

Offering reliable innovation in packaging machinery : Ashok Thakor**Mr Raj Banakar****Director Marketing**

ATS Energies Private Limited

Industry: Lighting

In a recent interaction with SME Times, Raj Banakar of ATS Energies Private Limited shared valuable insights into the company's rapid growth and emerging presence in the lighting infrastructure sector. Established in 2019 and headquartered in Bengaluru, the company highlighted its expertise in manufacturing and supplying high-quality lighting poles and outdoor lighting systems, backed by modern production facilities and stringent quality standards. The discussion also emphasized ATS Energies' ability to cater to a wide range of sectors—including municipalities, highways, industrial projects, and commercial developments—by delivering efficient, durable, and innovative solutions. This approach continues to strengthen its reputation as a reliable and forward-thinking partner in India's infrastructure landscape.

Q 1. Can you introduce ATS Energies Private Limited and its core vision?

ATS Energies Private Limited, established in 2019 and headquartered in Bengaluru, is a rapidly growing manufacturer and supplier of advanced lighting poles and outdoor lighting systems. The company was founded with a vision to contribute to modern infrastructure development through reliable, efficient, and technologically advanced lighting solutions. Our focus lies in delivering products that enhance safety, visibility, and operational efficiency across diverse environments. By combining engineering expertise with innovation, we aim to support the development of smarter and more sustainable cities. Our long-term vision is to become a leading player in the lighting infrastructure industry, both in India and internationally.

Q 2. What industries and sectors does ATS Energies primarily cater to?

ATS Energies serves a wide range of industries and sectors that require dependable and high-performance lighting solutions. Our primary clientele includes municipalities, highway authorities, industrial parks, commercial complexes, and residential developers. Additionally, we cater to infrastructure projects such as public spaces, stadiums, and transportation hubs where efficient lighting is critical. Each sector has unique requirements, and our ability to provide customized lighting systems ensures that we meet specific operational and environmental demands. This broad industry reach not only demonstrates our versatility but also reinforces our position as a reliable partner in infrastructure development across both urban and industrial landscapes.

Q 3. What makes ATS Energies' product portfolio stand out in the market?

Our product portfolio is comprehensive, versatile, and engineered to meet the evolving demands of modern infrastructure. We offer a wide range of solutions, including street light poles, high mast poles, solar lighting systems, steel tubular poles, and specialized poles for surveillance applications. Each product is designed with durability, efficiency, and ease of installation in mind. What sets us apart is our ability to combine functionality with aesthetic appeal while maintaining strict quality standards. Additionally, our focus on customization allows us to tailor products based on project-specific requirements, ensuring optimal performance and long-term value for our clients.

Q 4. Can you elaborate on your street light pole offerings?

Street light poles are a critical component of urban infrastructure, and ATS Energies offers a diverse range of designs to suit various applications. Our portfolio includes mild steel poles, galvanized iron poles, decorative poles, and octagonal poles, each engineered for durability and stability. These poles are designed to withstand harsh environmental conditions such as extreme weather and corrosion while maintaining structural integrity over time. We also focus on low maintenance requirements, which helps reduce long-term operational costs for clients. By combining strength, functionality, and visual appeal, our street light poles contribute significantly to safer and more efficient urban environments.

Q 5. How do your high mast poles support large-scale infrastructure projects?

High mast poles are specifically designed to illuminate large areas such as highways, industrial yards, airports, and stadiums. ATS Energies manufactures high mast lighting systems in various heights and configurations to ensure uniform light distribution across wide spaces. These systems are engineered for stability, even in challenging weather conditions, and are easy to install and maintain. By providing powerful and consistent illumination, our high mast poles enhance safety, visibility, and operational efficiency in large-scale projects. Their robust design and adaptability make them an ideal choice for infrastructure developments that require reliable and high-performance lighting solutions.

Q 6. What role do solar lighting systems play in your product offerings?

Solar lighting systems are a key part of our commitment to sustainability and energy efficiency. ATS Energies designs solar street lighting solutions that utilize renewable energy through solar panels, reducing dependence on conventional power sources. These systems are especially beneficial for remote or off-grid locations where access to electricity is limited. In addition to lowering energy costs, solar lighting helps reduce environmental impact by minimizing carbon emissions. Our solar solutions are built for durability and consistent performance, ensuring reliable lighting even in challenging conditions. This focus on green technology aligns with our goal of supporting the development of sustainable and eco-friendly infrastructure.

Q 7. How does ATS Energies ensure product quality and reliability?

Quality assurance is a fundamental aspect of our operations at ATS Energies. We adhere to strict quality management systems and follow standardized manufacturing processes that align with industry norms and ISO guidelines. Each product undergoes rigorous testing to ensure it meets performance, durability, and safety standards. Our advanced manufacturing facility is equipped with modern machinery, and our team of skilled engineers and quality analysts closely monitors every stage of production. This meticulous approach ensures consistency and reliability in our products. By prioritizing quality at every level, we have built strong trust among our clients and established long-term business relationships.

Q 8. What is your approach to customer satisfaction and service?

At ATS Energies, we follow a customer-centric approach that focuses on understanding and fulfilling individual project requirements. Our team works closely with clients to provide customized solutions that align with their specific needs, whether for small installations or large infrastructure projects. We emphasize clear communication, timely delivery, and continuous support throughout the project lifecycle. Our after-sales service ensures that clients receive ongoing assistance and maintenance support when needed. This commitment to customer satisfaction has helped us build lasting relationships with contractors, government agencies, and private developers, making us a preferred partner in the lighting solutions industry.

Q 9. How does leadership influence the growth and direction of the company?

The growth and success of ATS Energies are driven by visionary leadership and a strong commitment to excellence. Our leadership team focuses on three key pillars: innovation, quality, and customer satisfaction. By fostering a culture of continuous improvement and encouraging the adoption of new technologies, they ensure that the company remains competitive in a rapidly evolving market. Strategic decision-making and a clear long-term vision have enabled us to expand our product offerings and strengthen our market presence. This leadership approach not only drives business growth but also ensures that we consistently deliver value to our clients and stakeholders.

Q 10. What role does ATS Energies play in modern infrastructure development?

ATS Energies plays a vital role in supporting modern infrastructure development by providing reliable and high-performance lighting solutions. Our products enhance safety, visibility, and productivity across various environments, including highways, industrial zones, public spaces, and residential areas. By delivering energy-efficient and durable lighting systems, we contribute to the creation of well-lit and secure spaces that improve quality of life. Our focus on innovation and sustainability further strengthens our contribution to smart city initiatives and urban development. As infrastructure continues to evolve, ATS Energies remains committed to delivering solutions that support growth, efficiency, and long-term sustainability.