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### Technology integration for efficiency, operations and engagement

BNB treats technology as an enabler across the value chain; from lead generation to life-cycle support. Our field engineers use a mobile CRM that geo-tags every visit and feeds a predictive maintenance engine, reducing downtime across nearly 150+ AMCs. For customer engagement we moved all acceptance tests to a BIM-augmented-reality walkthrough, shrinking sign-off cycles from weeks to days. Internally, RPA bots now reconcile purchase orders and inventory, releasing 4,000 man-hours a year for value-added design. Together these measures have improved our gross margin while pushing up Net Promoter Score, a strong endorsement in a project-driven industry.

### Our 'success mantra' for MSME resilience

BNB's mantra is **"Listen Early, Act Fast, Scale Wisely."** We listen early by embedding presales engineers alongside customers, uncovering unspoken needs that later translate to bundled security-plus-analytics deals. We act fast through an eight-touch sales cadence and a 90-day lead-to-PO benchmark that keeps cash-flows healthy - vital for any MSME. Finally, we scale wisely; each new region is launched only after a local spare parts inventory and

certified engineers pool are ready, ensuring SLA integrity from day one. This disciplined approach has allowed us to double turnover every three years, self-fund expansion and still maintain healthy financial ratios. In a sector like MSME, often impacted by credit constraints and regulatory change, our blend of customer centricity, operational speed and prudent scaling has proven a durable formula for growth. ■

### Key milestones that demonstrate BNB's adaptability

Over the past 10 years BNB has transformed from a largely-south based ELV (Extra-Low-Voltage) Systems Integrator into a pan-India, multi-solution partner by aligning every milestone to a clear market inflection. In FY 2021, when supply-chains were fractured, we aggregated critical spare inventories closer to client projects & operations, optimized BoQs & delivered on all projects & AMC promises. In FY 22 we set up an in-house Control Room, enabling remote commissioning during lockdowns and lifting service revenue by a significant margin. FY 2023 saw us pivot to non-PRC hardware in response to new MoHA advisories, winning marquee airport & PSU projects. Last year we opened an office for customer online tech-support while holding head-office costs relatively flat. These steps helped revenue climb upto 180Cr and staff strength to 450 on-roll (plus 500 off-roll) without compromising profit margins or safety KPIs.