTPL)
- Union Bank of India (Mumbai):
- IDBI Bank (Mumbai):
- AGS (Mumbai):
- Vision India - MH ICT (Mumbai) :
- GVM'S Gopal Govind Poy Raiturcar Collage of Commerce & Economics
- Vidya Vikas Mandal (Goa)
- Suvarna laxmi Mandal (Goa)
- Lok Vishwas Pratishthan School Ponda (Goa)
- APMC (Pune)

- PCS (Mumbai)
- Exelan – Honeywell (Mumbai)
- Bhir Jal Board (Delhi)
- CCTNS (Delhi)
- DMRC (Delhi
- Discovery (Delhi
- Bhir Jal Board (Delhi)
- Tata Steel (MP)
- Alliance Broadband Pvt Ltd.
- S P International
- The Signature Asansol
- TOSHIBA
- TOYOTA Kirloskar Motor
- Railtel

SYNEGRA EMS LTD.

SYNEGRA EMS Ltd. Is a newly established , and independent company, by transferring all active products manufacturing base of Smartlink with SMT lines, Assembly lines, Testing lines and all in-process material, etc.. All the manufacturing staff also have been shifted to SYNEGRA. The capacity of Factory is eight SMT lines but a few years back, six lines were scrapped as they were quite old. Currently two SMT lines are in operation , though there is huge space and setup to grow much larger. Looking at market growth opportunities with Make in India promotion and tax benefits, we expect SYNEGRA to grow quickly.

SYNEGRA being independent company, is looking for opportunity to join hands with EMS or ODM Companies.

Today SYNEGRA is manufacturing for:
• DIGISOL : All kinds of routers, various types of wireless products , different types of switches
• Job work of other companies

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SYNEGRA®

MAJOR FEATURES

- ISO 9001:2008 and ISO 14001:2004 certified plants with highly versatile SMT lines
- Production shop floor area of 1,20,000 sq. ft.
- World-class manufacturing setup with dust-proof and humidity-controlled environment
- SMT setup with unique integration
- The latest technology in equipment such as ICT, BGA rework machines, X-ray machine, Wi-Fi tester
- Process capability of manufacturing RoHS - certified products
- BAR code shop floor control system for flawless process engineering
- Highly skilled and well-trained personnel to consistently deliver

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SYNEGRA®

MANUFACTURING
PRODUCT RANGE

HIGH VOLUME CONSUMER PRODUCTS

- Network Interface Card / Managed & Unmanaged Ethernet Switches
- Wi-fi Routers / IP Phones
- Motherboards / Routers
- IPPBX / Wifi Broadband Routers
- Transceivers / Video Phones

LOW TO MEDIUM VOLUME PRODUCTS

- PCBAs for Medical Electronics
- PCBAs for Industrial automation

BENEFITS OF LOCAL MANUFACTURING

SYNEGRA provides contract manufacturing services to DIGISOL as well as other brand companies. Companies can enjoy significant benefits by having their products manufactured locally. These include:

- Preferential treatment in Govt. and PSU purchases
- Component-level service support
- Local product warranty
- Higher value addition
- Cost benefits for planned purchases

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TELESMART SCS LTD.

TELESMART is formed this year as a separate Independent focus company manufacturing products in copper and fiber and has initially started to supply to DIGISOL SYSTEMS LTD.

TELESMART uses the 1st building of Smartlink built in 1994. One side of this facility is for manufacturing of all Copper products while other side is for manufacturing of Fiber products which has the new Cutting, Polishing machine in Clean Room environment.

Telesmart SCS Ltd. is no more fully owned subsidiary of Smartlink Network Systems Ltd. having recently added new investor with expertise in Passive range of products.

The focus of the Company is developing all kind of Products in better design and improved version in Copper and Fiber.

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TELESMART®

PRODUCT RANGE

COPPER

Keystones (Punch Down/ Tool Less ,Cat 5e/Cat6/Cat 6A ,UTP/STP/FTP)

Patch Panels: 90 Degree/180 Degree/Keystone Type , UTP/STP/FTP.

Face Plates , all types in Single,Dual and Quad Port.

Patch Cords in Cat 5e/Cat 6/Cat6A , UTP/STP/FTP and all colors.

FIBER

Fiber connectors and couplers

Fiber Patch Cords

Fiber Pigtails

LIUs

The Company's cabling products adhere to EIA/TIA and ISO/IEC international standards. ROHS compliant products.

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TELESMART®

MANUFACTURING EQUIPMENTS

COPPER

1. Microtest 8740 harness tester for keystone testing

2. FLUKE DSX-5000 for keystone, patch cord and patch panel performance testing

FIBER

1. Back Reflection Meter to check insertion and return loss.

2. DSCOPE for visual inspection of pigtails and patch cords.

OUR PLANTS

- ISO 9001 and ISO 14000 certified plants

- Production shop floor area of 4392 sq. ft.
- World-class manufacturing setup with Clean Room and temperature-controlled environment.
- The latest technology in equipment.
- Highly skilled and well-trained personnel to consistently deliver superior quality.

BENEFITS OF LOCAL MANUFACTURING:

Companies can enjoy significant benefits by having their products manufactured locally. These include:

- Preferential treatment in Govt. and PSU purchases.
- Local product warranty.
- Higher value addition.
- Cost benefits for planned purchases.
- Reduce in Lead Time.

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