

Business Standard

Samtel Display Systems opens US office, Former Rockwell Collins Director to head operations

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- US office, based in San Jose, CA is SDS's first international office
- SDS is the first Indian aerospace company to have an office in the US
- Wayne Diamond has 30 years of experience in the Aerospace Industry including senior positions at Rockwell Collins and Honeywell

As part of its international expansion program, Samtel Display Systems (SDS), the leading Indian player in high-technology products for avionics and military applications, today announced the opening of its office in San Jose, CA USA. To head the operations of this office, SDS has hired Wayne A. Diamond, as Vice –President, Samtel USA. This development marks a significant foray of SDS into the international market, thus facilitating close liaison with existing and potential customers, while helping SDS pursue Business Development activities in this geography.

"Since the creation of SDS, we have received overwhelming response from the US market. Our long-term goal is to be a leading aerospace player with presence in all key markets. US is one market that has the potential to optimally harness SDS's capabilities, being a large defense as well as civil buyer. The new venture will help us minimize constraints due to long distance and time difference and enable us to reach out to wider-set of clients." says Puneet Kaura, Executive Director – Samtel Display Systems

As Head of the US office, Mr. Diamond, joins SDS from Rockwell Collins where he has held several key positions including Director of Business Development for the Display Systems Business, General Manager for Vision Systems International, and Program Manager for Advanced Strike Solutions over the past 10 years. Throughout his career, he has been extensively involved in the business development activities for Rockwell Collins and Honeywell. At SDS he will work to establish a strong local presence and forge industry partnerships to strengthen SDS's ability to pursue business opportunities in the US.

"We are delighted to welcome Mr. Diamond to our team. He brings to our company an in-depth knowledge and expertise in the aerospace business development. We are confident that he will steer SDS's latest venture to newer heights", elaborates Puneet Kaura, Executive Director – Samtel Display Systems

Adds Wayne Diamond - "The success that SDS has seen with partners such as Honeywell and Thales is exemplary. I believe that SDS has the potential to become a significant force in the international market and I am delighted to be a part of this success story."

SDS is one of the most promising frontrunners in India's private sector defence industry having JVs and MoUs with Thales, Airbus, Honeywell, Lockheed Martin and Boeing as well as Indian Government defence organisations, the Defence Research and Development Organisation (DRDO) and Hindustan Aerospace Limited (HAL). It aims to grow from a turnover of Rs.100 cr in 2010-11 to Rs. 600cr in 2014-15, through expansion into the Head Up Displays, Helmet Mounted Displays, Automated Testing Equipment and OLED technologies. The only Indian company to manufacture cockpit displays for the Airbus family, it is also the chosen supplier of Cathode Ray Tubes for their EFIS40 Electronic Flight Instrument System of Honeywell. This segment was previously monopolized by Sony. It is also now the world's only supplier of