

Strong Technology Skills and Manufacturing Industry Knowledge

Bartronics is well placed to capture the new opportunities provided by the requirements of the industry and specific applications within an industry with respect to the AIDC/RFID/Retail/Smart Cards related initiatives.

Our management team has effectively leveraged the existing strengths and since 2001 the focus has moved from being a mere systems integrator to offering consulting and solutions that is proving to be a differentiator. We are technology agnostic and presently offer a diverse range of AIDC technologies such as barcode, biometrics, RF- RFID, EAS, RFDC, Smart Cards and POS machines in Retail Segment.

Our focus on the manufacturing sector helped us implement a number of projects across companies (TISCO, Tata Motors, Voltas, Whirlpool, LML, Chennai Petroleum, TVS Suzuki, Wipro GE Medical Systems, etc.). We helped them install their manufacturing set-ups. The projects primarily involved inventory & logistics management, time & attendance and asset tracking systems. RFID is seen as an enhancing technology as it automates the data collection for the main systems. The Company has its entry into BPCL, Fabmall, Dmart through its retail IT products.