**HBM strengthens its presence in India with new branch office**

* **HBM is now represented in India with its own branch office, pursuing its international growth strategy**
* **Acquisition of its long-time representative “Integrated Process Systems”. Customers benefit from long-term know how of proven sales team**
* **Reaction to substantially increasing demand for high-tech products in India.**

**HBM Test and Measurement is now represented in India with its own branch office. The provider of high-quality sensors, amplifiers and software thus responds to the substantially increasing demand for high-grade technology products in the Indian growth market.**

Thousands of engineers in India already benefit from HBM test and measurement equipment used, for example, for component and function tests in the automotive industry, at universities, in aerospace and weighing technology.

With the acquisition of "Integrated Process Systems" (IPS), its long-time representative in India, HBM sets the course for the company's continuing growth in the important Indian market. "Our customers benefit twice from the new branch office," explains Mike Johnson, HBM Sales Director for Western Europe, India and Australia.

"On the one hand, they can rely on the know-how of our long-time partner IPS's proven sales team. On the other hand, they now are more directly and swiftly linked with the global HBM engineering sites' decision and production processes."

IPS was founded by Stephen Pragasam in 1982. The 15-strong staff has ample application and product experience in the Indian market. The headquarters of the new company called "HBM India" (a division of Spectris Technologies Pvt. Ltd) will remain in Chennai, an industrial metropolis in the Indian state of Tamil Nadu. Sales engineers are present at different sites throughout the whole country.

For several years now, HBM has successfully pursued a consistent international growth strategy. With the new branch office in India, HBM is directly represented in 29 countries including many emerging markets such as China and India. The company's 9 development and production sites are in Germany, the UK, the Netherlands, Portugal, the USA and China.

**HBM Test and Measurement**

Founded in Germany in 1950, HBM is today the technology and market leader in the field of test and measurement. HBM's product range comprises solutions for the entire measurement chain, from virtual to physical testing. The company has production facilities in Germany, USA, China and Portugal and is represented in over 80 countries worldwide.

