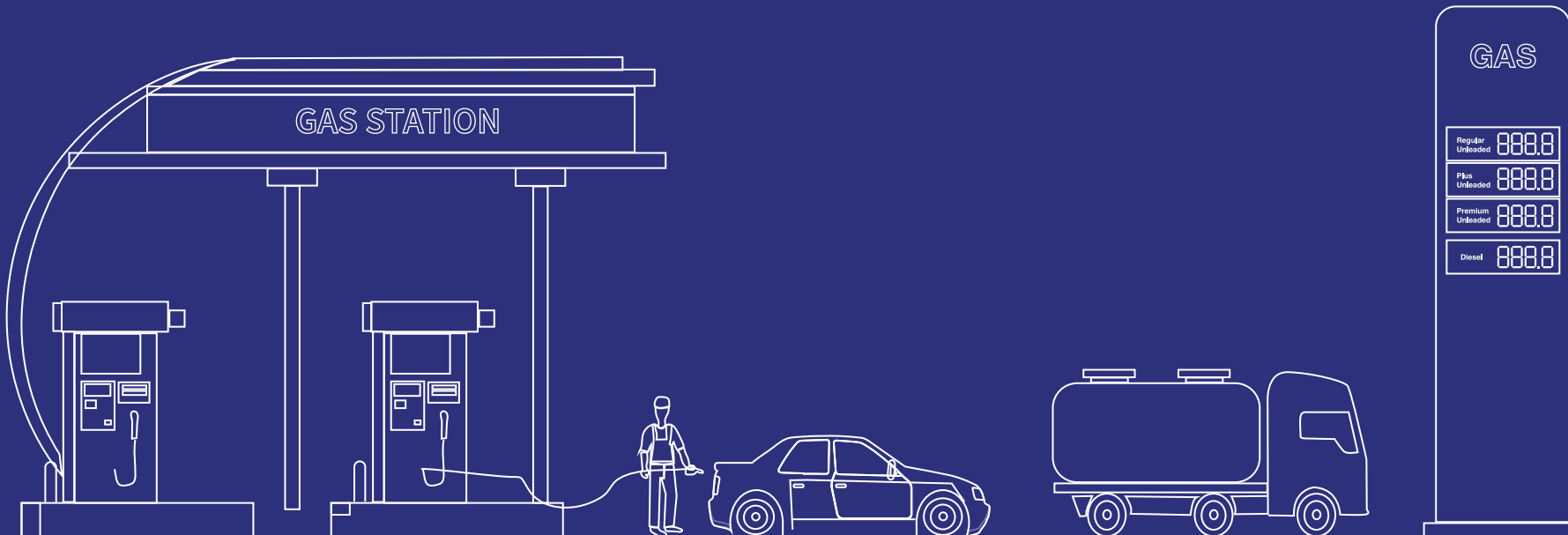
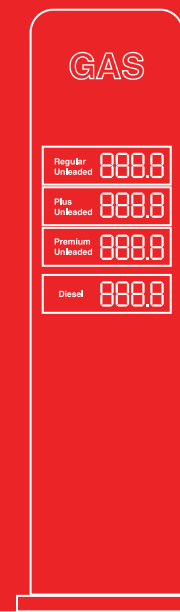
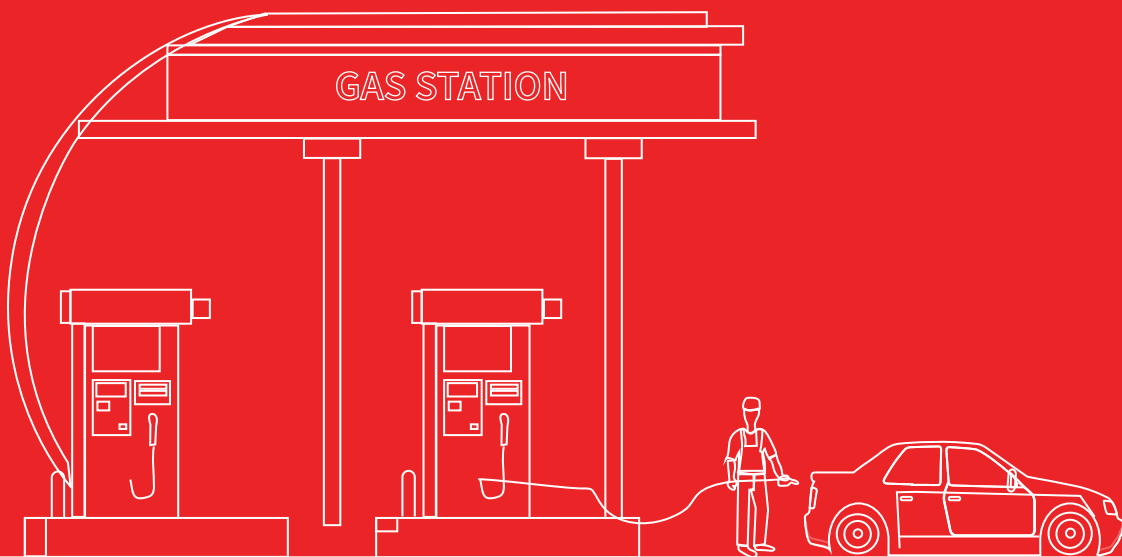




CORPORATE OVERVIEW



www.irapl.com



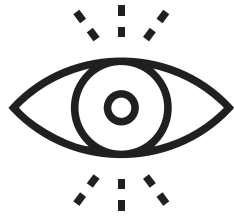
www.irapl.com

1 • ENGINEERING EXCELLENCE

Instrument Research Associates (IRA) was established in the year 1984. It is one of Asia's leading manufacturers and providers of Tyre Inflators, Nitrogen Inflators, Petroleum Signage, LED Displays, Pylons, Process Instruments and many other innovative products. Our spacious office is spread across an area of 10,000 sq. ft. in Bengaluru, which houses an R&D department wherein each equipment is developed and fabricated with utmost care & precision. Our top-notch products and engineering expertise has helped us carve a niche for ourselves in the market. We have an extensive network across India, and the rate at which we are expanding our footprints, is a testimony of our customers' appreciation for the differentiated services that we offer.

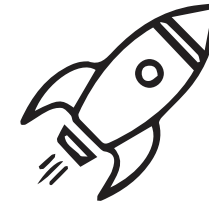
Our practices are compliant with International Standards, thereby ensuring optimum performance of your products.





OUR **VISION**

Our vision is to maintain leadership of the professional engineering industry on a global scale through innovation. To this end, we will combine the talent of our human resource assets and deliver value addition to the needs of our customers meeting highest standards of perfection.



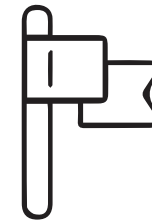
OUR **MISSION**

To design, develop, manufacture and market innovative instrumentation solutions by consolidating in-house competence with emphasis on 'Inventing Instruments' to retain market leadership.



OUR **QUALITY**

Quality is essential to the success of any business. We believe in this philosophy and maintain stringent quality control standards. Through constant supply of quality and reliable products, we have been successful in meeting the requirements of our valued customers spread across the country.



OUR **MILESTONES**

In 2002, IRA was given a National Award by the Technology Development Board, Ministry of Science and Technology, Government of India for 'successful commercialization of indigenous technology-based product – Digital Automatic Tyre Inflator'. More than 25,000+ tyre inflators have been installed PAN India.



PAKISTAN

Allahabad

Bhopal

Jabalpur

Ran
Jamshed

Nagpur

INDIA

Aurangabad

Deccan

Solapur

Hyderabad

Vishakh

Vijayawada

Kurnool

Mysore

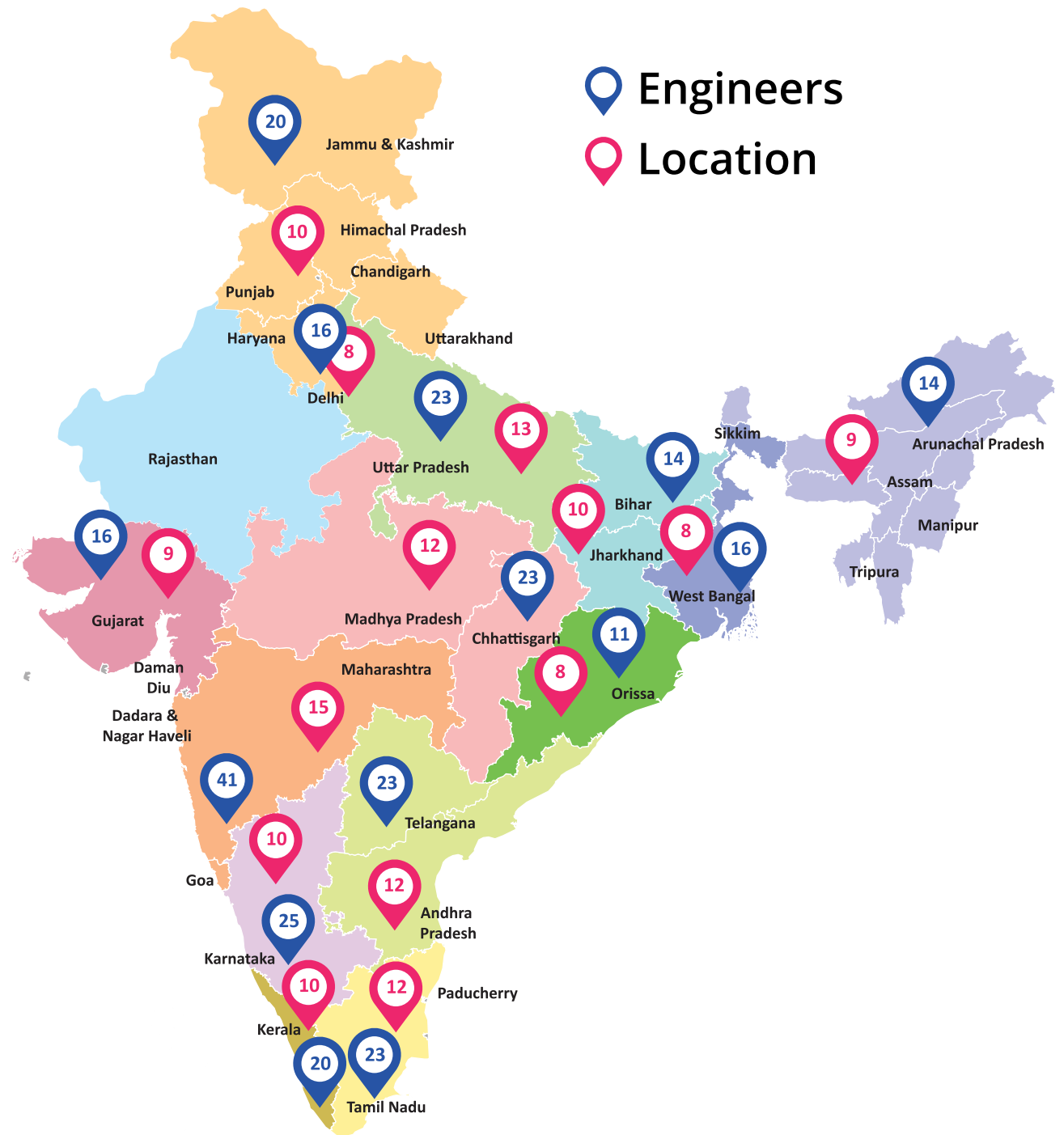
Tiruchchirappalli

ARABIAN
SEA

BAY
OF BENGAL

2. OUR PRESENCE

We have an extensive Sales and Service network present across the country. With 150+ service centers all over the country, we assist our customers in the best way possible. To ensure that we retain our position as market leaders, our teams follow a rigorous training calendar

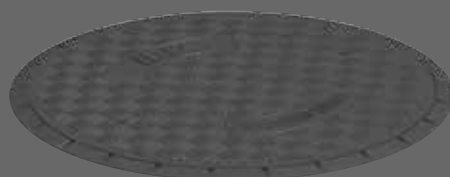
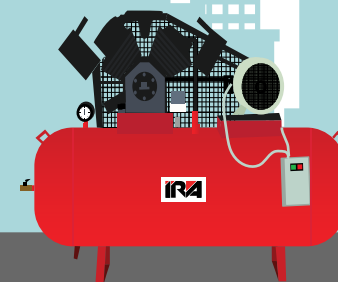
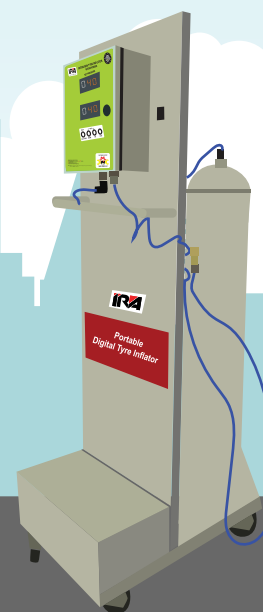
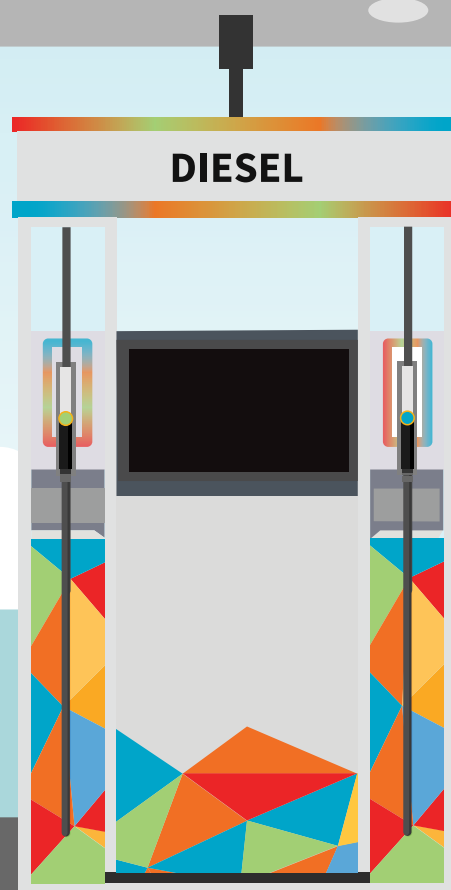




GAS STATION



LEADERS IN : TYRE INFLATORS, NITROGEN INFLATOR, SIGNAGES, PROCESS INSTRUMENTATION





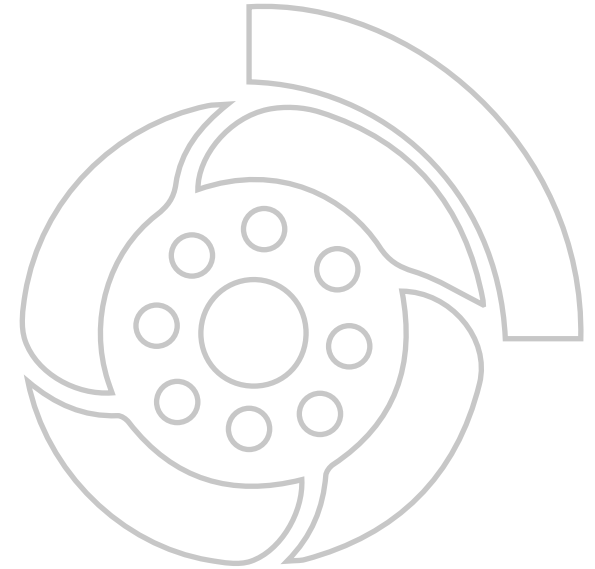
3.

AIR INFLATION SOLUTIONS

IRA's Automotive Electronics Division was incorporated principally to configure, create and showcase different types of gears required by retail outlets of oil companies, gas stations, automobile service stations, garages, exclusive tyre shops, etc.

This division handles products required by retail outlets to supplement their existing services and to provide additional value to their customers. These facilities include air tyre pressure, nitrogen balance/mixing of tyres and other products to provide allroundcare for automobiles.

IRA's products are of the highest quality and are perceived world over as thebest-in-business for their reliability and stringent quality standards. Our entire gamut of Tyre Inflators and Nitrogen Inflators has been recognised by EuroGlobal Certifications (UK) and were awarded CE testaments for the quality.



AIR INFLATION SOLUTIONS PRODUCT SHOWCASE



IOT ENABLED DIGITAL TYRE INFLATOR T20I

FEATURES & BENEFITS :

- **Next Gen:** Data communication via IoT(Internet of Things)-based technology (Ethernet/Wi-Fi/RS-485) for easy integration with retail outlet automation
- **Time Saving:** Equipped with fastest air filling algorithm
- **Improved Visibility:** Dual colour & bigger 7-segment display with latest international technology that changes colour upon completion of tyre filling
- **Enhanced Data Management:** KYC data input with voice-based Android app; helps to maintain a history of customer's visit at the outlet
- **Remote Monitoring:** Filling mode, error mode, idle mode, service mode, Number of tyres filled etc.
- **Illuminated SS Push Buttons:** Ensures improved operations; long-lasting; better visibility during night time with inbuilt RING LED
- **Durable Exterior:** 4mm anodized aluminum body for corrosion resistance; Anti-fading front panel
- **User-Friendly Design:** Open-ended nozzle; minimizes wastage of Compressor Air.
- **Comes with external air filter** to remove dust and moisture from compressed air; increases the life of DTI
- **High Capacity Pneumatics:** Can handle high pressure and make DTI more durable
- **Noise Reduction:** In-built option to turn the buzzer on/off to avoid noise



DIGITAL TYRE INFLATOR - SET AIR 115

IRA brings to you the best expertise of international standards to ensure optimum performance of your vehicles. Tyre Inflators of Set Air Series, namely SetAir144E and SetAir115KPS, come with LED Display and are suitable for Day & Night use.

Features :

- Inflates/deflates tyre as per the preset pressure
- Cabinet designed to meet IP-65 specifications (dust and waterproof)
- Available with remote control option

Benefits :

- The electronic LED display indicates the tyre pressure level during day and night
- Low maintenance, able to perform even in rugged conditions

AIR INFLATION SOLUTIONS PRODUCT SHOWCASE



DIGITAL TYRE INFLATOR - SET AIR HTV

Set Air 115KPS HTV tyre inflator is used to fill air in Heavy Transport Vehicles. It's superior to its counterparts in terms of its build and efficiency.

Features & Benefits :

- Inflates/deflates tyre as per the preset pressure
- Cabinet designed to meet IP-65 specifications (dust and waterproof)
- Available with remote control option (Set Air-115 KPS)
- The electronic LED display indicates the tyre pressure level during day and night
- Low maintenance, able to perform even in rugged conditions



MULTI AIR DIGITAL TYRE INFLATOR - MDTI

Set Air 115KPS HTV tyre inflator is used to fill air in Heavy Transport Vehicles. It's superior to its counterparts in terms of its build and efficiency.

Features :

- Auto-start inflation
- Large backlight LED display
- Clip-on nozzle for ease of operation
- Available in wall mounted and various customized branded floor stands

Benefits :

- Faster filling speed
- Reduces waiting time to fill air, as it fills up to 4 tyres simultaneously
- Low maintenance
- Easy to operate

AIR INFLATION SOLUTIONS PRODUCT SHOWCASE



NITROGEN INFLATOR - SMART

IRA introduces NitroPower Smart, a nitrogen inflator with new and improved design to energize the tyres. NitroPower Smart offers the highest nitrogen purity in the tyres for better performance and increased safety.

Features :

- An electronic LED display indicates the tyre pressure level
- Generates Nitrogen by Pressure Swing Adsorption Technique
- Nitrogen/Air – Dual Filling System

Benefits :

- Tyre pressure remains constant
- Improves vehicle handling
- Enhances tyre life
- Better road grip and handling



NITROPOWER SMART-I

IRA introduces NitroPower Smart-i, a nitrogen inflator with new and improved design to energize the tyres. NitroPower Smart-i offers the highest nitrogen purity in the tyres for better performance and increased safety.

Features :

- **Improved Visibility:** Dual colour & bigger 7-segment display with latest international technology that changes colour upon completion of tyre filling
- Generates Nitrogen by Pressure Swing Adsorption Technique
- Nitrogen/Air – Dual Filling System
- **Enhanced Data Management:** KYC data input with voice-based Android app; helps to maintain a history of customer's visit at the outlet
- **Remote Monitoring:** Filling mode, error mode, idle mode, service mode, Number of tyres filled etc.
- **Illuminated SS Push Buttons:** Ensures improved operations; long-lasting; better visibility during night time with inbuilt RING LED
- **Durable Exterior:** 4mm anodized aluminum body for corrosion resistance; Anti-fading front panel

AIR INFLATION SOLUTIONS PRODUCT SHOWCASE



AIR COMPRESSOR

Our Air Compressors are classified in to 2 types:

1. Single stage reciprocating
2. Double stage reciprocating
- 3 HP-160 Liters Tank capacity
- 5 HP-220 Liters Tank capacity
- 5 HP-250 Liters Tank capacity for HTV
- 10 HP-500 Liters Tank Capacity for HTV

Benefits :

- High Reliability: Enhanced life of consumables and lesser service points ensure lower down time of the compressor
- Cost Effective: Offers low life cycle cost with zero compromise on performance and quality
- Energy Efficient: Compressors are designed for optimum efficiency with low wear and tear
- Operator Safety: Compressor design conforms to Indian standard IS 2825 which ensures all safety measures are properly adhered to



STAINLESS STEEL STAND WITH AUTO RETRACTABLE HOSE REEL

Launched in the Indian market, the one-of-a kind Stainless Steel Stand (SS Stand) classifies amongst the premium products of IRA. It is positioned as a high-end digital tyre inflator for deployment at strategic sites.

Features :

- Auto Retractable Hose Reel
- Double End-Foot Connector

Benefits :

- Faster filling speed
- Reduces waiting time to fill air, as it fills upto 4 tyres simultaneously
- Low maintenance
- Easy to operate

AIR INFLATION SOLUTIONS PRODUCT SHOWCASE



EXPRESS LUBE OIL CHANGING MACHINE - ELOC-S1

Express lube oil changing machine

Benefits :

- Convenience of changing oil at petrol pump
- Efficient & fast process for used lubricating oil management
- Compact size & user-friendly
- Swift operations through Compressed Air input (Power supply not required)
- Ideal for Two-Wheeler, Three-Wheeler and Cars



BATTERY OPERATED PORTABLE DIGITAL TYRE INFLATOR

Benefits :

- Battery charging time- 4 to 5hrs
- Can fill up to 800+ tyres
- Time for tank to go from 0 to 150 PSI \approx approximately 3 minutes
- Tank capacity : 74L
- Full top-up tank can fill up to 60-65 tyres
- Portable DTI : Operated via mains power, in addition to the built-in battery
- The 74 Litre MS tank : Mounted on a heavy-duty powder coated
- MS trolley with smooth wheels (and wheel brakes) for easy movement
- Power Saver/Energy Efficient : Comes with a battery ON-OFF switch, for Standby mode, to save power



DIGITAL TYRE INFLATOR FOR TRACTORS

Benefits :

- Dual options in Single DTI. It can be used to fill both tractor tyres and rest of the tyres up to 120 PSI
- Toggle switch provided on front panel for easy switching between tractor tyres and rest of the tyres
- Cabinet designed to meet IP-65 ratings
- Comes with LED display for better visibility during day and night
- Accurate and faster filling feature to clear the rush in the outlet in least possible time

IRA



PHARMACEUTICALS



FERTILIZERS



AUTOMOBILE



LABORATORY



FOOD



OIL & GAS



DEFENSE

4. NEW PRODUCTS & SOLUTIONS

IRA is a leader in the field of Process Control Instrumentation since 1977 and has installed more than 35,000 various instruments across the country, a proof of its performance, reliability and accuracy. IRA manufactures a wide range of state-of-the-art instruments covering portable battery-powered indicators, single and multi-point mainspowered indicators, controllers, scanners, 2/3-wire transmitters, data loggers for temperature, relative humidity, pressure, level, air velocity, count, time, leak detectors etc.



NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE

EASYCOVER



EASY COVER SMC MAN HOLE COVER

A cost -effective, sustainable & Composite material Man Hole Cover for fuel stations

Features :

- Chemical resistance / Corrosion resistance
- Design flexibility / durable
- High impact strength
Load capacity up to 40T (EN124 D400 compliant)
- High performance at elevated temperatures
Heat resistance
Naturally flame retardant
Superior thermal stability
- Lighter weight than metal
- Molded in color
- Outstanding electrical insulation

Features :

- Flushed to driveway, noise free & smooth driving experience to customer.
- Slip resistant surface and better grip
- UV resistant
- Water tight / vapor tight
- Theft prevention, as, it has no scrap value
- Light weight (easy to operate, single person operation)
Foot lift hand lift to operate / no hinge
No injury /accident risk to operator
- Long life (>25 years) & zero maintenance



CAM-LOCK FILL POINT ASSEMBLY

Features :

- Tanker into UST (Underground Storage Tank) through Fill Point. Tanker hose is connected to the Fill Point through threaded connection
- During decantation, mismatching of this threaded connection is very common and significant quantity of product is spilled creating an unsafe operating condition. The surrounding area including the soil gets polluted
- Fill Point is extremely vulnerable from the perspective of possible pilferage and contamination as this point is not under secured locking system.



TANK TRUCK SAMPLER

Feature & Benefits :

- A sampling device has been developed to make sampling operation completely safe without touching the product
- Quick & Safe Quality checks before unloading product at the Retail Outlet
- The product flow rate is nicely regulated and desired quantity product can be drawn without spillage or drop of product
- It will not lead in to unwanted generation of static electricity.
- Avoids fire incidents have been reported while sampling Motor Spirit.



ATG RISER CAP LOCK ASSEMBLY

Feature & Benefits :

- ATG probe is installed on each tank through a 4 nozzle and riser pipe
- Probe depth of insertion in product can also be tampered by loosening the gland on top of the cap. pilferage and adulteration
- Threaded cap is often loose and not being tightened properly leads to release of hydrocarbon Vapour in the tank pit making the area extremely hazardous and unsafe
- Water and possible contaminants such as muck, silt etc. seeps into the tank and contaminate the product stored in the tank
- Probe depth also cannot be altered from outside without opening the cover using high security key.

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



CIRCULAR CHART PRESSURE RECORDERCHARTMAKER-962PX SERIES

Features :

- 1 or 2 pens
- 4 digit digital display
- Recording speed is programmable from 0.1 to 999.9 hrs/rev.



DIGITAL PRESSURE CONTROLLERS PRM-300MCX SERIES

Features :

- ON/OFF Controller with 1 or 2 set points
- 1 or 2 relay outputs
- Range: -760mmHg to 600 bar.



OVER PRESSURE & VACUUM SWITCHES, SERIES 620/625

Features :

- Range: Pressure: 8 to 6000 mbar Vacuum:-900/-600/-150/-80/-30 mbar
- Low cost
- Media (non-corrosive): gases / liquids
- Applications in general industrial machinery & process industries.



ELECTRONIC LEAK DETECTOR

Features :

- Measures small leaks
- Visual leak indicators
- Zero system leak

Advantages :

- Economical (only one sensor)
- Easy operation (user friendly)
- Better dynamic response time

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



PRESSURE TRANSMITTERS SERIES 696, 697 FOR LOW PRESSURE APPLICATIONS

Features :

- Medium: Neutral gases, air
- Range: 0–3 / 5 / 10 / 30 / 50mbar
- Output: 0.5 – 4.5V DC
- Power Supply: 14.3 – 40V DC
- Pressure Connection: Hose pipe, dia. 6.2mm



RH & TEMP. INDICATORS

Features :

- Remote Indicator HUMITHERM-842MR with Transmitting Sensor HUMITHERM-842TC
- Local Indicator HUMITHERM-842M with Local Sensor HUMITHERM-842S
- Mains powered
- Panel mounting type
- 2 x 3-digit LED display
- Range: Temp: 0°C to 50°C; RH: 20% to 95%
- Accuracy: RH: $\pm 2\%$ throughout the range at 25°C Temp: $\pm 0.5^\circ\text{C}$ at 25°C



PORTABLE RH & DRY BULB TEMPERATURE INDICATOR HUMITHERM-842C

Features :

- Field proven, portable, battery operated Indicator
- LCD display
- Solid-state combined RH & temperature sensor
- Range: 0°C to 50°C; 20% to 95% RH
- Accuracy: RH: $\pm 2\%$ throughout the range at 25°C Temp: $\pm 0.5^\circ\text{C}$ at 25°C



DIGITAL PRESSURE INDICATORS PRM-300MX SERIES

Features :

- Mains powered panel mounting
- 3½ digit LED display
- Range: From –760mm Hg upto 600 bars
- Accuracy: $\pm 0.5\%$ of F.S.

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



INDICATING RH & TEMPERATURE CONTROLLER HUMITHERM-842MC WITH TRANSMITTING SENSOR, HUMITHERM-842TC

Features :

- 2 displays for RH and °C
- ON/OFF control action
- 2 set-points, one each for RH and dry bulb temperature
- Range : Temp: 0°C to 50°C RH: 20% to 95%
- Accuracy:
- RH: $\pm 2\%$ throughout the range at 25°C
- Temp: $\pm 0.5^\circ\text{C}$ at 25°C 2 relay outputs



TEMPERATURE PROBES

Features :

- PT-100RTD Thermocouples.
- K-Type Thermocouples.
- N-Type Thermocouples.



MICROPROCESSOR BASED PRESSURE DATALOGGERS PRESPRINT-300XX SERIES

Features :

- Works with 691, 691A & 692 Series Transmitters.
- 8, 16 & 24 channels
- High and low alarm set-points for each channel.
- Direct interface to a PC via RS-232C interface for on-line data recording 32KB built-in memory capacity
- for data storage of 1365 lines on FIFO basis.

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



HIGH TEMPERATURE HUMIDITY TRANSMITTER HUMITHERM-935

Features :

- Integral Sensor Element
- Choice of Stem length
- Range:Temp:-40°C to 120°C RH: 10% to 100%
- Output:
4–20mA for both temperature and RH
- Accuracy:
RH: $\pm 2\%$ throughout the range at 25°C Temp: $\pm 0.5^\circ\text{C}$ at 25°C
- Works with any Humidity instrument of IRAPL.
- Sensor protection facility for dusty and aggressive atmosphere



RH & DRY BULB TRANSMITTER HUMITHERM-842TC

Features :

- Integral sensing elements.
- Output: 4–20mA DC for both RH and dry bulb temperature.
- Wall or duct mounting



PORTABLE BATTERY POWERED TEMPERATURE INDICATORS DIGITHERM-1000C SERIES

Features :

- Range: -20°C to $+1270^\circ\text{C}$
- $3\frac{1}{2}$ digit LCD display
- Accuracy $\pm 0.5\%$ or 1°C
- Calibrated to 'K' type thermocouple
- Auto shutoff circuit.

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



MAINS POWERED SINGLE POINT TEMPERATURE INDICATORS DIGITHERM-1000M SERIES

Features :

- Panel mounting
- Range: -200°C to $+1270^{\circ}\text{C}$
- $3\frac{1}{2}$ digit LED indicator
- Calibrated to PT-100 RTD & J, K, T type thermocouples.



DIGITAL INDICATING TEMPERATURE CONTROLLERS DIGITHERM- 2000MCX SERIES

Features :

- ON/OFF control action
- Range: -200°C to $+1270^{\circ}\text{C}$
- Calibrated to PT-100 RTD & J, K, T type thermocouples.
- One or two set points



TEMPERATURE SCANNERS TEMPSCAN-4000XX SERIES

Features :

- Capacity: 4 or 8 channels
- $3\frac{1}{2}$ digits 0.5" LED display
- Range: -200°C to $+1270^{\circ}\text{C}$
- Variable scan rate
- Auto/manual scanning modes
- Individual set points: One per channel (for high or low alarm or trip)
- Common relay output with alarm or trip reset facility
- Calibrated to PT-100 & J, K, T type thermocouple



PRESSURE TRANSMITTERS, SENSORS SERIES 691, 691A & 692

Features :

- Range: Vacuum: -1 to 0 , -1 to $+5$ bar Gauge Pressure: 0 to 600 bar Absolute Pressure: 0 to 16 bar Differential Pressure: 0.1 – 25 bar
- Output:
 - 4– 20mA (2 wires) for input power of 11 – 33V DC
 - 0 – $5/10\text{V}$ (3 wires) for input power of 18 – 33V DC

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



TEMPERATURE DATALOGGERS TEMPRINT-6000PXX SERIES

Features :

- Range: -200°C to $+1270^{\circ}\text{C}$
- Accuracy: $\pm 0.5^{\circ}\text{C}$ or $\pm 1^{\circ}\text{C}$
- 8, 16 & 24 channels
- Calibrated to PT-100 RTD & J, K, T type thermocouples
- Keyboard programmable
- Sensor burn-out protection
- Programmable scan rate and channel skip facility
- High & low alarm set points for each channel
- Battery back-up for calendar
- Prints Temperature vs. Date, Time and Channel No.
- Direct interface to a PC via RS-232C interface for on-line data recording.
- 32KB built-in memory capacity for data storage of 1365 lines on FIFO basis.



PROCESS INDICATORS PI-350X SERIES

Features :

- Facility for programming input type of FS range, recorder output and decimal points
- Accepts wide range of inputs: 0–20mA, 4–20mA, 0–1V, 1–5V, 0–10V, 0–20V DC



TEMPERATURE TRANSMITTERS TX-5000X SERIES

Features :

- Miniature plug-in type
- Range: -200°C to $+1270^{\circ}\text{C}$
- Cold junction compensation for T/C and linearised signal
- Optically isolated input & output
- Calibrated to PT-100 RTD & J, K, T type thermocouples
- Outputs: 1 to 5V or 4–20mA

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



PROCESS CONTROLLERS PI-350MCX SERIES

Features :

- 1 or 2 potentiometer set-points in addition to indication as per Process Indicator PI-350
- Independent relay outputs for each of 2 set-points.
- Accepts wide range of inputs: 0–20mA, 4–20mA, 0–1V, 1–5V, 0–10V, 0–20V DC



EVENT COUNTERS EVENTCOUNT-5M

Features :

- 6-digit Counter same as Preset Counters but without presetting facility.
- Accepts most of sensors.
- Back-up memory against power failure



PRESET & BATCH COUNTERS PRESETCOUNT-55MC SERIES

Features :

- Miniature plug-in type
- Range: –200°C to +1270°C
- Cold junction compensation for T/C and linearised signal
- Optically isolated input & output
- Calibrated to PT-100 RTD & J, K, T type thermocouples
- Outputs: 1 to 5V or 4–20mA

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



DIFFERENTIAL PRESSURE TRANSMITTERS

Features :

- Range: 0 to 3/ 5/ 10/ 30/ 50 mbar
- Very low differential pressure
- Media: air / neutral gases
- Ideal for
 - air flow in A/c applications
 - for measuring ultra low pressure in environmental / medical applications
 - for level monitoring



VERY LOW DIFFERENTIAL PRESSURE & OVER PRESSURE SWITCHES, SERIES 604

Features :

- Range: 20 – 5000 pascals (0.2 to 50 mbar)
- DP Switch in ventilation ducts for control of filters and fans
- Primary and secondary control systems for air dampers
- Protection of heating coils from over heating
- Media: Air & non-corrosive gases Protection against frost in heat exchangers and industrial cooling circuits
- Smallest switching differential.

NEW PRODUCTS & SOLUTIONS PRODUCT SHOWCASE



OVERFILL PROTECTION SENSOR-FIBRE OPTIC

Features :

- Self Diagnostic function
- Compatible with all systems built to the API code
- A visible optic light in the sensor tip indicates whether it is dry and operational
- Independent visual test for function when in or out of the tanker
- Patented visible light- Technological breakthrough
- Secondary protection with O-Ring sealed tip
- Built to comply with API RP1004 and EN13922
- Three stage Viton sealing
- Glass prism is light-shielded by the retainer
- Probe can be removed from tank top without having access to interior to remove a hood
- Construction is fully sealed from the front side
- Self healing epoxy at rear at cable entry point
- Fully potted construction
- Range of probe extensions to suit various probe lengths



HUMIDITY DATALOGGERS, HUMIPRINT-842XX SERIES MICROPROCESSOR CONTROLLED, PROVIDING PRINTOUT AND DISPLAY OF DRY BULB TEMPERATURE AND RH UPTO 12 POINTS

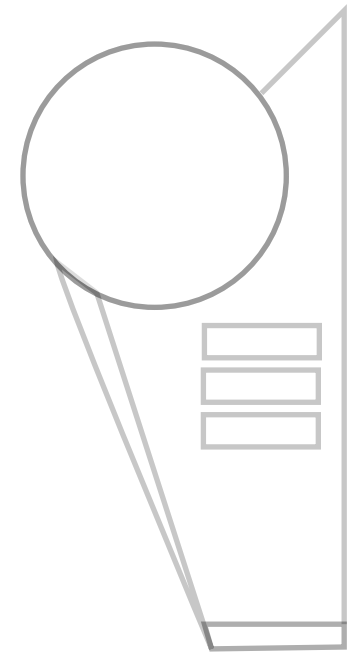
Features :

- Range: Temp: 0°C to 50°C RH: 20% to 95%
- Accuracy: RH: $\pm 2\%$ throughout the range at 25°C
Temp: $\pm 0.5^\circ\text{C}$ at 25°C
- Works with transmitting sensors High & low alarm set-points for each channel.
- Prints RH & $^\circ\text{C}$ vs. Date, Time & Channel No.
- Direct interface to a PC via RS-232C interface for on-line data recording.
- 32KB built-in memory capacity for data storage of 1365 lines on FIFO basis.



5. BRANDING & SIGNAGE DIVISION

IRA manufactures Signage and Display equipments such as Pylons, Fascia Signs, Moving Message Displays, Remote Controlled Displays and custom built towers for fuel retail outlets of OMCs (Oil Marketing Companies). We have a well-equipped design & fabrication facility for developing these products. The Signage and Display equipments, also known as Retail Visual Identity Solutions (RVIS) are installed at major OMCs in the country. The design of pylons and monoliths are distinctively unique to our customers and are manufactured as per quality & brand standards that have been specified. Aluminum Composite Material is extensively used in all the elements of Retail Visual Identity. Our workmanship is displayed across various outlets of HPCL, BPCL, IOCL, Essar Oil and Shell India.



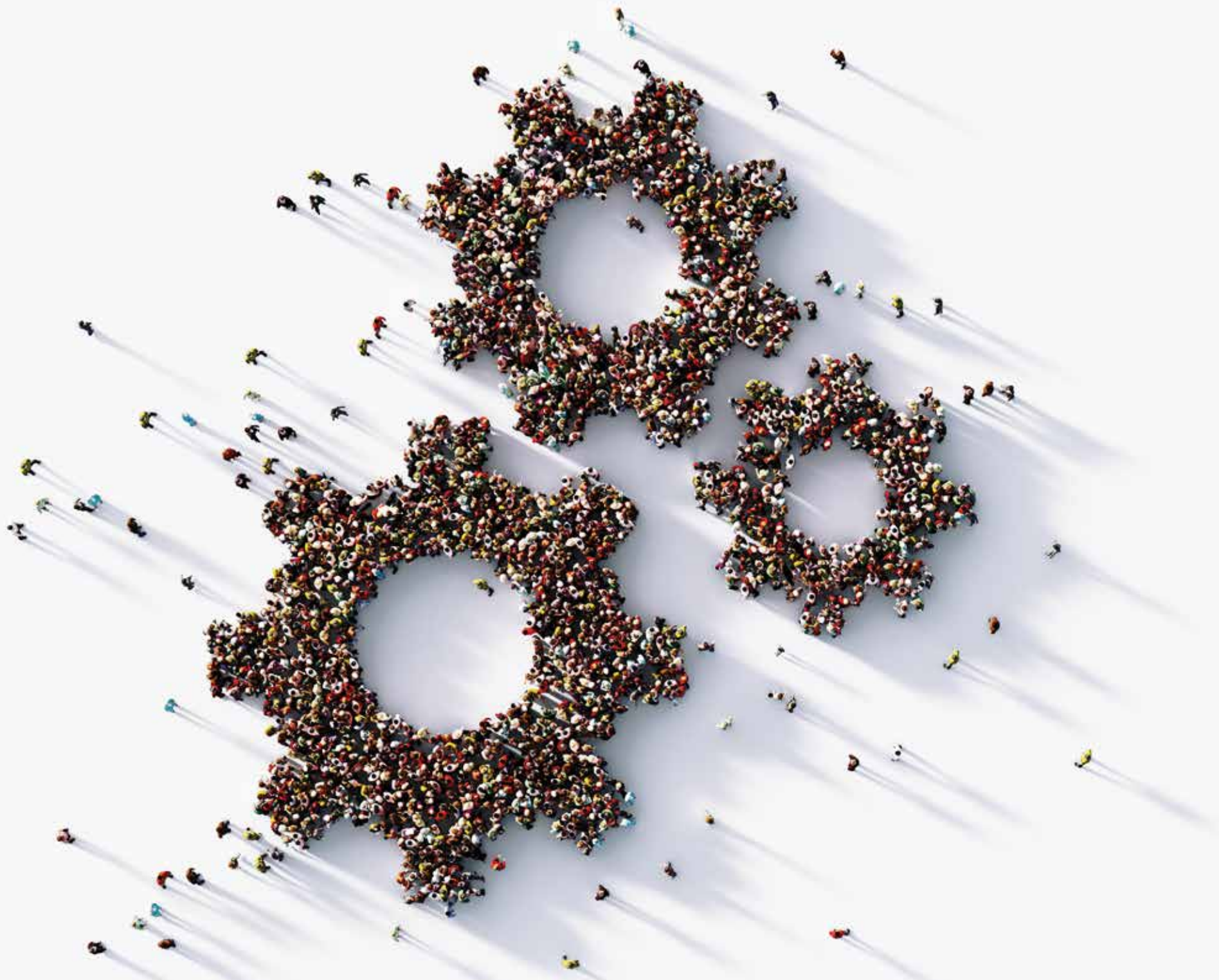
ELECTRONIC PRICE CHANGE UNIT

The LED based multicoloured Electronic Price Change Unit (e-PCU indicates fuel price at a petrol station. The unit can be retrofitted inside a pylon/monolith and the fuel rates can be changed with a RF based wireless remote. It can be incorporated with a forecourt controller and can also be integrated with a Retail Automation System. The LED display ensures distinctiveness and visibility to a petrol station and makes it possible for human eye to see it from any position.

Our Retail Visual Identity solutions for Oil Marketing Companies comprises of:

- Signature Pylon
- Monolith or Main Sign Pole
- Electronic Price Change Unit (e-PCU) for Monolith/Pylons
- Entry/Exit Sign
- Column Cladding
- Smart Pylon
- Mini-monolith
- Canopy Fascia
- Building Cladding

TOTEM, MONOLITH, SIGNATURE PYLONE, SMART PYLON, NAYARA TOTEM



SERVICE & SUPPORT



SALES AND SERVICES

We have an extensive Sales and Service network present across the country. With 150+ service centers all over the country, we assist our customers in the best way possible. To ensure that we retain our position as market leaders, our teams follow a rigorous training calendar.

MANUFACTURING FACILITY

We have a modern manufacturing facility spread across an area of 10,000sq ft. in Bengaluru which is equipped to manufacture a wide range of products ranging from Process Instruments to large retail identity structures such as Pylons.

CUSTOMER CARE

Our Help Desk monitors all service calls; and the company is committed to providing quality support services to the customers.

For any service related query, feel free to reach out to

Mr. Rakesh Kumar



+91-92231 91818

@rakeshkumar@irapl.com



OUR HAPPY CUSTOMERS





Happy to Help You

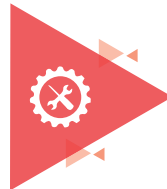


AIR INFLATION SOLUTIONS

Mr. Gopalasubramanian R.

+91-93453 25100, 98400 43900

@gopalr@irapl.com

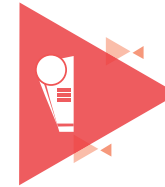


NEW PRODUCTS & SOLUTIONS

Mr. Murali Mohan S.

+91-93798 27602

@muralis@irapl.com



BRANDING & SIGNAGE

Mr. Nagesh S.

+91-93798 27606

@nagesh.s@irapl.com



www.irapl.com

Head Office

14th Floor, Tower-3, One International Centre,
S. B. Marg, Prabhadevi (W), Mumbai- 400 013.

+91-22-7181 8181

@marketing@irapl.com

Registered Office

A-201, B-202, Block-1, KSSIDC, Multi-storeyed Complex,
Electronics City, Hosur Road, Bengaluru – 560 100.

+91-080-2852 0571

@sales@irapl.com

