

# A visit to IMA Asia

## Strong sales to both new and existing customers in India

## Comprehensive technical support for nearby countries as well

JSN recently visited IMA ASIA CAD CAM Services Pvt. Ltd., which is based in Bangalore, India, and interviewed Mr. Ponnuswarny Gunasekaran, the company's managing director, and Ms. Krutika, a director, regarding the recent sales situation, etc. A summary is provided below.

IMA Asia is currently focusing on domestic sales in India. In addition, the company provides technical support to nearby countries (Bangladesh, Vietnam, the Philippines, Russia, Ethiopia, etc.). The company's corporate policy and market advantage is to build partnerships with customers instead of just trying to sell more units, etc. In addition, the company provides consulting services that lead to profit for its customers while supplying Integrated Cutting Room Solutions. In fact, IMA has already delivered its first TYPHOON 70 cutting machines, which went on sale in 2017, to customers in Tirupur, India, and the customers are currently running three TYPHOON units in their cutting room.

Mr. Ponnuswarny Gunasekaran started introducing IMA's products to India in 2007. In the twelve years since then, the IMA brand has penetrated India's market. During that time, he was involved in the establishment of IMA ASIA CAD CAM Services Pvt. Ltd. in 2015, and he became the company's managing director. Mr. Ponnuswarny Gunasekaran had the following to say: "IMA has approximately 130 corporate customers throughout India, and there are many repeat orders from existing customers. A total of 50 cutting machines have been sold up until now. IMA has a 30 to 35% market share of India as a whole. In addition, sales are expected to increase by 10 to 15% this year compared to last year, IMA Asia's sales in India are stable, and, according to twelve engineers, the technical support for nearby countries is being fleshed out every year."

The details of the interview with him are provided below.

### Present situation of the garment industry in India and surrounding countries covered by IMA Asia

The recent changes in Indian legislation have affected market procurement. It was an uncertain situation, but it seems that there has been an improvement in the understanding of new policies and their benefits to domestic players in India. But the customary work culture of domestic players has resulted in them hesitating to implement such technologies. We are hoping for improvement in this situation.

We have heard from export players that they are not very convinced regarding recent legislation/policies of the government, but they are motivated to adapt and work positively. It might take some time, but they will work on this, which



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we are already experiencing with some of our clients. Statistics also show growth in India's apparel exports in 2018 and later.

### IMA Asia's profile, including the date of establishment, employees, etc.

IMA Asia is a part of IMA SPA and is in charge of looking after its sales and service profile in certain Asian regions. IMA's history of working in India and other regions goes way back to before IMA Asia's official launch. We were officially established in November 2015. Due to the growth and popularity in Asian regions, we named the company IMA Asia. Our head office is in Bangalore, India (south) and, in a short span of three years, we were able to set up three more centers, which cover four major cities of India, to serve our clients.

IMA Asia is responsible for marketing activities related to automatic cutting rooms across India and is fully capable of post-sales service activities in India and other Asian regions. We have a very efficient team of around 12 employees involved in sales and service, headed by Mr. Guna, spread between all four IMA centers to promptly deal with all our existing clients. Along with that, we have exclusive "sales" partners actively working with us to help and reach out to clients. IMA SPA (Italy) has also significantly helped us from time to time on the sales and service front. We also have an admin and accounts team, headed by Ms. Krutika to look after all the financial and promotional activities.

Our company's vision—and how we justify our name—is to corner the respective market with our full capacity and force by using clean and clear marketing and technical strategies. Though we have made a significant impact on the present market and our competitors, we look forward to serv-

where ideas become technology

innovation lights up the future



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Join us to discover IMA new products 4.0

SCR  
SYNCR0 CUTTING ROOM

MITHOS

SSP  
SYNCR0 SINGLE PLY

T4Phon 100

TemPest 30





*Mr. Ponnuswarny Gunasekaran, IMA Asia's managing director*

ing our existing clients with the best possible support and increasing our reach to be the No. 1 company and brand in terms of catering to new customers' needs.

#### **Sales strategy for IMA Asia and its products in the covered countries:**

We look forward to participating in more significant trade exhibitions and conducting a few private shows to reach many potential clients. In the future, we want an increased presence in print media as well as on the digital front. Other social media platforms are also being considered for independent promotions. IMA Asia believes in making itself knowledgeable by indulging in more technical aspects of machinery, not only for the service staff but also by providing significant training to our sales staff. We plan to enhance the skills of our existing employees for sales activities and widen our reach by recruiting trained and experienced sales and marketing professionals in every possible area. To do this, we have been organizing very helpful training sessions for our team on effective time intervals every now and then, trying to make our people more efficient in terms of product knowledge, life skills, and managing different markets.

#### **The business situation, latest IMA Asia orders/projects, and the sales situation of your new products in the covered countries**

IMA Asia has maintained stable sales figures, especially in India. Since the team is based in India, we are focusing more on this region than others in terms of sales and service for the time being.

IMA Asia has signed many important clients in its database, including Sree Santhosh Garments, LUX Garments, Best Corp., Top Gear, Adidas, and Texport Group. IMA Asia is also focusing equally on domestic and export clients in India to balance the market situation. IMA Asia maintains

sales turnover of 1.5 to 2 million euro in India alone. The total figure for all Asian regions might go up to 4.5 to 5 million euro.

IMA launched its 4th generation of cutting equipment in 2017, and there has been a positive response from the Asian region. Several systems have been successfully installed and received positive feedback from clients. This shows that future market procurement might increase demand for IMA's new product range

#### **Advantage of IMA Asia's products compared with other manufacturers in the covered countries**

IMA's product range is unique, and it's the only brand that offers fully integrated automatic cutting room solutions incorporating the latest electronics to achieve high-precision, strong systems and optimized deliverables, especially in competitive markets like India. The presence of IMA Asia is an added advantage for competing in cases where many brands work through sales partners/agents, which might not be convincing to clients in terms of relying on post-sales support.

IMA Asia acts as a consulting expert for clients as opposed to just a sales and service channel for IMA products. This is why we retain our existing clients and why 30% to 40% of our sales revenue/turnover is generated from our existing client base.

#### **Your hopes and ambitions for IMA product sales**

IMA Asia has shown stable sales turnover of 1.5 to 2 million in India. We expect to be able to maintain the figures during the current year as well. The team is also striving to increase its focus and improve our market share. In terms of future plans, we are improving our work strategies, including optimizing our responses to clients and generating/following up on sales.



*Ms. Krutika, IMA Asia's director*