

Towards greater heights

In the growing world of newer technologies, there is no room for people who grumble about lack of opportunities. Competitors continue to expand their firms and always look for bigger possibilities and as a result, there are more companies, more sophisticated products and consequently, more opportunities for the deserving candidates.

Hyderabad-based Linkwell Telesystems (P) Ltd, which began with just pay phones, has grown into a giant manufacturing unit of all sorts of telecom equipment including fixed wireless terminals, point-of-sale (POS) terminals, modems, internet protocol and GSM products and the like. Whatever be the kind of business, business houses have to depend on Linkwell products – be it companies with multi-locational network, banks, service providers, news agencies, broadcasting companies, share brokers, management organisations, cargo and courier agencies, law enforcement agencies or petrol bunk.

Linkwell Telesystems, incorporated in 1993, with an aim to develop and deliver quality products in the field of telecommunications, has come a long

way. With a strong marketing network under their brand name Visiontek, the company has a very dominating presence not only in the country, but more than 34 countries across the globe including Sri Lanka, Malaysia, Sudan and the Congo. From the local PCO operator to big corporate houses like Airtel, Hutch, Reliance and Tata Teleservices apart from global banking giant VISA International and VoIP companies like Sify and Net4India, the clientele of Linkwell's is growing by each passing day.

With a 6000 sq m manufacturing facility and a workforce of 380 people, the company also offers customised solutions to its clients across the globe. After spreading its roots firmly in the telecom arena, the husband-wife duo – Krishna Prasad and Radha Rani, who run the firm – are all set to beef up POS credit card terminals in a larger scale. The company has already tied up with VISA to supply its machines. Offering the gadget in a much lesser price than other multinational companies, their POS terminal has the EMV (European Masters and VISA) approval also.

"We are the first Indian company to

develop the machine. Our strength lies in our strong R&D unit. We use all our energies on producing high-utility machines which can be used for various purposes," says Radha Rani.

"The application areas of POS terminals are very wide. It can be used for traditional and EMV credit and debit card payments, loyalty and gift cards, electronic coupons, field sales force connectivity, payment collection centres, billing applications, ticketing terminals, low PLU cash register requirements and order generation and payment processing on customer premises," explains Radha Rani.

Their efforts to help people link across the world got them rich dividends too. Apart from achieving a 170-crore turn over, the company has bagged so many awards and accolades from many governmental and non-governmental organisations. ELCINA Award for 1996-97, FAPCCI Award for 1997-98, Excellence in Electronics by the Government of India in 1998, Motorola Award in 1999, 85th and 91st ranks by EFY and Voice & Data magazines in their ranking of electronic industry for 1999-2000, One Star Exporter – recognition

given by Director General of Foreign Trade and EFY readers choice award for 2004 and 2005 are some of the honours bestowed on Linkwell Telesystems (P) Ltd.

For embedded engineers and Linux professionals, there are a lot of opportunities in the offing. If you want to be part of this employee-friendly company with very encouraging HR policies, you can send your CV to careers@visiontek.co.in.

It is sure going to be a challenging and rewarding career for the right and deserving candidates.

– Payam
Sudhakaran

