

# Automation Excellence

# PALLAVA GROUP

## Puts Its Trust in Simta

The Pallava Group, one of India's most respected textile conglomerates, has always placed a strong emphasis on manufacturing infrastructure. When it came to automation, the group was equally determined to make the right choice. After careful evaluation, the decision was clear—Simta.



**Durai Palanisamy, Executive Director, Pallava Group.**

**“We chose Simta for our projects because of their ability to deliver truly customized solutions,” says Durai Palanisamy, Executive Director, Pallava Group. “When we encountered a challenge with the OHTC system, their team provided an outstanding fix. Throughout the design process, their attention to detail has been nothing short of exemplary.”**

### **Proven performance**

Reflecting on the impact of Simta's solutions, he highlights the performance benefits. “Simta's solutions have been performing exceptionally well. Their team is proactive in incorporating enhancements, enabling us to fully leverage the benefits of advanced automation technology.”

According to him, the technological advantage has translated into higher efficiency, improved productivity, and consistent end-product quality—factors that give the group an edge in an increasingly competitive market.

### **A strong service ethos**

Beyond product performance, what impressed the Pallava Group is Simta's commitment to service. “Their team consistently goes the extra mile to ensure customer satisfaction. The technical support they provide adds significant value to our operations,” Durai Palanisamy observes.

### **A growing partnership**

Encouraged by the success of the collaboration, the Pallava Group is already exploring ways to expand the partnership. “Both our teams have developed a strong understanding of our needs and the solutions we can achieve together.

**We look forward to strengthening this relationship in the years ahead. We are also hopeful that Simta will continue to drive innovation in the automation space, especially as the industry evolves with emerging technologies,” Durai Palanisamy concludes.**