

CASE STUDY

RMC

Rebuilding the digital identity of a modern infrastructure brand

RMC Switchgears × Sirican

Digital Strategy · UI/UX & Web Development · SEO · Brand Communication · LinkedIn · Content · Video · Lead Generation

Client RMC Switchgears — electrical infrastructure & smart energy

Platforms rmcindia.in · pulsebox.rmcindia.in · green.rmcindia.in

Prepared by Sirican · sirican.com

Overview

RMC Switchgears had already built three decades of engineering credibility in India's electrical infrastructure sector. The problem was that its digital presence didn't reflect it.

Despite operating in critical categories — smart LT distribution, transformer protection, theft prevention and sustainable energy systems — the company's online ecosystem lacked the clarity, authority and modern positioning expected of a future-focused infrastructure brand.

Sirican partnered with RMC to rebuild not just their websites, but the way the brand presents itself across every major touchpoint. What began as a website transformation became an ongoing growth partnership spanning brand communication, SEO, LinkedIn authority, product storytelling, lead generation, video and long-term digital positioning.

THE OBJECTIVE

Create a scalable digital ecosystem that reflects RMC's engineering strength, innovation mindset and long-term vision for India's energy infrastructure.

About RMC Switchgears

Founded in 1994 in Jaipur, RMC was built on a simple conviction: electricity should reach every household safely — without theft, without electrocution, without compromise. Three decades on, RMC stands among India's leading electrical-infrastructure and smart-energy companies, working across smart LT distribution, electrical safety, transformer protection, infrastructure modernization, theft prevention and sustainable energy.

Its vision is to become India's most trusted name in electrical infrastructure — known for scalable innovation, reliable partnerships and zero-error manufacturing. As India invests in smart-grid modernization, RMC is positioning itself for the next generation of power distribution, not the last.

The challenge

When we began, the disconnect between RMC's real-world capability and its digital presence was immediately visible. The challenges extended well beyond design.

Outdated digital identity

The existing website lacked the visual quality and structure expected of a modern infrastructure company — first impressions undersold the business at every touchpoint.

Weak user experience

Navigation, product discovery and information hierarchy made it hard for visitors to understand what RMC offered and why it mattered.

No strategic storytelling

Decades of engineering expertise were presented as technical specifications instead of business value and infrastructure impact.

Poor search visibility

The site lacked SEO structure, content depth and search-focused architecture — the brand was effectively invisible even in categories it led.

No clear lead journey

There was no structured pathway to turn visitors into qualified inquiries. The website was a brochure, not a business tool.

Fragmented brand communication

Social presence was inconsistent, LinkedIn authority underdeveloped, and sub-brands like PulseBox™ and RMC Green lacked independent positioning.

THE REAL BRIEF

This was never a website redesign. It was a rebuild of trust, clarity, positioning and digital authority at scale.

Strategic direction

Rather than a standard redesign, we approached this as a digital repositioning initiative — and the first decision shaped everything that followed. RMC's corporate identity, its sustainability vision and its flagship innovation product could not effectively coexist under a single communication layer. Each serves a different audience, answers different questions and demands a different tone. Forcing them onto one website had flattened all three.

The answer was a connected ecosystem of three dedicated platforms — each with its own positioning, each reinforcing the others.

RMC Corporate

rmcindia.in — authority and enterprise credibility for utilities, government and institutional partners. Modern, stable, industrial, enterprise-ready.

PulseBox™

pulsebox.rmcindia.in — RMC's next-gen smart LT distribution system. Leads with the problems (theft, electrocution, transformer failure) before the technology that solves them.

RMC Green

green.rmcindia.in — the sustainability and renewable-infrastructure vision, in a lighter, optimistic register: sustainability as opportunity, not obligation.

ECOSYSTEM EFFECT

The separation lets RMC speak to different stakeholder groups with precision while keeping the brand consistent — and signals a company building for the next thirty years, not the last thirty.

Website transformation

Before	After
A dated interface that undersold a market leader	Modern UI/UX built around clarity and enterprise-grade presentation
Confusing navigation; products hard to find	Information hierarchy organized around stakeholder needs and product families
Static brochure pages with no path to inquiry	Conversion-focused journeys supporting lead generation
Desktop-era experience, slow on mobile	Mobile-first build optimized for real-world performance
No SEO structure to grow on	Technical SEO and content architecture built into development

Beyond websites: building digital authority

The engagement expanded beyond web into ongoing digital brand management — social media, LinkedIn strategy, educational content, CEO personal branding, video editing, YouTube Shorts, campaign communication and creative support.

THE SHIFT

From "a traditional industrial company with occasional digital activity" to "a modern infrastructure brand with a consistent, authoritative digital presence."

Content & communication

Rather than promotion, the strategy was built on education, awareness and industry relevance across five pillars — PulseBox™, grid safety & electrocution, RDSS & LT distribution, utility digitization, and solar & sustainability. The principle is simple: a brand that teaches the industry is treated as a leader of it.

LinkedIn & executive branding

LinkedIn became RMC's primary authority channel — educational carousels, infrastructure-awareness content, technical storytelling and a consistent visual system, alongside a credible leadership voice for the CEO. Together these built trust signals among enterprise buyers, infrastructure stakeholders and government-related audiences.

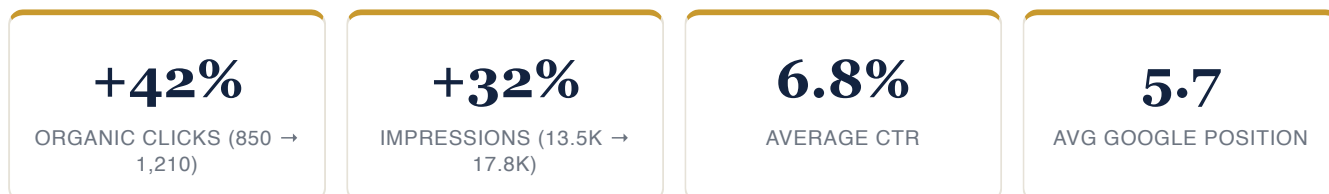
SEO & lead generation

The SEO strategy focused on a long-term organic discovery engine rather than short-term spikes: technical SEO, keyword mapping, content architecture, search-intent optimization and performance. The goal — higher-quality traffic and qualified inquiries that compound month over month.

Results — a recent month

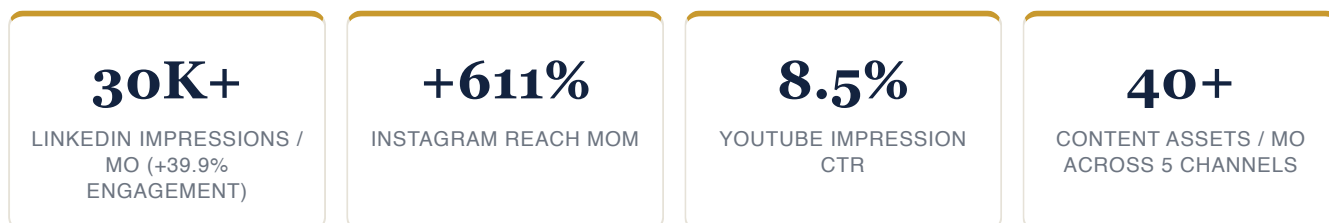
A snapshot from May 2026, measured in Google Search Console and native platform analytics (month-over-month vs April). These are the kind of numbers the system now produces every month.

Organic search — corporate site



The new **PulseBox™** product pages tell the clearest story of the SEO rebuild: from near-invisible (93 impressions) to **5,200 impressions** in a single month, climbing to an average Google position of **2.7** — top-of-page-one visibility for a brand-new product line.

Social & video



Business development



WHY IT HOLDS UP

Every figure here is drawn from Google Search Console and native platform analytics — independently verifiable, not self-reported estimates. One measurable trend builds more trust than a page of adjectives.

How we work

The engagement evolved through structured phases, each building the foundation for the next.

01**Discovery & research**

Digital audit, competitor analysis, positioning review, communication assessment.

02**Brand & UX strategy**

Information architecture, user-journey planning, ecosystem structuring, positioning.

03**Design & development**

UI/UX, build and performance optimization across all three platforms.

04**Content & SEO foundation**

Search-focused structure, educational content strategy, visibility optimization.

05**Ongoing growth partnership**

Continuous digital management, publishing, creative and strategic guidance — the phase with no end date, by design.

Business impact

- **Stronger positioning** — RMC now presents with the authority and clarity expected of a modern infrastructure company.
- **Better product communication** — PulseBox™ and RMC Green have dedicated positioning frameworks that lift both visibility and clarity.
- **Measurable search growth** — organic clicks and impressions trending up month over month, with a new product line reaching page-one visibility.
- **Consistent digital authority** — a unified system across websites, LinkedIn, social and video.
- **Scalable infrastructure** — platforms built for long-term growth, not a three-year replacement cycle.

Looking to modernize your brand's digital presence?

Sirican partners with brands to build scalable digital ecosystems — strategy, branding, UI/UX, SEO, content, social, video and long-term growth communication.

Let's build something meaningful → sirican.com