



# Livingston

The Test & Measurement Equipment Rental Company

**Ref: LIVG01**

## **Livingston Establishes Indian Operations**

*Addressing growing test equipment sourcing opportunities in the region*

**2<sup>nd</sup> July 2010** - Already recognised as Europe's leading test and measurement rental supplier, providing companies with cutting edge test equipment without calling for heavy capital expenditure, Livingston has now entered the emerging Indian market. It has opened a new office in the Delhi satellite city of Gurgaon, at the heart of the country's high tech expansion.

According to Philippe Suel, International Development Director of Livingston Group's test division, "India's economy is rapidly developing, with new communication infrastructure being rolled out and a burgeoning manufacturing base to be served. Engineers must have access to the latest test hardware, but finding the funds to purchase this is often difficult. By following the rental model advocated by Livingston, large upfront payments are avoided and equipment can be treated as an operational expense that can be stopped whenever it is no longer being utilized. This approach safeguards against sudden fluctuations in demand, as well as giving companies the flexibility to upgrade equipment when required. It also ensures that companies are not left exposed to the hidden costs associated with ownership, such as maintenance, transportation between sites, repair, and recalibration."

"With the opening of these facilities in India" he continues "Livingston is now very well positioned to attend to the needs of the local market, allowing immediate availability of an extensive inventory of test items. This will mean that installers involved in the implementation of 3G wireless base stations or next generation wire-line networks, along with systems integrators, contract manufacturers, and OEM product developments teams can meet even the most challenging test requirements, while still being able keep within budgetary limitations.

### **About Livingston:**

Livingston provides and manages test equipment for companies in more than 100 countries worldwide, giving them access to leading edge products regardless of their budget constraints. Founded over forty years ago, the company has built up a highly experienced team of engineering and supply chain professionals. Its services include rental, calibration management, and inventory management. Partnering with Livingston allows companies to

optimise their capital expenditure, bringing greater return on investment, as well as generating cash for unused or underused assets through its equipment disposal and redeployment activities.

For more information visit:

[www.livingston-global.com](http://www.livingston-global.com)

**Contact Livingston:**

Livingston India Pvt, Ltd,  
First India Place, 2nd Floor, Block B,  
Mehrauli-Gurgaon Road  
Gurgaon - 122 002  
Haryana, India.

Tel: +91 124 4028911 Fax: +91 124 4028979

For full list of international sales offices [click here](#)  
[info@livingston-global.com](mailto:info@livingston-global.com)

**Editorial Contact:**

Philippe Suel, Marketing Director, Livingston  
Email: [philippe.suel@livingston.com](mailto:philippe.suel@livingston.com)

**Issued by:**

Mike Green

Pinnacle Marketing Communications Ltd,  
Prosperity House, Dawlish Drive, Pinner, Middlesex, HA5 5LN, UK.  
Tel: +44 (0) 20 8429 6543  
Email: [m.green@pinnaclemarcom.com](mailto:m.green@pinnaclemarcom.com)  
[www.pinnacle-marketing.com](http://www.pinnacle-marketing.com)