



EasyRobotics Establishes Operations in India

An Important Milestone for EasyRobotics

EasyRobotics is proud to officially announce that the establishment of our company in India is now fully in place. With our local office in Bangalore, we are taking an important step in the company's global growth strategy while strengthening our presence in one of the world's most exciting and fastest-growing markets for automation and robotics technology.

We are also very pleased that we have already produced the first handful of units in Bangalore, where our local team is now actively supporting customers and partners in the region.

Local Production and Strong Partnerships

As part of the establishment, EasyRobotics is collaborating with a local manufacturing partner for the production and delivery of robotic cells to the market. This partnership enables us to deliver faster, more efficiently, and closer to the needs of customers throughout the region.

For some time, we have experienced increasing demand for flexible automation solutions across the region, while also recognizing the exceptionally high quality of Indian-manufactured products. Therefore, we are very pleased that we have finally established a strong local manufacturing partnership capable of supporting our future growth and deliveries in the market.



At the same time, it is important for us that the entire value chain operates in compliance with applicable standards, responsible working conditions, and the ethical guidelines described in EasyRobotics' Code of Conduct.

In the first phase, EasyRobotics India will focus on supporting the market with our palletizing solutions, machine tending systems, and robotic welding solutions. These solutions are already widely recognized for helping manufacturers improve productivity, flexibility, and automation efficiency.

As described on the official EasyRobotics website, EasyRobotics delivers flexible cobot systems for CNC machine tending, palletizing, and modular robotic workstations designed for fast deployment and scalable automation.



Why India is Important for EasyRobotics

India is currently one of the world's fastest-growing markets for automation, collaborative robots (cobots), and smaller industrial robotic solutions. The combination of rapid industrial growth, increasing focus on efficiency, and a fast-expanding manufacturing sector makes the market especially attractive for EasyRobotics.

Many companies in India are looking for flexible automation solutions that can be implemented quickly without major investments in complex production lines. This is exactly where EasyRobotics' solutions fit perfectly, with a focus on compact, flexible, and user-friendly robotic cells for applications such as machine tending, palletizing, and welding.

The global collaborative robot market continues to grow rapidly, and the APAC region is already the largest market for cobots and industrial automation. Therefore, we see India as a strategically important growth center for EasyRobotics in the years ahead.



Future Plans for APAC

We see India as a central hub for EasyRobotics' future activities across the APAC region. Our ambition is not only to support the Indian market, but also, over time, to support the wider APAC region directly from our setup in India.

The long-term plan is for production and servicing of the APAC region to increasingly be handled from India. This will ensure shorter delivery times, stronger local support, and even better service for our growing network of customers and distributors.

Welcome Garv Guru & Jagadish



We're delighted to welcome Garv Guru to EasyRobotics India as Sales Manager. With extensive experience in the Indian automation industry, Garv joins our team under the leadership of Anil Kumar and will help drive growth and strengthen customer relationships.

"I'm excited to join EasyRobotics and see great potential for its solutions in India. I look forward to working with customers and partners to strengthen our presence in the region."



We are thrilled to introduce Jagadish M as the newest addition to the Easyrobotics engineering department. Jagadish joins us as a Mechanical Designer, bringing a fresh perspective and valuable technical skills to our automation projects.

In this role, he will focus on developing advanced robotic components, optimizing hardware designs, and collaborating across teams to bring next-generation solutions to life.

On the marketing and partner side, we are also pleased to strengthen our ability to support our growing distributor network in India locally. With a direct presence in the market, we can now support both new and existing partners faster and more efficiently.

Dedicated Marketing Support for Partners

EasyRobotics India is also strengthening partner support through a dedicated local marketing team led by Avinash Gowda together with graphic designer Basa. The team will support distributors and partners with marketing activities, branding, campaigns, and local promotion of EasyRobotics solutions throughout the region.



Avinash Gowda states:

"We are very pleased to support our partners locally and help strengthen the visibility of EasyRobotics in the Indian market. Together with our distributors, we aim to create strong local marketing activities and support future growth across the region."



Basavaraj adds:

"We look forward to supporting both new and existing partners with marketing materials, campaigns, and creative content that help showcase the EasyRobotics product portfolio in a professional and effective way."

The marketing team will work closely with partners and gladly assist with promotional activities and local marketing efforts related to EasyRobotics products and solutions.

Leadership, Vision and the Future

EasyRobotics India is led by Anil Kumar in close collaboration with Henrik V. Sørensen as part of the senior leadership team responsible for establishing and developing the company in India.



Henrik V. Sørensen states:

"India is a market with enormous opportunities for automation and modern manufacturing solutions. We are experiencing strong interest in our products, and the establishment of EasyRobotics India is an important investment in the future."



Anil Kumar adds:

"We are very pleased to strengthen our team with Garv Guru. His experience, local market knowledge, and strong industry relationships will be a great asset for EasyRobotics India. We look forward to developing the market further together and building strong partnerships throughout the region." He continues:

"It is a great pleasure to be part of building EasyRobotics in India. We are already seeing strong interest from both customers and partners, and we look forward to further developing the market with local activities, support, and production."

Statement from Headquarters

EasyRobotics' headquarters in Denmark, led by Anders Kjempff, is extremely satisfied with the establishment of the company in India.



Anders Kjempff states:

"We are extremely pleased with the establishment of EasyRobotics India and proud that we have already produced our first units in Bangalore. This demonstrates both the commitment of our local team and the strong potential of the market. India will become an important part of our global strategy moving forward." He continues:

"It is important for us to stay close to our customers and partners. With our local setup in India, we can provide faster support, stronger collaboration, and more flexible solutions throughout the region."



Thank You to Our Partners

EasyRobotics would also like to warmly welcome both new and existing partners to collaborate with us in India.

We will do our utmost to support our customers and partners locally and build a strong foundation for future growth together

With the establishment in India, EasyRobotics is taking another important step toward becoming an even stronger global supplier of flexible automation and robotic solutions.

Contact

Anil Kumar

Managing Director - India
ank@easyrobotics.dk
+91 9844332623

Garv

Sales Manager - India
gg@easyrobotics.dk
+91 8882401615