

# THE LAST WORD WITH...

Rob Keeler, Sales Director EMEA at ADANI Ltd looks back on a fantastic 12 months for the company



↑ Rob Keeler, Sales Director EMEA at ADANI Ltd

## What makes ADANI stand out in such a competitive marketplace?

ADANI is a unique company in the security X-ray sector in the sense that it started in 1991 in the business of developing X-ray systems in the medical sector. In 1999, ADANI then moved into the security sector at the request of a diamond mine that needed an ultra-low dose Transmission Body Scanner: a product ADANI was able to develop using its medical expertise. This became the world's "first" Security Transmission Body Scanner - a technology application in which ADANI still leads, with world class quality, as demonstrated by the recent award to ADANI of the UK Ministry of Justice Body Scanner Contract to ADANI Ltd, its UK Company.

In addition to developing the Transmission Body Scanner family of products that it currently offers (including the world's fastest at 2.5 seconds per scan) ADANI has now developed a complete range of security X-ray products including AI Conveyor Systems and Vehicle Scanners.

## How important is the UK market to ADANI?

To support its work in the UK, ADANI formed ADANI Ltd 15 years ago as a small sales office with one or two staff. The original strategy was to market through companies that rebadged ADANI products under their own names - indeed one question we hear is "is ADANI new to this market, I don't know the name" from people who have been buying ADANI manufactured equipment for many years!

Two years ago, the decision was made to repurpose the UK-based ADANI Ltd to become a fully capable organisation providing technical expertise, stores, service and support in addition to a basic sales capability.

Resulting from its presence in the UK, in addition to major wins in the country - including the £27 million Ministry of Justice Body Scanner Framework, ADANI Ltd has won significant orders from some very high-profile organisations in Egypt and UAE and is expecting to close significant orders from other African and Middle East countries soon.

To support this increase in responsibilities, ADANI Ltd has recently moved from a small one room managed office in London to a 400 sq m new build in Manston, Kent, that provides a demonstration area, training facility, workshop and storage area in addition to offices.

## What have been the key achievements for ADANI over the past year?

Although just over 12 months ago, ADANI Ltd winning the £27 million Framework Contract for the supply

of Transmission Body Scanners against competition from across the world, was a major success and cemented ADANI as the world leader in the design and manufacture of Body Scanners.

## Could you tell us a little bit more about your team structure please?

As part of the move to support the increased role that ADANI Ltd is now playing in the ADANI group of companies, we have recruited specialist Engineers and Service/Support Staff as well as dedicated Project Managers to support our customers.

Led by myself, in support of other regional Directors in company HQ, the future development of the UK team must evolve with the growth of our portfolio and market requirements. It is therefore critical that ADANI Ltd stays flexible, motivated and totally adaptable to industry demand and change.

I'd like to take the chance to send an open invite to all readers to visit our Kent-based facility, where they can have the chance to meet the team, see the products and speak with us directly. And don't forget to catch us at all upcoming major exhibitions.



## OUR MISSION

To bring forward new capabilities that ensure a higher quality of human life through INNOVATIVE high-technology solutions



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