Sondrel Expands into India

The company announces the establishment of an entity in India, opening its first engineering design centre in Hyderabad.

THEALE, BERKSHIRE, UNITED KINGDOM, September 20, 2017 /EINPresswire.com/ -- Sondrel, a UK headquartered IC Design Consultancy, today announced the establishment of an entity in India, having opened its first engineering design centre in Hyderabad. The company provide concept to silicon design services to an international client base.

The continued rapid growth of Sondrel has seen new design centres opening in the UK, Europe, China and Morocco. Establishing an office in India expands the company's reach into an important region within the semiconductor sector, and brings its international network of design centres to eight in total.

The twenty-five strong engineering team in Hyderabad formerly worked for

VP Engineering, Kevin Steptoe (middle) shakes hands with Sondrel engineers Hari Vattikota (left) and Ravikumar Dasari (right)

Imagination Technologies, and specialise in graphics and image processing technologies. The Sondrel office is in the Madhapur district, in Hitech City, a hub for many global semiconductor and technology companies. Sondrel is immediately looking to hire more engineering consultants, and to grow the team.

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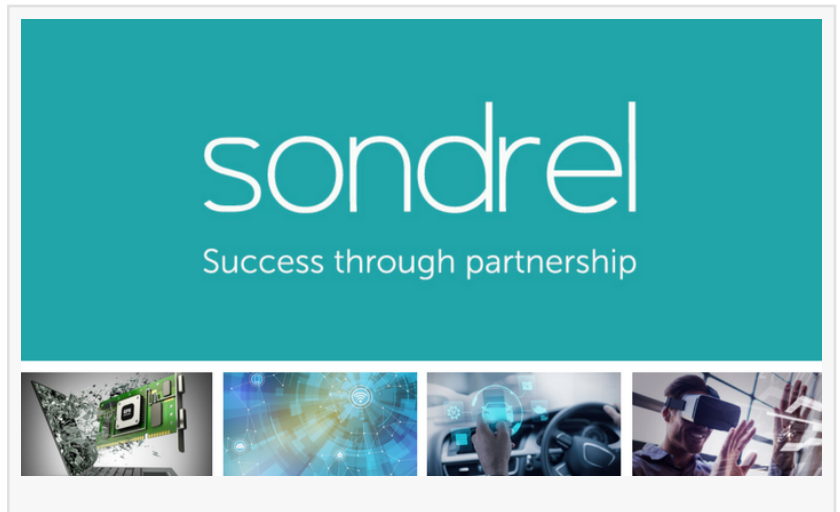>
> *Graham Curren, CEO*

India is a major player within the global semiconductor sector. According to the India Electronics & Semiconductor Association, the Indian Electronic System Design and Manufacturing (ESDM) market will grow from US$ 76 billion in 2013 to US$ 400 billion by 2020. According to the Department of Electronics and Information Technology (DeitY), nearly 2,000 chips are being designed every year in India and more than 20,000 engineers are working on various aspects of chip design and verification.

Sondrel CEO, Graham Curren explained, 'This is another milestone for us, opening our first design centre in India, and we look forward to being part of its technology community. We are proud to be a UK headquartered company, with an international

outlook. Our engineering teams collaborate and share their expertise across the company, giving us great strength and depth to tackle today's complex design challenges. The engineering team based in Hyderabad comprise of senior managers and talented design, verification and implementation engineers. They join us with an impressive track record of project experience for complex SoC designs and are a valuable addition to our global engineering team.'

He continued, 'Sondrel has a reputation within the industry for our expertise in large complex digital designs. Our application focus in India is in Artificial Intelligence (AI) – products that require high computational performance that support solutions for ADAS systems, virtual and augmented reality products, and machine vision and learning devices. The project work that we do is challenging, and I know that the team can meet these challenges. Employees of Sondrel can expect to gain valuable experience working on multiple project engagements, many of which will be on cutting edge process technologies.'

Are you a talented Electronics Engineer? Send your cv to careers@sondrel.com and express an interest in joining our engineering team in India

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