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**ICONS**  
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### TIMES SME ICONS: Second Edition

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# FOREWORD

With the Indian economy expected to emerge as one of the leading economies in the world and likely to become a \$5 trillion economy by 2025, a major impetus is being given by the govt to strengthen the backbone of our economy – the SME sector.

Keeping in view its importance in the growth of the Indian ecosystem, our organization is bringing out its second edition of the Times Interact SME Icons coffee-table book, which celebrates the achievements of the country's small and medium enterprises (SME).

Amidst a challenging environment, these enterprises of India have flourished while excelling in their respective fields. We feel proud in bringing out the success stories of such enterprises, which have made a mark in different sectors, and is fittingly covered in this coffee-table book. These enterprises have not only generated employment of significant level but also become hot bed of entrepreneurial activities while reaching the pinnacles of success.

Times Interact SME Icons carries stories of successful enterprises, which are working in different sectors and contributing significantly to India's growing GDP. These enterprises have attained success through innovation, perseverance and hard work. Their success stories may become an inspiration for others to emulate.

The Times of India recognizes and appreciates the achievements of these SMEs in their respective fields and also has a long tradition of highlighting such successes.

Ashok Bindra

# SME INITIATIVE

Times SME Icons coffee-table book is a compilation of the 25 SMEs who have excelled in their fields. All these enterprises have really worked hard and overcome many obstacles and are winners today. I remember one of these achievers telling me that he started a SME because people told him that he will not be able to do it when he took his idea to them, and this challenged and motivated him in a positive way to start one of his own. The success stories of these SMEs are an inspiration for young entrepreneurs who want start their new ventures.

Most of these people started from scratch; some left their well-paid jobs to start their ventures which was a big risk but through confidence and determination they continued and today they are well-established entities to SMEs who started with repairing products like elevators and later formed their own elevator company and due to their rich experience are doing well.

Most of the SMEs featured in this coffee-table book started with 1-15 people and today they employ around 50-400 people, and in doing so they are generating employment and contributing to the country's economic development. These SMEs are truly helping the Make in India initiative started by our Honourable Prime Minister Shree Narendra Modi possible, which is the need of the hour today. With this our local products are getting better than the global products. These SMEs 'think global and act local' to deliver top class products and services.

These SMEs through sincere effort and smart working have made a significant growth that is built on strong foundations to sustain and overcome any odds in future. Currently, these SMEs remain positive amidst the Corona pandemic and are gearing up for the post Covid-19 operations rather than worrying and fretting about it. These 25 SMEs truly deserve the Times SME Icons awards. Here is wishing them successful business ahead post Covid-19.

– Sanjay Pradhan



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# Sholphin India

“ The birth of **Sholphin India** was mainly due to Mr Dushyant Verma’s determination to create his own identity away from the family-owned business



Mr Dushyant Verma did his schooling from Govt Boys Senior Secondary School and his graduation from Jamia Millia Islamia, New Delhi. During his school and college days, he had a keen interest in sports. Mr Verma has also won several awards in sports.

## PROVIDING FULL-PROOF SAFETY

### ENTREPRENEURIAL INSTINCT

In spite of being born and brought up in an influential business family, Mr Verma wanted to create his own identity. Hence, he started his own business in a field where it was difficult to flourish, but with his creative ideas and sportsman like qualities he not only survived but also made a mark for himself.

Mr Verma started Sholphin India in 1995, which was primarily involved in manufacturing beacon lights. Through continuous research and innovation, the company upgraded itself in 2005 and started manufacturing a complete range of vehicle warning products, siren amplifiers as well as sales, installation and servicing of vehicle security and emergency products.

Mr Verma has handled this business all alone all these years with his never-say-die spirit. He is an idol for many.

### GAME CHANGER

The game changer for Mr Verma and his company was when he got an order from Delhi Police for 403 PCR vehicles. It turned out to be a huge opportunity for him. He received an appreciation letter from an IPS officer of the respective department. There has been no turning back since then.

### MISSION STATEMENT

Customer excellence is one of the core values that is underpinned in the company’s mission statement for becoming the largest manufacturer of emergency systems in Asia.

### AREA OF INTEREST

Mr Verma enjoys listening to music as well as singing whenever he is free from work.

### MAKING BUSINESS SENSE

Sholphin India is one of the largest manufacturers of emergency systems in India. They have a broad range of products that are tailored to deliver of the highest quality. It is the only company in India to design its product as per the National Ambulance Code laid down by the Govt of India and got successfully tested each of its component from ARAI and ICAT.

They have more than hundred employees working for them.

### KEY BUSINESS ADVANTAGE

Sholphin India is a proprietorship firm. The key advantage of such an ownership is having control of one’s business. It is more of a simplified and less expensive business system. There is more privacy with regards to the business functioning. The tax reporting is simplified as well as there are minimal reporting requirements.

## SUCCESS MANTRA

Think beyond to stay ahead.

Dushyant Verma

### CHALLENGES & ATTRACTIONS

The challenges faced by the company and the industry in general is that there is scarcity of talent and even harder to find. Even the cash cycles are too long given that a considerable capital is required to keep the business afloat.

The attraction of such a business is that it



is a specialized business and creates a larger barrier for new entrants. This gives them a monopoly of sorts.

### SETTING THEM APART

There are several competitors in the market. However, everyone is limited in terms of innovation and quality. Sholphin is known to set benchmarks in the industry. They offer polycarbonate unbreakable lenses, emergency light bars and search lights, which has made Sholphin India the only company in the country to have its own light bar models and siren amplifiers. The beacons were tested successfully at Automotive Research Association of India (Pune) according to the specifications laid out by the international authority.

## VISIONARY LEADERSHIP ▶

It is important for a leader to have a vision and cultivate a belief system around it. The vision of the leader should percolate to the lowest level of the organization. A sound vision with a functional belief system is what drives the growth of a company.

who are capable of producing and supplying maximum number of proposed products in the shortest time period.

This manufacturing site was developed through hard work and a long standing vision. There is an emotional as well as strategic sentiment associated with this site. The primary reason is that it allows them control operations and reach out to

## MARKET POSITIONING

Presently, they supply their products to all the major automobile makers in India for their ambulance line. Since this is a B2B business, they are largely relationship-driven with a continuous lookout for the next opportunity. The company has recently started to diversify in retail channels.

## FUTURE PLAN

The company is planning to expand its presence and product portfolio outside the country. The idea is to make Sholphin into a group with a wider variety of products and services.

## COMPETING GLOBALLY

The company is planning to go global and exploring a number of regions including the Middle East.

## BUSINESS & TECHNOLOGY

Technology has played a key role in how business is done today. While their products are of the highest quality in the market, it is important to limit the defective products during the manufacturing process. This has been possible through their latest machine upgrades.

## LOCATION ADVANTAGE

Sholphin India's manufacturing division is at Faridabad (Haryana), which is spread over an area of 10,000sq. ft, and manned by efficient and highly experienced engineers



different clients as it is well connected.

## REINVESTING PROFIT

Sholphin India reinvests its profit revenue in different promising ventures. They are planning a new site for the company which will adhere to the international standard, and go deep into automation.

## KNOWING THE CUSTOMER

Sholphin India supplies to a wide range of clients. However, they supply mainly to institutional and auto manufacturers. They have a dedicated team which helps them to supply products in 24 states covering both government and public sector companies in India.

## COMPETITIVE EDGE OVER OTHERS

Their LED lights are of high quality. All the materials are carefully selected and

their production is in accordance with ISO 9001: 2015. Most of their products are tested from ARAI as per ASE standard. Also, some of their products are AI-004 compliant.



## ETHICAL CONCERN

Competitors always attempt to poach key personnel. However, their employee engagement has always helped them retain the right talent.

## MILESTONE/ACHIEVEMENT

Sholphin India has won several awards at the national level, which serves as an acknowledgement of the quality of their product.

## PROBLEM AREAS

Getting talented manpower is an area of concern for the industry as a whole. Delayed payment is also an issue which hinders the growth rate of the company.

## BUSINESS GROWTH

Sholphin India is on an expansion mode. Their sales channels are active to make a global presence. They are working on all fronts as we speak.

## BUSINESS ADVICE

Trust your instinct. Doing what you love has nothing to do with whether you will make money or not.

# Competent Crimping Machinery Pvt. Ltd.

“The Aroras, OP and Sanjay, have taken **Competent Crimping Machinery** to dizzy heights



Mr OP Arora's family migrated from Dera Gazi Khan (now in Pakistan). His father was a teacher in a school run by the Birlas in Gwalior. Due to a good academic record, he was granted scholarship to study in BITS Pilani. There he did his intermediate and later BE. After a brief service in Gwalior Rayons, Nagda, Mr Arora joined BHEL Trichy. After a year of training in Czechoslovakia, he worked there for six years. He then joined the Bokaro Steel Plant and worked there for 13 years in quality control.

## PROMOTING INDIGENOUS TECHNOLOGIES

### ENTREPRENEURIAL INSTINCT

Mr OP Arora left Bokaro Steel Plant in 1984 to start his own venture in Noida, Uttar Pradesh. He started with a small amount of Providnet Fund that he had received from his last job. Mr Arora also took a loan to start his project in Noida. In Bokaro, he was a member of Bokaro Industrial Area Developmental Authority (BIADA) and as a team member he used to promote small scale industries (SSIs) there. Mr Arora had seen entrepreneurs standing on their own in two-three years. This prompted him to take the plunge to entrepreneurship though he had held a senior position at the steel plant.

Initially, he manufactured items for motorcycles, working as an ancillary unit for Yamaha Motorcycles for almost ten years. Later, Mr Arora started a consultancy firm for providing ISO 9000 training to industries.

In 1994, his son Sanjay Arora joined him after quitting his job. The father-son duo started manufacturing and supplying precision tools and gauges to a 5-star exporter who was exporting to the US. Presently, after almost 25 years, he is the managing director of the most reputed and successful wiring harness machinery manufacturing company in India.

### MISSION STATEMENT

To improve the well-being and quality of life of all stakeholders of the organization by adopting practices, policies, procedures, systems and strategies, which enable people to build trust among themselves and earn the trust of customers for a sustainable growth.

### GAME CHANGER

Mr Arora is in the business for almost 35 years. Initially, he had a very small workshop. Then for about ten years, Mr Arora worked hard to establish a SSI unit to work for Yamaha Motorcycles. He then established 'Competent Industrial Consultants' for doing ISO-900 consultancy. Later, when his son joined the venture they switched into product-specific manufacturing of equipment related to crimping technology. From then onwards, there business has been on the rise.

### MAKING BUSINESS SENSE

Competent is one of the known organizations engaged in the manufacturing of superior quality motorized pull testers, digital crimping presses, crimp cross-section lab equipments, cutting and stripping machine and CIC type side feed applicators.

The first ten years were spent in learning

### SUCCESS MANTRA

Determination and patience are virtues that helps anyone starting a new venture to overcome tough and difficult situations. One has to keep trying and exploring so that no stone is left unturned. Support of the family and positive thinking are also required to achieve success in any business activity.

OP Arora

and changing the mind set from service to business-oriented attitude. The output was low and it was just enough to survive. In the next ten years, when Mr Arora's son Sanjay joined, it was a period of growth and focus when they ventured into wiring harness

machinery manufacturing. A second manufacturing unit was started at Haridwar. Both were proprietary firms manufacturing similar goods. The turnover increased from 0.8 crore in 2002 to about 5 crore in 2012, which means an average of 30 per cent growth per year for each of the units. The remarkable thing was that there was no increase in price of their products. They managed this by increasing productivity. In 2013, the Aroras consolidated the business and started a firm called Competent Crimping Machinery Pvt. Ltd in Noida. Since 2013 to 2019, Competent had a 20 per cent growth each year. Today, the company has over hundred employees starting from only two in 1994. It is their privilege that they still have those employees working with them who had joined in the beginning.

### KEY BUSINESS ADVANTAGE

Theirs is a private limited firm and the



advantage of having such a business set up is that employee satisfaction is greater here. They are able to delegate work for employees' benefits from their contribution which helps in developing team spirit. As the company grows, this type of ownership is desirable.

### CHALLENGES & ATTRACTIONS

The challenge for them is to come up with newer products in the market to stay competitive. Since the imports have become easier, the competition is on a different level where govt's help is required more.

### SETTING THEM APART

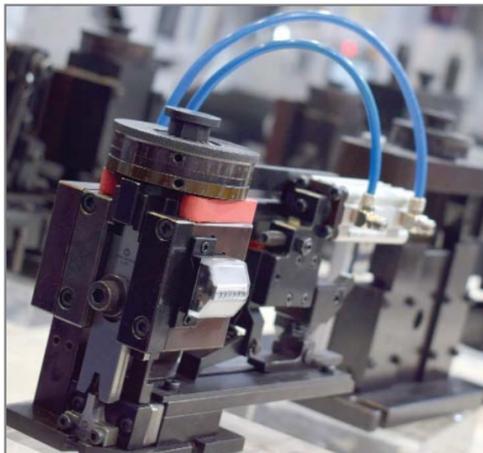
Their competitors are mainly foreign firms. Hence, they need to be knowledgeable about the latest products in the market. The company is always trying to develop latest products using indigenous technologies.

### MARKET POSITIONING

Due to quality products, Competent has a

## VISIONARY LEADERSHIP

Entrepreneurship qualities like hard work and knowing all the aspects of business like quality control, marketing, managing ability, and the art of getting work done from others are important attributes of becoming a successful business leader.



goodwill in the market and their products are sold by word-of-mouth publicity. However, online presence and participation in exhibitions also help a lot in expanding their business.

### FUTURE PLAN

Competent has developed a new range of crimping presses, which have just come up in the international market. Hence for the next five years, the growth is likely to be more than 20 per cent. For the next ten years, they plan to work hard and develop new allied products.

### COMPETING GLOBALLY

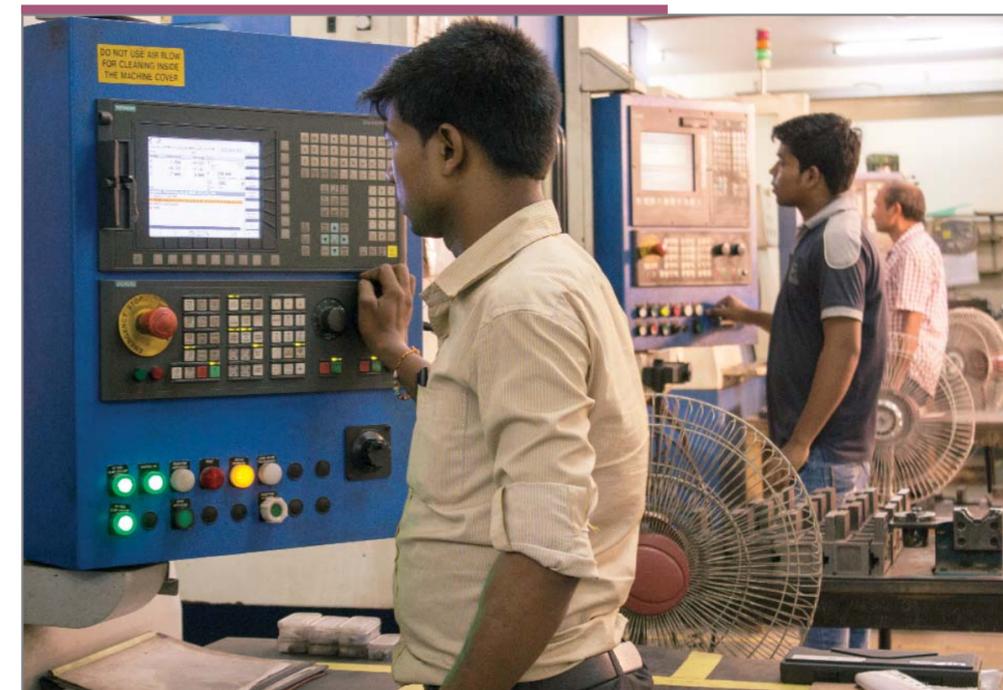
They are planning to compete in the global market as Competent has developed new products. Since their products are made in India, they will be cheaper.

### BUSINESS & TECHNOLOGY

New technologies have helped their business a lot. They are now using IoT (Internet of Things) and the latest software and electronics. Competent has developed controls with 32 Bit microcontrollers, which is the latest in the industry. This combined with their stable and robust mechanical system makes them a leader in their field.

### LOCATION ADVANTAGE

Noida is an important business location and close to Delhi, and also suits their commercial operation from here.



### BUSINESS GUIDANCE

Few friends from Pilani and some from YMCA guide them by giving them some business ideas.

### REINVESTING PROFIT

Competent plans to expand its business activities. However, there are some constraints like cost of land, availability of technically trained manpower. Most of their profit is invested in their own industry and R&D work.

### COMPETITIVE EDGE OVER OTHERS

They manufacture equipment to make wiring harness, which is an important part used in automobiles, white goods, airplanes, defence equipment, etc. All those in their line of business are directly or indirectly their customers. Competent's products are cost effective and of superior quality and hence preferred by customers.

### ETHICAL CONCERN

They do their work principally. Those firms who are not ethical are not their stakeholders.



### PROBLEM AREAS

The biggest issues facing the industry is that the govt is not doing enough for small scale industries. Indian SSIs are not on the same platform as others internationally as there is lack of proper education and training in relevant areas.

### BUSINESS GROWTH

The business growth is good for at least twenty years. They plan to expand their activities in the coming years even though there are constraints.

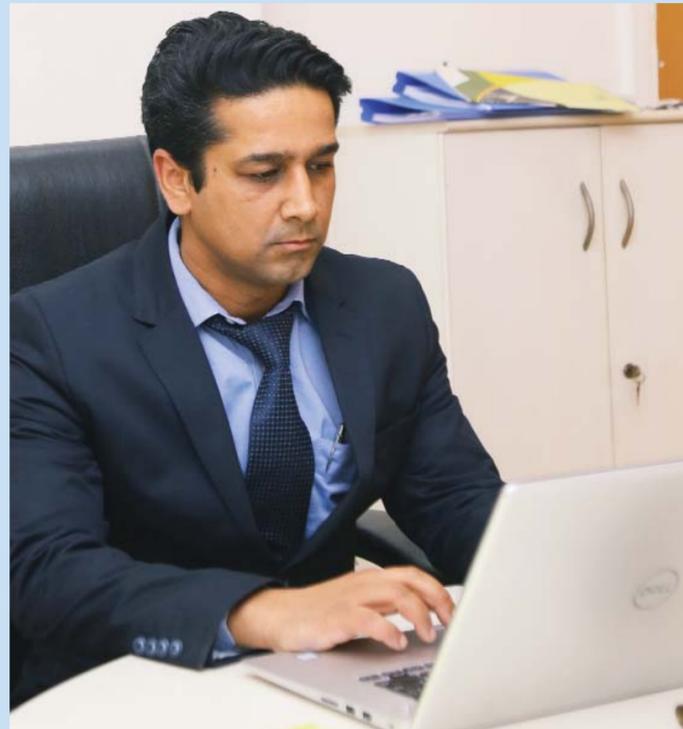
### BUSINESS ADVICE

The piece of advice for the startups entering this field would be that they should learn the entrepreneurship qualities of patience and determination to become successful in the field.

They must also try to learn something of everything and everything about something (specialization) and that too preferably the area they like and have the strength if they do SWOT analysis.

# Beacon Elevator Co. Pvt. Ltd.

“Thirty nine years after he founded Beacon Elevators, both RK Dhingra, and now his son, Shiraz, continue to take the company to new heights of success



RK Dhingra, an electrical engineer by profession, began his career with OTIS Elevator Company and then joined Best & Crompton Engg Ltd. After putting in about 16 years of his professional life in these companies, RK Dhingra thought of floating his own company; after all he had a rich fund of experience in his profession.

## ELEVATING BUSINESS FORTUNES

### ENTREPRENURIAL INSTINCT

RK Dhingra's momentous journey as an entrepreneur began in 1980. He started his own company by maintaining and repairing OTIS lifts and eventually began installing his own brand called Beacon Elevators. His son, Shiraz Dhingra, joined the company in 1997 after completing his mechanical engineering.

Since RK Dhingra is not from a business family, it stands to reason that what he is today is because of his initiative and gut instinct. With his son joining him in his venture, it is now a family business by all means. Shiraz has gone that extra mile in ensuring that their business goes from strength to strength in the coming years.

Lift installation being a highly technical area, it wasn't easy for RK Dhingra to convince himself about the sustainability of the business venture he was going to float. But he didn't let doubt and negativity get the better of him. Today, 39 years after he founded Beacon Elevators, both he, and now his son, Shiraz Dhingra, have taken the company to dizzy heights of success. With infrastructure boom at an all-time high now, RK Dhingra can clearly see a bright future for his company.

### GAME CHANGER

The first contract RK Dhingra got for his company was at a Connaught Place building which caught fire and its lifts badly damaged. The owners asked RK Dhingra to repair the lifts in quick time as some celebrities were staying in that building. Being a hardcore

### MISSION STATEMENT

Satisfaction of customer is the highest goal.

professional, RK Dhingra repaired the lifts within the deadline set by the owners.

### AREA OF INTEREST

Both RK Dhingra and Shiraz Dhingra are avid travellers. They also build holiday homes in Himachal Pradesh.

### MAKING BUSINESS SENSE

Beacons Elevators, with a staff of 180, is a private limited company, specializing in the manufacturing, supplying, installation, testing and servicing of lifts and elevators.

A pioneer in vertical motion elevator

### SUCCESS MANTRA

Hard work, patience and team spirit are the success mantras of any company.

RK Dhingra

technology since 1984, Beacon has constantly innovated to produce the finest quality elevators of all types, be it freight, passenger, hospital, automobile,

dumbwaiter or flameproof.

Beacon is fast emerging as a leader in vertical motion technologies that enables utility and industry customers to improve performance while lowering environmental impact. Since it is a private limited firm with directors and shareholders there is no limit to expansion.

### CHALLENGES & ATTRACTIONS

Theirs is a specialized area with a solid client base all through the year. And when it comes to competition, they have a strong presence across India for their quality of



products and professional services.

### MARKETING STRATEGY

Their basic marketing strength lies in digital presence. Very soon the company will enter the world of digital marketing through Facebook, LinkedIn and email. They also keep advertising about their products in various leading dailies of the country.

### FUTURE PLAN

Beacon has started exporting its products to Nepal, Bhutan and Bangladesh, and in the next 5-10 years, they plan to expand their business in at least ten more countries.

### COMPETING GLOBALLY

RK Dhingra, who has established the brand value of his company in India, feels that there is a lot of demand coming from the

## VISIONARY LEADERSHIP ▶

A leader who is proactive and thinks of future and is driven and inspired by the success that lies ahead for his company and works accordingly towards it and is not bogged down with minor failures which come in his way is truly a visionary leader.

Gulf countries and Africa for his products, and keeping these ramifications in mind, he may decide to do business in these countries as well in future.

### BUSINESS & TECHNOLOGY

RK Dhingra admits that technology has definitely made things easier on business fronts. Now, one can monitor and control the lifts sitting anywhere in the world.

Given the kind of business he is into, RK Dhingra keeps himself updated with changing technology which is happening almost every three to four months. He also keeps updating his staff with new technologies to facilitate smooth discharge of services on the professional front.

### BUSINESS GUIDANCE

Apart from leveraging his own experience



time, at a reasonable price. Their sales and service is fast and efficient.

### PROBLEM AREAS

There are a lot of small companies which come up in India making false claims about their products and supplying them at a very cheap price. The gullible customers swallow the bait. These fly-by-night companies suddenly vanish into thin air after making profits. According to RK Dhingra, at times it becomes extremely difficult to convince the consumers that settling for cheaper price is not without its pitfalls. He says that they usually leave it to the client to decide what is best for him as most of them have technical knowledge but there are some who come back to them after realizing their mistake.

Despite having achieved success in his business, RK Dhingra is not resting on his laurels. He still feels he has a long way to go before he can call himself a successful businessman.

for improving his business, RK Dhingra also seeks the professional help of consultants/architects from time to time.

### REINVESTING PROFIT

Talking about profits and its utilization, they prefer to reinvest the profit money in training the staff and for their welfare in order to make them feel secure.

### KNOWING THE CUSTOMER

Some of the well-known clients of Beacon are NTPC, BHEL, Glenmark, Sun Pharma, RSPL, NIRMA, SRF, GlaxoSmithKline, Dr. Reddy's and several others.

### COMPETITIVE EDGE OVER OTHERS

The reason customers prefer Beacon is because it delivers what it promises, and on



# Ajit Industries Pvt. Ltd.

“Ajit Kumar Gupta has successfully transformed Ajit Industries from a small trading company to a professionally managed organization



Ajit Kumar Gupta is a law and commerce graduate from University of Delhi with more than thirty years experience in the adhesive tapes industry. Having built Ajit Industries as a pioneer in adhesive tape industry in India, Mr Gupta has developed a habit of putting attention to detail and has a quest for knowledge. He believes that every single person associated with the business must feel that their efforts are being used for a bigger purpose.

## PIONEERS IN THEIR BUSINESS

### ENTREPRENEURIAL INSTINCT

This business is Mr Gupta's initiative with a long hand support from his family. The ideation behind it was simple – a huge amount of tape was being imported due to less availability of local tapes. It was an opportunity that he identified early and the journey began from there.

Incorporated in 1998, Ajit Industries started with a team of 15 people and a vision of being leaders in the tape industry. In 2000, their first production unit in Kharkhoda, Sonipat, settled with 64 workers, was certified as ISO 9001-2000 as the tape manufacturing company and signed their first contract in automotive industry with Mothersons and Hero Honda for various tapes like PVC, masking and D/S tapes. Subsequently, AIPL ZORRO Private Limited (formerly AIPL Marketing Pvt.Ltd.) was incorporated on 29 May 2010, which dealt in hardware consumable materials with a strategic tie-up with ABRO Inc., USA. In 2017, Ajit Industries got IAFT-certified to work in their new improved system as per automotive industry standards. Also, at the same time, two more manufacturing units were started in Mumbai and Chennai keeping bigger infrastructure in mind along with advance technologies. For business expansion, they also started exporting, especially to Middle East countries, at a rapid pace. Today, they have manufacturing units in Sonipat, Mumbai and Chennai.

### MISSION STATEMENT

To be the 'brand of choice' for customers and to reach the 1000-crore turnover by 2020-21, and to be the undisputed leader in the segment.

### GAME CHANGER

In 1982, due to his father's illness, Mr Gupta had to join the family business, because of which he lost a year of his education. However, all the hard work was still not fetching the desired results. He kept searching new avenues for business; soon he zeroed in on importing car window films in India. He was barely 18 when with a limited budget of \$10,000 in pocket, Mr Gupta travelled to USA and got a contract from an agency. Bagging the contract gave him a kick. He started working day in day out. The first year was not very fruitful but in business, patience is a virtue! Mr Gupta travelled across India to create the need for the product amongst the customers for not just cars but also for building glasses by providing economical substitute for tinted glasses. In the following year, he earned success as well as profits. With this breather, he thought of completing his education and joined an evening law college. He used to work during the day and attend college in the evening. Through the

### SUCCESS MANTRA

A smart workforce with strong values and stable systems ensure that promises to clients, stakeholders and society are fulfilled and exceeded every time.

Ajit Kumar Gupta

ups and downs of life, he successfully established Ajit Industries.

### MAKING BUSINESS SENSE

Ajit Industries is one of the pioneers in India in manufacturing and marketing of various types of pressure-sensitive self-adhesive industrial tapes and die-cuts. Incorporated in 1998, the company was started with a vision to be a leader in the category and today it holds the place of pride in the industry. Mr Gupta, Managing Director of AIPL, enjoys the reputation of being the game changer in

the industry. They have a team of 400+ professionals spread across various divisions and regions across the nation .

### KEY BUSINESS ADVANTAGE

There are ample advantages of being a private limited company. Corporate governance is possible in such a set up where the employees feel more confident and inspired working in a MNC environment. The customers and suppliers are assured and relaxed about being associated with a corporate structure/governance. Also, scalability is easier.

### CHALLENGES & ATTRACTIONS

Ajit Industries is into providing solutions to various industries. Thus, maintaining the pace of new inventions while adapting to new technologies is the biggest challenge in today's business scenario. Also, one of the challenge that turned into a big attraction in their business is serving the customers from different industries having different requirements.





### SETTING THEM APART

Some of their competitors are 3M of USA, Nitto of Japan, Scapa of USA, Lohmann of Germany, etc. Being one of the leading manufacturer of tapes and adhesives, their business style is different from others. Having an in-house manufacturing facility with an advanced research technique, they are capable of delivering quality products without compromising on customer expectations.

### MARKET POSITIONING

Ajit Industries actively participates in various business and trading exhibitions. Other than that, the company uses all kinds of digital tools not only to market their business but also to ensure that they are well updated to strive in this competitive world. The company is involved in community outreach programmes like 'Pehchan se Samman'. It

is a women-empowerment initiative to give them a platform to show their talent and make their life a productive one.

Also, the best tool of marketing is word of mouth and the confidence of customers plays an important role in spreading awareness.

### FUTURE PLAN

They have a vision of turning both their companies, Ajit Industries and AIPL Zorro, into 1000-crore entities in the coming years. The leap forward is not just for the companies but for its employees as well. Towards the path of success, Mr Gupta believes in taking the entire team forward. The key work in their expansion plan is to create and retain a 'happy place' for people to work in.

### COMPETING GLOBALLY

Ajit Industries is already present in UAE and Nepal. A global expansion plan is already in motion and being a manufacturer will give them the flexibility to provide

custom solution to international customers.

### BUSINESS & TECHNOLOGY

With a CRM and an App already in place, technology is a tool that they are always eager to use to enhance their systems. Centralization of data has made the team more organized and balanced. It has given access to the powerful platform of social media and digital marketing.

### LOCATION ADVANTAGE

The current headquarter is located in the heart of north west Delhi. Being in the capital, the commuting interchange is considerably reduced for international clients. Moreover, the vicinity to metro station and main roads makes it easy for anyone in the NCR to reach them. The presence of local markets nearby, helps them to study markets more frequently and get timely feedbacks.

### BUSINESS GUIDANCE

They are in talks with some of the biggest consulting firms in the world and are in constant state of change and improvization. The company also makes their team undergo workshops and seminars on a regular basis so that they can consistently upgrade themselves to perform better. They also have some unique practices like 'Chaupal' where the entire team comes together to discuss scope of improvement and growth.

### REINVESTING PROFIT

Apart from investing in product development, infrastructure upgradation and R&D, they invest a huge chunk in two segments. The first is CSR, where they have



their promises. This is backed by a state-of-the-art infrastructure in a facility spread across 2,40,000sq. ft run by a well-qualified workforce operating on well-defined and flexible structures and systems.

### ETHICAL CONCERN

The biggest ethical concern is their contribution towards society and environment where they operate since any business generates resources and revenues through either one or both of these aforementioned entities.

The company overcomes ethical issues by contributing a fixed part of their profits to the welfare of society and the

environment. They encourage their teams to participate in programmes like Phenk Mat and Laughter Club. Ajit Industries has recently adopted two schools in Panipat: Govt. Middle School, Pipli and Govt. Primary School, Kharkhoda.

They encourage their teams to participate in programmes like Phenk Mat and Laughter Club. Ajit Industries has recently adopted two schools in Panipat: Govt. Middle School, Pipli and Govt. Primary School, Kharkhoda.

### MILESTONE/ACHIEVEMENT

One of the milestone is the launch of AIPL ABRO and joint ventures with other international leaders.

### PROBLEM AREAS

The ease of doing business is very much needed for running any business. They face such hurdles in some areas. Secondly, quality and 24-hr power supply also remains a problem. The internet rates are higher in India as compared to other countries.

### BUSINESS ADVICE

'Walk the Talk' is the mantra one must follow. One should try not to tell a lie even if not stating the truth.

## VISIONARY LEADERSHIP ▶

A leader is one who has a clear vision of the future. It's not all about adopting new technologies, product innovations and market offerings but also about understanding the needs of the workforce. There are no short cuts to success, and one must not just work hard but intelligently and smartly. A good leader must move on with time and harness the technology which can be put to use in daily lives to achieve success. A successful businessman should always care for his team's growth and wellbeing.

# Lakshya Flexi Tubes & Profile Pvt. Ltd.

“What started as a side business for Anil Singh, Lakshya Flexi Tubes is now a market leader in its category”



Mr Anil Singh is a self-established businessman raised by middle-class parents. He did his B.Com from Meerut University. Mr Singh has more than 25 years of experience in the real estate, building/construction business and many other ventures. He has been honoured with various awards for his work in the field of real estate, social service and education by different institutions and organizations globally.

## FIXING SOLUTIONS FOR VARIOUS INDUSTRIES

### ENTREPRENEURIAL INSTINCT

Lakshya Flexi Tubes is Mr Anil's Singh own initiative, and he started this as a side business. The zeal to produce/manufacture something in-house for some of the leading companies in the global market motivated him to start this venture.

Mr Singh was only 21 years old when he started his own business. Therefore, he has a work experience of more than 25 years in his own firms. And around 15 years with Lakshya.

The thought of learning from failure has always helped him to never consider failure as a failure. It is always a lesson, and that's how he became successful.

### MISSION STATEMENT

To create and expand this business in such a way that it creates a legacy and brand value for itself in the market.

### GAME CHANGER

From the books of Japanese investors, Mr Singh has always set a goal for himself to achieve quality in every aspect of life – imbibing a culture of quality among employees and during the production process, and the expectation that all other business entities build a quality culture to make the country better than the rest of the countries in the world.

### AREA OF INTEREST

Mr Singh runs an NGO, Sadbhawna Sewa Sansthan, which provides free ambulance services (presently 318 ambulances in 11 states) to the victims of road accidents and aims at helping the poor and the needy in every effective way since 2010.

### MAKING BUSINESS SENSE

Lakshya is a leading manufacturer of customized corrugated flexible pipes and profile products ranging between 7mm inner diameter to 50mm outer diameter. The company is also into manufacturing drain hose, inlet hose, wash selector pipes and many more.

Currently, there are around hundred workers in the manufacturing units and 25 in the middle-management level .

### KEY BUSINESS ADVANTAGE

It is a sole proprietorship enterprise. One vision, one aspect, self-proclaimed risks, self-accountability, self-made decisions are the major benefits of having a sole proprietorship enterprise.

### CHALLENGES & ATTRACTIONS

The biggest challenge in this industry is the culture of not aiming at the quality of the product by some companies. Such

### SUCCESS MANTRA

Focus on the righteousness of the process and maintaining the best quality controls can build a product that can never fail in the market. Integrity and dedication towards work and caring for the team will always bring success.

Anil Singh

organizations aiming for low production costs do not maintain quality standards in their products.

### SETTING THEM APART

One must identify the competitors in the market and not look forward to competing at their standards but create its own identity

to achieve the desired results and eliminate competition. The best customized solutions for flexible pipes at the best rates and with the best quality sets them apart for its customers.

### MARKET POSITIONING

As a firm manufacturing OEMs of drain and inlet hose for various companies, there is no real need for continuous marketing but to maintain direct relations with the existing companies in the market.

### FUTURE PLAN

Lakshya's target is to achieve the best automated manufacturing solutions to set unmatched standards of quality in the market by the end of this year which they have already achieved before time. They wish to create and move forward by manufacturing more items in the same industry.



## COMPETING GLOBALLY

Lakshya has no plans to enter the global marketplace for the time being.

## BUSINESS & TECHNOLOGY

The automation and advancements in technology have made it easier for employees as it reduces time of doing any task and has always helped them maintain better inventory records, checking reports, and various other tasks. The synchronization among systems and cloud networking has also helped them to access any information from any part of the globe.

## LOCATION ADVANTAGE

Lakshya has two business units in Gautam Buddha Nagar: one in Unit 1, Ecotech-III, Greater Noida, and the other in Unit 2, Sector-

## VISIONARY LEADERSHIP

A vision, a focus, a goal, an aim and a mind-set are five parameters and attributes that work in the direction of visionary leadership. Self-confidence and the ability to take the organization to success as a whole builds future leaders.

80, Noida. There is a good synchronization among both the units. The industrial area provides a good connectivity with the existing and potential customers in the market.

## BUSINESS GUIDANCE

Mr Singh has been reading books and magazines by the best mentors in the world which has always helped him to be aware

of the latest business trends with the strongest fundamental values and tools of business.

## REINVESTING PROFIT

The company plans to reinvest a good share of the profit revenue in improvising their work culture and expanding their business in the future.



## BUSINESS PLAN

The monthly To-Do lists works as a business plan for the company, and the targets to be achieved are already set up at the beginning of the month.

## KNOWING THE CUSTOMER

Lakshya already has tie ups with OEMs for various global businesses and thus they create the best quality drain hose and inlet hose pipes.

## COMPETITIVE EDGE OVER OTHERS

The assurance of on-time delivery and assured quality of products with first-class raw materials have always helped them to never lose their existing customers and consistently rope-in the good ones.

## ETHICAL CONCERN

Cheap products available in the market without due consideration on quality have been the major ethical issue that have

always been affecting this business to some extent

## MILESTONE/ACHIEVEMENT

Lakshya has been awarded by various educational and other institutions.

## PROBLEM AREAS

Competing with cheaper products who do not adhere to quality is a major problem area. The fluctuation in the market has always been an obstacle.

## BUSINESS GROWTH

This business has a good scope. The future plans for the organization is to establish a brand with the best quality products for various industries in the market.

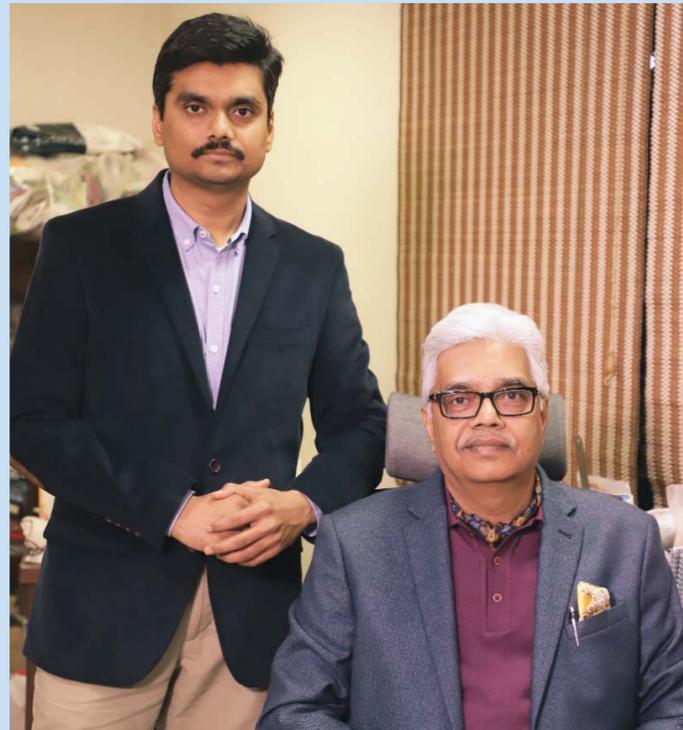
## BUSINESS ADVICE

Create a healthy working environment for the labour of the manufacturing unit, and to keep focus on quality and adapt automation.



# Kalp Clothing Pvt. Ltd./Paras Hankies

“ Mayank and his father Vinod Jain have taken Paras Hankies to being India’s most respected handkerchief brand



Mayank Jain is an MBA with 12 years of experience. His father Vinod Jain holds a B.Com degree and has 45 years of experience in the business. The foundation of this business was laid in late 1960s by Late Shri Parasmal Jain (Mayank’s grandfather). However, it was Mayank’s father, Vinod, who provided shape and direction to this business. He is one of the pioneers of the Indian handkerchief industry and responsible for making ‘Paras’ one of the market leaders today.

## PROVIDING THE BASIC ESSENTIALS

### ENTREPRENEURIAL INSTINCT

Mr Vinod Jain has close to 45 years of experience and Mayank has over 12 in the handkerchief industry. Their keen eye for detail and strict adherence to quality, both in terms of fabric and design has kept ‘Paras’ ahead of its competitors even after forty years.

### MISSION STATEMENT ▶

To provide leading products and services to customers on a sustainable basis whilst adopting eco-friendly practices.

Back in 1980s when they first ventured into manufacturing of handkerchiefs (prior to that it was mainly trading), the biggest hurdle that Mayank’s father faced was their geographical location. They were located outside of the traditional manufacturing centres. The principal manufacturing centres back then were Bombay (now Mumbai), Ahmedabad and Tamil Nadu. Hence, not only was their costing high but there was huge resistance on part of customers to procure from a Delhi-based manufacturer. So, he constantly strived to create differentiated products. Through his focus on new designs and qualities and untiring efforts, Mr Vinod Jain slowly gained a foothold and then created a niche product; slowly but steadily customers started

### KALP CLOTHING (P) LTD.

#### Registered Trade Marks



TM No. 1378093 TM No. 1545429 TM No. 1378094 TM No. 3503897 TM No. 3483713 TM No. 3483712

coming to them for something different. That became their winning strategy, after which they never bothered with what their competitors were doing. Directly and indirectly more than 300 people are engaged in manufacturing at different stages.

### GAME CHANGER

Textile and garments (domestic market) has traditionally been a very unorganized sector with scant respect for clean and timely paper work. But with Demonetization and GST, for the first time, people realized the value of clean paper work. A lot of new business/clients came their way because of their clean systems and adherence to legal paper work. While a lot of people were busy figuring out loopholes and trying to ‘play with the system’ they were focusing on compliance which helped them big time. Their goodwill increased and customers were willing to pay a premium for clean and efficient systems.

### AREA OF INTEREST

Mr Vinod Jain is involved with various religious and charitable trusts in different capacities.

## SUCCESS MANTRA ▶

Steadfast commitment to product quality, customer trust and fair dealings with all stakeholders is our success mantra.

Mayank Jain

### MAKING BUSINESS SENSE

Kalp Clothing is one of India’s leading manufacturers of all kinds of gents, ladies and kid’s handkerchiefs and allied made-ups with a dedicated focus on Making in India not just for the country but for the world. They have been in this business for the past 55 years and have grown in size and proportion during this time to become one of the most respected brands. Owing to their quality, designs and service, they have been recognized as one of the leading manufacturers and exporters of a world-class range of cotton handkerchiefs. Over the years, Kalp Clothing has diversified into manufacturing scarves and stoles under their

brand ‘Operagirl’. In 2018, they also started manufacturing towel napkins, hand towels and bath towels under ‘Paras’ brand.

### KEY BUSINESS ADVANTAGE

The compliance burden seems excessive today for a business of their size but a private limited company is a more organized and structured setup; it is future ready and in fact, the different deadlines and compliances that they need to adhere to, keeps them on their toes. Going forward, Mayank believes that SMEs that have cleaner and transparent systems will command premium and having a private limited company structure will imbibe more trust.

### CHALLENGES & ATTRACTIONS

The textile and garments trade in India is largely unorganized, especially in the domestic market. Somehow there is a perception that there is an incentive to stay small and this keeps the market fragmented. Also, cheap Chinese imports in towel napkins are flooding the market through under-invoicing and customs avoidance. Again, there are labour issues



and governmental apathy particularly towards small labour intensive businesses as a result of which today many foreign companies are procuring raw material from India and getting fabrication and value addition done in Bangladesh and Vietnam and selling the finished goods in India.

### SETTING THEM APART

There is a lot of competition in the market but what sets them apart from their competitors is commitment to quality of their products. They are very fair in the dealings with their business associates. The company is very clean and predictable in its systems with a continuous focus on new designs and quality. Interestingly, Kalp Clothing is one of India's first handkerchiefs manufacturing company to get triple ISO certifications. They are an ISO 9001:2015 (Quality Management System) ISO 14001:2015 (Environment Management System) ISO 45001:2018 (Occupational Health and Safety Management System)-certified company.

### MARKET POSITIONING

Their business is primarily B2B, yet, they use limited traditional marketing channels for



## VISIONARY LEADERSHIP

A true leader is one who is true to his/her word and one who is willing to take responsibility. The ability to change and adapt according to the existing circumstances is the true hallmark of an efficient leader.

promotions. The company does not have a marketing team, no salesmen, no agents and they rarely advertise through traditional media. What helps them grow is customer loyalty and word-of-mouth publicity and referrals. However, over the past 10-12 years having a digital presence, use of technology and active participation in trade shows and exhibitions has helped them significantly. They are members of various trade associations and organizations which help them expand their reach like CMAI (Clothing Manufacturers Association of India), JITO (Jain International Trade Organization). Their products are distributed by over 250+ distributors and wholesalers covering an extensive network spread all over India from Baramulla (J&K) to Nagercoil (TN) and Bhuj (Gujarat) to Guwahati (Assam). Kalp Clothing

is a trusted vendor for many well-known large format garments and departmental stores in India and abroad.

### FUTURE PLAN

Their business is expected to grow at a moderate rate in the next one year. However, in the medium term (5 years), they are confident that the company will continue to grow at a healthy rate. However, Mayank believes that it is too long to predict accurately for a ten-year period. His father is however of the opinion that the business will boom over a ten-year period.

### COMPETING GLOBALLY

Kalp Clothing already caters to many export markets directly and indirectly and they aim to enter new markets in the coming years. To achieve this faster, they will rely more heavily on technology. However, India is still far behind China, as their industry is ably supported by their govt through terrific infrastructure and mainly labour.

### BUSINESS & TECHNOLOGY

Technology has drastically improved efficiency in all spheres of business. It has improved the execution speeds and has made geographical distances redundant. This is the age of digital communication. However, there are teething troubles in last mile connectivity in telecom infrastructure which affects business drastically; be it call drops, poor internet speeds, etc.

### LOCATION ADVANTAGE

Delhi is a natural choice as the family belongs to the city.

### BUSINESS GUIDANCE

They seek advice from domain experts for various aspects of their business. Consultations with IT professionals for software and other systems-related upgradations and customizations are done on a regular basis. Their personnel attend business seminars from time to time focusing on improving productivity and profitability. They consult domain experts for marketing and promotions through digital and new age technology platforms as well as security experts for worker's safety, factory premises security and monitoring and productivity.

### REINVESTING PROFIT

The company reinvests its profits in further expansion and growth.

### MARKETING STRATEGY

Their marketing is done through traditional channels and there is dedicated focus on the use of new age digital media and technology platforms.



### KNOWING THE CUSTOMER

Kalp has a network of close to 250+ B2B dealers pan India which includes hosiery wholesalers, garments distributors, large format departmental stores, retail chain stores and corporates.

### COMPETITIVE EDGE OVER OTHERS

They strive to give customers quality products

on a sustainable basis and try not to mislead them in any way. Although this makes the first sale time-consuming and difficult but helps create trust. Their systems orientation ensures predictability for customers.

At Kalp, one thing of paramount importance is quality. Adherence to quality is possible because of a keen eye for detail both in terms of fabric and design.

### ETHICAL CONCERN

Like all businesses they too face ethical concerns from time to time and try to overcome them in a fair and transparent manner keeping all stakeholders in mind and on a long term perspective.

### MILESTONE/ACHIEVEMENT

Being India's most respected handkerchief brand, they derive satisfaction from the fact that there are customers, suppliers and employees who have been associated with them for two-three generations.

### PROBLEM AREAS

Compliance burdens, policy uncertainties and skilled manpower are some of the issues bothering the industry.

### BUSINESS GROWTH

Kalp's core products are utility based (in many ways like FMCG), hence they believe that a steady domestic market will continue to be there, irrespective of fashion or season.

They plan to speed up their production to meet the unfulfilled demand. Over the years, the company has also diversified into manufacturing allied made-ups like scarves, stoles, dupattas, pocket squares, towels and napkins.

### BUSINESS ADVICE

Dedication, discipline and determination are the keywords for success in this industry.

# Amptek Batteries Pvt. Ltd.

“With hard work and passion, Kapil Sood has made Amptek Batteries one of the leading re-chargeable battery brands in the country



Mr Kapil Sood graduated from University of Delhi, and soon after started working in a company, which dealt in electronics and electronic components to gain experience. The world of electronics and electrical engineering had always fascinated him and it soon became his passion. He gained a lot of experience and knowledge in the field, which helped him sharpen his skills.

## POWERING THE NATION

### ENTREPRENEURIAL INSTINCT

Mr Sood's professional aspiration was always to be an entrepreneur, who could provide employment and a living to many, and hence contribute to the society in his own little way. After 15 years of working in the electronics industry, he started his own venture in 2005. He was confident that it was the right time to put his own ideas to work and create the future. The journey since then has been one of challenges, growth, development, achievements and much more.

### MISSION STATEMENT

To introduce new technologies and high-quality products into the Indian market in a safe, reliable, efficient and environmentally sound manner and to achieve operational excellence, drive customer results and lead the industry in quality and performance.

### GAME CHANGER

The year 2005 was a turning point in Mr Sood's life after he felt he had gained enough knowledge and experience to start his own venture. It definitely wasn't an easy decision to make but with a belief in his ideas and ability, Mr Sood was able to overcome his fears. However, building his own company was not easy. With limited capital, increasing competition and an inconsistent demand pattern, it often seemed impossible to carry on and manoeuvre in the business world. But he was determined to achieve his goals. In 2007, he realized that there was a potential market for electric vehicles (EVs) in India. This is when he decided to introduce batteries for EV applications on a large scale. In 2011, his company

began manufacturing sealed lead acid batteries in India. In 2015, they started manufacturing the lithium-ion battery packs in the country.

### MAKING BUSINESS SENSE

Amptek Batteries is one of the leading re-chargeable battery brands in the country and offers the widest range of models in its category, complying with JIS & IEC standards. It is an ISO 9001:2015 and ISO 14001:2015-certified enterprise in India that designs, develops, manufactures and supplies re-chargeable sealed lead acid batteries and customized energy storage lithium-battery solutions for applications like e-mobility, solar, telecom and specialized requirements, under its brand name Amptek. They manufacture SMF industrial batteries, SMF electric vehicle batteries and lithium-ion battery packs & energy storage solutions.

The company offers multi-technology lithium-ion battery systems for specific

### SUCCESS MANTRA

There is no shortcut to success. Being passionate about one's work and having a strong work ethic are key attributes if one wants to achieve success. Working hard is extremely important, but one needs to have a dynamic and progressive approach towards their work. The road to success is full of ups and downs but having a strong sense of self-belief and turning challenges into opportunities can make all the difference.

Kapil Sood

consumer application needs, ranging from high energy density or high cycle stability

and fast charging, or a combination of both. Currently, it supplies over sixty models of small and large-sized SLA batteries in the 4V, 6V and 12V range with rated capacities of 0.5Ah to 200Ah.

### CHALLENGES & ATTRACTIONS

The challenges one faces in business lies in uncertainty of market conditions, pace and use of technology, quality-growth balance, etc. About 75 per cent of the raw material they use for making lithium battery is imported from countries like Korea, Japan and China, which requires them to effectively plan in order to maintain the inventory stock and design their business models, processes, products and services in a way that minimizes unnecessary complexity. Further, investing in areas like R&D, production, equipment, skilled workforce, etc., requires a lot of capital.

### SETTING THEM APART

As an organization, they face competition



both from the organized and unorganized sector. However, what sets them apart from their competitors is their diversified product range, superior quality, reliability, availability through their pan-India presence and their commitment to provide customized solutions for a wide variety of applications. Amptek Batteries guarantees reliable performance at competitive prices.

### MARKET POSITIONING

Marketing is extremely important for the company as it allows businesses to maintain long-lasting and ever-present relationships with their customers. It is not a one-time but an on-going strategy that helps businesses flourish. It engages the customer which is the heart of any successful business. They market their products through participation in various events and exhibitions, advertising and brand promotions, social media marketing, presence through their distributor network, etc.

### FUTURE PLAN

Market for lithium batteries in India is

## VISIONARY LEADERSHIP ▶

Great leaders should have a strong sense of mission and purpose. They keep themselves and others focused on the things that bring them closer to realizing their vision. One has to be fiercely passionate and dedicated to carrying out their vision. They are achievement-oriented, hard-working people who never stop learning and improving. To be flexible and adapt quickly to changing business conditions is also important. New ideas, insights and perspectives should always be appreciated, which makes the team feel valued and heard.

expected to grow in the coming years. With rise in technological developments and increasing need for cleaner energy sources, li-ion batteries are now on the forefront across various industries as well as end-use sectors. Considering the scope and size of the Indian market, their aim, for now, is to introduce high quality products and become the leader in the Indian market.

### BUSINESS & TECHNOLOGY

Mr Sood believes everything that is

accomplished in the hustle and bustle of today's business world owes to the speed and accuracy of computers. It has become an essential business tool, whether it is accounting, administration, marketing, product creation, research or communications, data tracking and storage, human resources, etc. It helps in providing a good level of customer service, minimizing operational costs and maximizing revenues.

### LOCATION ADVANTAGE

Headquartered in Gurugram, Amptek has branches in Chennai, Hyderabad, Ahmedabad and Calcutta. Delhi-NCR has good infrastructural facilities and is well connected to India's main ports via railway network, expressways and dry ports. Manpower in Delhi-NCR serves as a worthwhile alternative to China because of the lower cost of labour that includes unskilled as well as skilled workers.

### REINVESTING PROFIT

The profit accruing from the business is utilized for reinvestment. Battery technologies are constantly evolving and it's extremely important to reinvest in research

and development to augment the performance of lithium-based batteries. Hence, a major percentage of their profits are utilized in areas like production, technology, equipment, R&D, skilled workforce, expansion of business operations, or finding ways to improve customer experience.

### KNOWING THE CUSTOMERS

Their customers cater to industries like electric vehicles, solar products, UPS systems, telecommunications, electronic weighing machines and equipment manufacturers, distributors and end-users with over a decade experience in import and distribution.

### COMPETITIVE EDGE OVER OTHERS

One of the primary goals of the company is to identify and meet the needs of their customers by providing reasonable prices, ensuring superior quality products, timely delivery, after sales service, etc. With about



15 years of experience, the company has masterfully crafted an identity and brand experience that serves them a competitive advantage.

### ETHICAL CONCERN

In a modern complex business environment, every company faces a multitude of ethical issues. However, what is important in a company like theirs is to give proper attention to ethical issues like quality of materials being imported, importing materials from the right channels to ensure they have passed through customs procedure for proper examination, appraisal, assessment and evaluation.

### MILESTONE/ACHIEVEMENT

Amptek is an ISO9001:2000-certified company complying with JIS and IEC standards and approved by ICAT. It has BIS registration for its li-ion cells. The compound annual growth rate of the company over the last four years has been 35 per cent.

### BUSINESS GROWTH

The battery market in India is experiencing growing demand from multiple sectors. Apart from conventional demand from manufacturing industries, the growth of the battery market is also driven by increasing demand from sectors like electric mobility and other industrial applications. Besides, the boom in the solar sector has added extra impetus to this industry. There are a lot of incentives today to encourage local manufacturing of lithium-ion batteries.

In the near future, they aim to scale up the type and level of products and services so as to cater to an even larger group of people in the Indian market and satisfy their needs more efficiently. The company's goal is to translate new, innovative ideas into high quality products and services.

### BUSINESS ADVICE

To succeed, one needs to channelize their thoughts and plan of action. Success requires dedication and perseverance. One should have complete devotion towards their work.



# Accord Transformer & Switchgear Pvt. Ltd.

“ Pradeep Verma has a dream of electrifying the remotest parts of India through Accord Transformer & Switchgear



A graduate in electrical engineering and masters in international business, Mr Pradeep Verma has over twenty years of experience at leading electrical and power industries in India and abroad. Since early days, it was his dream to serve the country differently. Finally, he chose this path as a big chunk of remote areas of India is still deprived of electricity. Accord Transformer & Switchgear Pvt Ltd. is completely his initiative.

## SERVING THE COUNTRY DIFFERENTLY

### ENTREPRENEURIAL INSTINCT

Mr Verma started this journey in 2012 with limited resources but with quality products, he was able to capture the market gradually by winning the trust of his customers..

He believes that self-talk can be incredibly damaging, especially after a failure. People shouldn't allow oneself to feel worthless especially in the aftermath of a failure. He believes that one should let it sting for a moment, and then do everything one can to stay positive and get back on track.

### GAME CHANGER

Mr Verma's father taught him to be loyal, hardworking and honest in whatever he does. It has always motivated him to do something for himself and establish a roadmap for others.

### FUTURE PLAN

The company plans to do something for the betterment of the education system of the country. Accord has a dream that all the children receive proper education irrespective of their economic status.

### MAKING BUSINESS SENSE

Accord manufactures all types of power, distribution, solar and

## MISSION STATEMENT

To surprise, to inspire, and to transform the business. To go hand-in-hand with the corporate philosophy and culture and help guide the company from the present into the future.

special transformers from 100 KVA to 5 MVA oil type, dry type and cast resin transformers, LT panels, PSS, skid-mounted substations, bus duct, etc.

They have more than fifty trained staff.

### KEY BUSINESS ADVANTAGE

Theirs is a sole proprietorship business run by trained technical team. India is on the verge of becoming a major power nation among developing economies. Electricity is a key constituent for the economic growth and is directly linked to the GDP of the country. There has been a surge in demand for power in India due to increase in capacity utilization, industrialization, urbanization and population. Hence there is a lot of scope in this business.

Theirs is a core manufacturing segment wherein one has to use their best engineering skill as well as the best techniques and design to sustain long.

## SUCCESS MANTRA

To be successful, one has to have common traits like passion, strong work ethic, interpersonal skills, determination, creativity, competitiveness, self-starter and open-mindedness.

Pradeep Verma

### CHALLENGES & ATTRACTIONS

Both power as well as distribution network is getting strengthened all across the country. The discoms are instructed to reduce losses to the tune of 10 to 12 per cent, which means they have to go for efficient transformers. Recently, BIS circulation has issued strict norms on transformer losses and it is expected that in the next three years, discoms have to

replace all existing transformers with Level 3 transformers (Level 3 means 5-Star rated transformers). Transformer manufacturers have to manufacture and supply in millions to the discoms in a maximum period of three years.

Challenges always remain for quality manufacturers because MKT realization versus cost will constantly race with each other. The cost of manufacturing of quality transformers as per Level 3 is quite high (IS 1180 transformer almost costs double of IS 2026), so few competitors are finding nook and corners to sacrifice on materials to bag orders which ultimately does not serve the basic purpose of reducing distribution losses by supplying highly efficient transformers. Government has to come forward and promote quality suppliers to permanently raise the health levels of electrical network. It is worth mentioning that more and more inefficient transformers in distribution circuit actually



## VISIONARY LEADERSHIP ▶

True leaders need to learn to listen respectfully, consult others, work as part of the team and take responsibility for their actions. Leaders should be able to optimize today's only constant, i.e., change. They will need to thrive on chaos. Leaders must create time to make themselves available for opportunities.

make the total T&D system paralysed because there are huge line losses on 24x7 basis totalling millions of rupees.

### SETTING THEM APART

India's transformer market is predominantly unorganized with many small participants catering to the smaller distribution transformer markets. However, many are slowly graduating to the medium-sized category, thus expanding the organized participants' base. This makes the market more competitive and price sensitive rather than focussing on quality. If an organization focuses on manufacturing quality transformers, then they can sustain the competition and have incremental growth. Accord focusses mainly on quality.

### MARKET POSITIONING

Initially, Accord faced some issues competing with the bigger brands. However, slowly the customers saw their quality products and recommended others which helped them a lot and finally the company made its name in the market.

### FUTURE PLAN

For the next year, Accord plans to increase their product range up to 20 MVA. In the next five years, they plan to spread their business in the Gulf countries, and have a global presence in another ten.

### COMPETING GLOBALLY

They plan to go global within the next five to ten years.

### BUSINESS & TECHNOLOGY

The business world has revolutionized almost beyond recognition in the past few decades. Technology, which means advances in communication and information technology, has changed the face and pace of the business.

### LOCATION ADVANTAGE

Being located at the heart of the capital, it is easy to control the activities all around.



### BUSINESS GUIDANCE

Accord has a panel of highly technical and analytical people. Before taking a big decision, Mr Verma seeks the advice of these people. He listens to their suggestions carefully. This builds a holistic view of the decision. It is then up to him to weigh the decision and take the final call. Almost inevitably, this also means going against some of his own people as none of them are yes men. They don't support his decisions blindly but advice accordingly.

### REINVESTING PROFIT

Accord invests its profits in business improvement, marketing, training the team, hiring manpower, etc. They outsource their least favourite tasks.

The company keeps reviewing and updating their plans as per the current market scenario.

### MARKETING STRATEGY

The company has a separate team for marketing. Market research is a key part of developing market strategy. It is about



collecting information that provides an insight into customer's thinking and buying patterns as well as location. In addition, market research also assists to undertake initial sales forecasts, monitor market trends and keep an eye on what competitors are doing.

### KNOWING THE CUSTOMER

They have more than 500 corporate customers and almost all big business of India are associated with Accord.

### COMPETITIVE EDGE OVER OTHERS

Defining the competitive advantage helps them promote their products and services in a way that specifically appeals to customers' needs, and also shows why their offering is superior to competitors. This leads to the most effective marketing and more business for them.

### ETHICAL CONCERN

Accord maintains a safe and ethical



manufacturing environment in addition to the basic safety rules, such as wearing protective gear and refraining from engaging in risky behaviour. The main issues relate to a reasonable balance between inconvenience, productivity and safety.

### MILESTONE/ACHIEVEMENT

It's a big achievement for any new player to be associated with almost all corporate houses in their list in such a small time.

### PROBLEM AREAS

The biggest issue facing the company is trained manpower.

### BUSINESS GROWTH

There is a big scope for this business in the coming future as the govt is focusing more on the electrification of the entire country.

### BUSINESS ADVICE

There is no shortcut to hard work.

# E-Square Alliance Pvt. Ltd.

“ Upendra & Nalini Gulati started E-Square Alliance in 2002 and their products are being acknowledged worldwide for their practical usages



Mr. Upendra Gulati is a commerce graduate from the University of Delhi and an established businessman since 1986, and Dr. Nalini Gulati has a doctorate degree and is in the business for the last twenty years. With a team of professional engineers, MBAs and dedicated staff, E-Square Alliance was formed in 2002 to manufacture lockout/tagout safety devices, which were not available in the country at that time. Mr Gulati was awarded the Udyog Ratna award in 2008 by the Indian Institute of Economics, New Delhi.

## SAFEGUARDING THE INTERESTS OF WORKERS

### ENTREPRENEURIAL INSTINCT

E-Square was an initiative of the Gulati couple, and they are pleased to have their elder son Piyush Gulati join the company following the completion of his master's in science of occupational health, safety and the environment with merit from the University of Birmingham, UK. With a wealth of expertise in technical HSE, he is



### MISSION STATEMENT

To create a safer workplace by protecting employees from exposure to uncontrolled release of hazardous energies

### SUCCESS MANTRA

The key to success is hard work and continuous innovation. Fall in love with what you do and then just put all your efforts to achieve your goals and a day will come that you will win and achieve what you truly deserve.

Upendra Gulati

highly committed with a passion for improving operational outcomes and company culture through a strategic application of relevant standards, employee training, and infrastructure improvement to further enable their plans to mark a shift in the 'safety world'.

Born in 2002, E-Square is a forward-



looking company focused on developing innovative and software-based solutions for hazardous energy isolation in the 21st century. At the time of the company's

inception, the use of energy isolation (lockout/tagout) devices was at a nascent stage, so they as a company took it upon themselves to develop knowledge and awareness about hazardous energy isolation to safeguard precious lives at work. They have been solely dedicated to the field of hazardous energy isolation and go above and beyond their efforts to promote, equip and empower the concept of lockout/tagout globally. Equipped with a strong drive of continuous development they are manufacturers, educators, programme developers all under one umbrella working towards assisting their customers to achieve continuous growth and sustainable compliance with regulations and standards.

### GAME CHANGER

For the first time in the world, they initiated large scale research in the form of a thesis to critically evaluate the methods adopted for hazardous energy isolation at the workplace. They manufacture the widest range with more than 700 LOTO products and have sixty patents registered under



their name. They have set a record of nearly 15,000 industrial site visits, 6,000 plus training sessions and developing more than 7 lakh machine specific procedures (MSPs) for their clients in 106 countries in making their customer's workforce and workplace safe and secure from the exposure to an uncontrolled release of energy or unexpected equipment start-up.

### MAKING BUSINESS SENSE

Most industrial accidents are caused by unexpected energization or start of machines or equipment or by uncontrolled release of energy. Many of these accidents can be prevented by proper lockout/tagout procedures. It was in 2005, E-Square designed its own padlock and since then they have been the third largest selling design for the lockout padlocks in the world. Their products are designed to prevent serious injuries or even loss of life by controlling unauthorized or accidental use of energy. It is easy to handle and fits perfectly in the hands of workers.

## VISIONARY LEADERSHIP

Foresight and being continuously ahead of the curve, and then achieving those glorious goals with teamwork by inspiring and nurturing the human spirit is the hallmark of a visionary leader.



### KEY BUSINESS ADVANTAGE

E-Square is a private limited company with more than hundred staff. The key advantages of doing business as a private limited company are sharing responsibilities and enjoying the fruits of success and failure together. E-Square's state-of-the-art in-house manufacturing facilities provide a significant advantage in their business as well as the sixty patents registered under their name.

### CHALLENGES & ATTRACTIONS

The major challenge faced by the company is educating the customers continuously and recommending them the right products. E-Square is a leading solution provider for lockout/tagout, and they are able to achieve

this by forging strong relationships with vendors, team members and always serving their customers with a smile.

### SETTING THEM APART

The American companies pose a tough challenge for the company and even the industry. They are regarded as the number one LOTO solutions provider and pioneers for creating the widest range of customized lockout/tagout products along with services such as carrying out LOTO surveys, hazard isolation, developing policies and procedures, MSPs, conducting training and audits, etc. to name a few.

### MARKET POSITIONING

Positioning as number one in hazardous energy isolation industry they make their presence of their products and services through word of mouth, online presence in the form of website, web and multimedia promotions, industrial visits, etc.

### FUTURE PLAN

With the globally widest range of LOTO products under their belt, the company sees huge possibilities in India and worldwide.

### COMPETING GLOBALLY

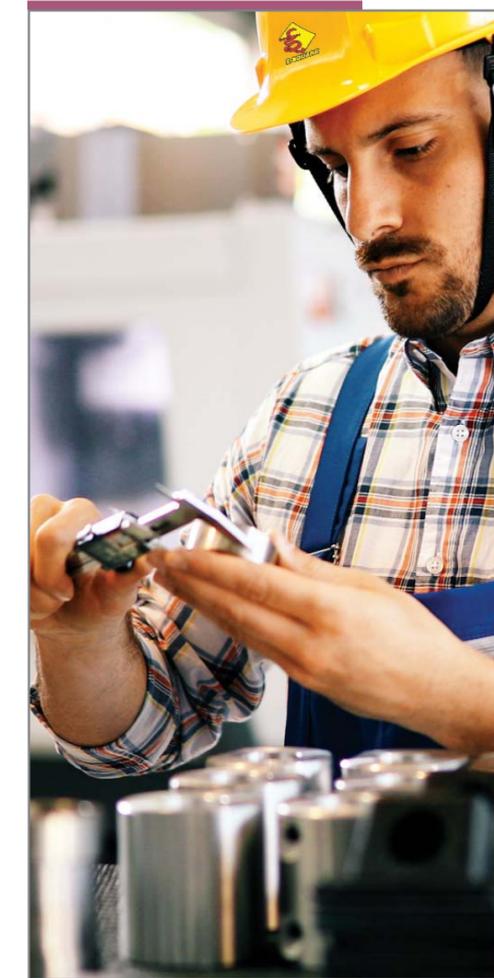
The company is planning to open offices in Australia, UK and US soon.

### BUSINESS & TECHNOLOGY

Technology has surely and greatly increased the knowledge about the products but so has been the competition. However, their customers have increased worldwide positively because of their quality products and services.

### LOCATION ADVANTAGE

A central location in Delhi provides the requisites for a successful business operation.



### COMPETITIVE EDGE OVER OTHERS

Their fine products are reliable and offer peace of mind to the customers. They do justice to their job and provide value-for-money products and services to their customers.

### ETHICAL CONCERN

They uphold their mission by working hard every day to bring value to their clients, their associates, and the global community. Working with the highest ethical standards they provide excellent quality services and products.

### MILESTONE/ACHIEVEMENT

Mr Gulati was awarded with the Udyog Rattan award in 2008 by the Indian Institute of Economics for his commendable efforts in this field. Besides his team was also awarded with the Excellence award for their efforts and bringing in new technologies and products in India.

### PROBLEM AREAS

The biggest issue running the business is that one has to be constantly on their toes to create awareness about the subject and keep chasing and serving new customers.

### BUSINESS GROWTH

The future seems to be bright for the company. With the introduction of new blood in the company in the form of their son joining the business, is a huge boost for them.

### BUSINESS ADVICE

Anyone entering this field should thoroughly study the subject as it is very complex and requires complete understanding of legislations; on a side note go with your instinct and gut feeling.

### REINVESTING PROFITS

The company reinvests its profits on R&D activities. They also keep setting up new factories, which provide employment opportunities. This helps in bringing a change in the lives of the underprivileged sections of the society. The company in many ways gives back to the society and humanity at large.

### KNOWING THE CUSTOMER

All the multinational companies are their customers including India's 1,500 big companies and corporates.

# Nitya Electrocontrols Pvt. Ltd.

“ Prashant Shrivastava has made Nitya Electrocontrols one of the largest switchgear panel manufacturers in India



Mr Prashant Shrivastava is an engineering graduate. He originally belongs to Varanasi. Mr Shrivastava completed his education from Varanasi; he was a brilliant student during his college days. Setting up the highest goal and achieving it successfully with focused approach is his passion. After completion of college, Mr Shrivastava migrated to Dubai where he worked for two years. He then returned to India to start his own business. He is in the business for the last 18-20 years.

## POWERING GROWTH

### ENTREPRENEURIAL INSTINCT

Nitya Electrocontrols was established in 2002 with a vision to provide world-class technology as well as quality and cost-effective products for the power sector. Initially, he started on a very small scale but with relentless efforts, Mr Shrivastava has been able to set up three manufacturing units in Noida and Kasna (Greater Noida). The company has reached many milestones including receiving the Jagran Best Entrepreneurship award in the field of new technology, skill development and employment generation.

### MISSION STATEMENT

To provide world-class technology as well as quality and cost-effective products for the Indian and global market.

### GAME CHANGER

Mr Shrivastava was inspired from Mr Dhirubhai Ambani's successful business journey during his college days. He learnt how an ordinary person through hard work and determination can become one of the world's leading businessman. Dhirubhai Ambani's life changed his entire approach and influenced him to establish a business in India.

### AREA OF INTEREST

Mr Shrivastava is a spiritual person and a great follower of Shirdi Sai Baba. Apart from funding girls' education of his needy staff, he is involved in many other social activities.

### MAKING BUSINESS SENSE

Nitya Electrocontrols is a leading name in the field of manufacturing of low voltage and medium voltage panels, switchgears, motor starters & automation, MCB, wires & cables. The product is designed/manufactured by a team of experienced and trained engineers using state-of-the-art technology and machine tools which make their products the most reliable, trusted and preferred brand.

At present, Nitya has a team of 1,200 employees and three manufacturing units in Noida and Kasna (Greater Noida).

### KEY BUSINESS ADVANTAGE

Nitya is a sole proprietorship firm. The key advantage of such ownership is that one can take prompt policy decision on any business related matter.

### SUCCESS MANTRA

Every failure provides a good learning opportunity. One should learn from failures. Identify the reasons of weaknesses and strengthen them. Impart training to the team in different areas like skill development, quality management, team building and time management, etc.

Prashant Shrivastava

### CHALLENGES & ATTRACTIONS

Tough competition in the industry is the main challenge for Nitya. The major

attraction of being in the business is that they are one of the largest switchgear panel manufacturers in India.

### SETTING THEM APART

Nitya's world-class technology and quality management system makes a big difference from its competitors and sets the company apart from others.

### MARKET POSITIONING

Nitya has a team of experienced and trained marketing/sales engineers. The company has branch offices and dealer network all over India. Bollywood actor Sonu Sood is the company's brand ambassador.

### FUTURE PLAN

As per the prevailing market scenario, Nitya expects a very good growth rate in the



future and they are working on it accordingly. During the next five years, the company is working to double the turnover.

### COMPETING GLOBALLY

At present their product is exported to a few countries. There is also a plan to enhance the business in overseas market.

### BUSINESS & TECHNOLOGY

In today's world, technology plays a major role for any kind of business. It has made the operations very simpler and faster. Their manufacturing units have the latest automatic machines. The wire and cables are manufactured with German technology.

### LOCATION ADVANTAGE

Noida is a prime location for business in India. It is well connected with each and every part of the country. Basic facilities

## VISIONARY LEADERSHIP

Professionalism and team effort is necessarily one of the top qualities required to succeed in business. Hard work, advance planning, firm commitment and discipline are major attributes of a visionary leader.

like electricity, trained manpower, transportation, etc., are all good for operating a business like theirs.

### BUSINESS GUIDANCE

Mr Shrivastava takes business guidance from the top management of the company.

### REINVESTING PROFIT

The profit revenue is used for diversification in business and social work.

### KNOWING THE CUSTOMER

Nitya provides complete solution for electric power in all sectors. It is used in power generation, transmission and distribution system. Its major customers are NTPC, BHEL, EIL, electricity boards of India, Power Grid Corporation, NBCC, EPI, CPWD, Railways, Airport Authority, EPC contractors, NPCIL, rural electrification, etc.



### ETHICAL CONCERN

There are no such ethical issues as such, and everything is functioning according to the standard norms and procedures.

### MILESTONE/ACHIEVEMENT

Today, Nitya is one of the largest switchgear manufacturers. They have presence in most of the power plants and sub stations of the country.

### PROBLEM AREAS

Nitya operates in a market where there is tough competition and there is lack of new projects in power generation.

### BUSINESS GROWTH

The future is good and positive for Nitya. They are a fast-growing company with diversifications in business. Three years back, they launched a complete range of MV and LV bus ducts which is now supplied to many customers/projects. This January, the company has launched a complete range of wires and cables which is manufactured with German technology. They also plan to start manufacturing of modular switches and sockets.

### BUSINESS ADVICE

Start now without wasting any time.



# Pure N Safe Water Technologies Pvt. Ltd.

“Through Pure N Safe Water Technologies, Umesh Agrawal has been serving the nation by providing clean drinking water



Umesh Agrawal was born on 18 November 1967 in New Delhi. He completed his schooling from Delhi in science stream and graduated in electronics and communication engineering from NSUT, New Delhi (formerly known as Delhi Institute of Technology). Mr Agrawal did his postgraduation in management studies from Department of Management, IIT, Delhi.

## PURIFYING THE ESSENTIALS

### ENTREPRENEURIAL INSTINCT

Having a strong engineering background and full of innovative ideas, Mr Umesh Agrawal started his career as an engineer in the R&D division of Uptron Powertronics Ltd. in 1990 and was instrumental in the successful introduction of SMPS-based telecommunication power systems in India. In 1995, he joined a new company as the first employee and was instrumental in setting up operations and team building to generate profitable revenue in the first year itself. Subsequently, Mr Agrawal joined an MNC in a leadership role and led the engineering and manufacturing operations in India and SAARC region.

In 2010, he started his own venture, Pure N Safe Water Technologies Pvt. Ltd., with an aim to provide end-to-end quality water treatment solutions. The idea was not just to earn profit but also to develop and bring environment-friendly and sustainable technologies in India to provide quality solution to customers.

### MISSION STATEMENT

To provide most effective and innovative technology and environment-friendly product at affordable cost to customers and strive to give them freedom from water-related problems and good health to one and all.

### TURNING SUCCESS INTO FAILURE

Perseverance and keen desire to excel and succeed made him turn his lows into high.

### MAKING BUSINESS SENSE

Pure N Safe (PNS) provides solution for drinking water purification system in offices, schools, colleges, hotels, restaurants, hospitals, malls & multiplexes, residential complexes, industries, etc. They process water in industrial applications, as well as medical and pharmaceutical requirements. The company also provides water purification systems on rent basis in commercial and industrial applications.

PNS provides solutions for sand filters, activated carbon filters, iron removal systems and water softeners in industrial, commercial and residential applications. PNS also supplies water purifier components like membranes, PP filters, activated carbon filters, pumps, meters, power supplies, etc. They specialize in RO, UF and UV purifiers in residential, domestic, commercial and industrial places.

They have close to twenty employees.

### SUCCESS MANTRA

Patience, honesty, innovativeness and hard work are key to success, and above all believing that *shubh is before labh* means you do good for the society and profit will follow you. This is especially important in this trade as water purification is essential for human beings.

Umesh Agrawal

### KEY BUSINESS ADVANTAGE

PNS is a private limited company. The key advantage of such a set up is corporate discipline, trust among suppliers as well as customers.

### CHALLENGES & ATTRACTIONS

The challenges of the business are primarily low barrier of entry, lack of knowledge and awareness amongst consumers. Like the customers, even the trade is disorganized with low quality products, negligible regulations for quality and specifications by government. The attractions are that water being essential for life also needs purification, which throws a big market for the industry.

With increasing population and manmade damages to water bodies, it offers more and more business opportunities.

### SETTING THEM APART

The company's approach towards innovation, continuous development, stress on high quality products and services and eco-friendly solutions are helping them to be in a different league from their competitors.



**MARKET POSITIONING**

The company uses social media, trade shows and magazines to market their products and create awareness.

**FUTURE PLAN**

PNS is currently growing at 50 per cent YOY and anticipates to grow at this rate for the next five years and thereafter 30-40 per cent as organic growth. They may go for inorganic growth after five years if the opportunities are suitable. Their aim is to be leaders in providing eco-friendly solutions in water treatment/purification, waste water management and air purifications.

**COMPETING GLOBALLY**

Currently they export to neighbouring countries and soon shall expand their global footprint to Middle East, Africa, Europe and South East Asia nations.



**VISIONARY LEADERSHIP**  
Ethical approach, honesty, smart work, identifying opportunities and quick reaction are major attributes of a visionary leader.



**BUSINESS & TECHNOLOGY**

Digital technology has helped them to streamline operations, increase efficiencies, marketing activities and also development of new products using computer-aided simulations and software. PNS is currently developing products which are IoT-enabled, which can be proactive and efficient.

**LOCATION ADVANTAGE**

PNS operates from VIKASPURI, New Delhi. Being located in the capital city has its advantages of cheap manpower and efficient exporting facilities.

**REINVESTING PROFIT**

Currently, they invest their profit revenue

in new product development and business development.

**BUSINESS PLAN**

PNS works on long term as well as short-term plan. Their long term plan is for 2-3 years where as the short-term plan is on a yearly basis. They review and adjust their short-term plan every two months to take care of the market requirements. The long-term plan is reviewed every six months so as to keep pace with changes and challenges in the industry.

**MARKETING STRATEGY**

PNS markets its products through social media, trade shows and magazines. They believe their quality, innovativeness and honest approach adds to their marketing efforts.



**KNOWING THE CUSTOMER**

Their customers are OEMs (original equipment manufacturers), distributors, wholesalers, retailers, product manufacturers, contractors and government bodies.

**COMPETITIVE EDGE OVER OTHERS**

Product quality, innovative and efficient products give PNS a competitive edge over its competitors.

**ETHICAL CONCERN**

The industry is flooded with low-quality

products with lesser knowledge among many business personalities. The unorganized sector is involved in malicious practices causing undue low prices with lower taxes and low-quality products being passed on to the consumer in the absence of regulations from the government on quality and technical standards.

**MILESTONES/ACHIEVEMENTS**

PNS has been awarded for quality products and innovative developments by various organizations in various

categories. Mr Agrawal has been awarded among the Top 50 Global Leaders in Water Management and 51 Fabulous Global Water and Water Management Leaders.

**PROBLEM AREAS**

Lack of knowledge among customers, low entry barrier, spurious and low quality products and unethical practices by few in the industry are the major problem areas of the industry.

**BUSINESS GROWTH**

The future is bright as water remains scarce and this scarcity is increasing with increasing population and industrialization. They are working on innovative products and are in the forefront of technologically advanced product companies to grow in future as they firmly believe that with educated and aware consumers, only innovative and high quality products will sustain and grow.

**BUSINESS ADVICE**

Be honest to yourself, to your employees, to your customers, to your suppliers and to society.



# Shivam Industrial Tools Company

“Balbir Singh has taken Shivam Industrial Tools to new heights



Balbir Singh belongs to Mandi Gobindgarh, Punjab. He completed his studies from Gurgaon in 1982. Starting from the bottom of the ladder, he reached the top of the technical staff and managed large industries involving high technology in the steel sector especially in rolling mill segment. He is into research of rolling mill technology for more than 25 years. Mr Singh has been honoured with NSIC, ISO ISI 9001-2015 awards and recently the Industry Leadership award (2020).

## BUILDING A STRONGER NATION

### ENTREPRENEURIAL INSTINCT

Mr Singh nurtured a dream of becoming an engineer and often used to accompany his father, who was a foreman at a pressure cooker factory to learn more about mechanical gadgets and related technology. He had never imagined that one day, destiny will rob him of all his dreams. Born with an analytical mind and a passion for machines, he not only enjoyed his new job but also made sure to put in extra hours to garner more information about the hi tech system and new engineering innovations. The sense of self-dependence and to do more in the field is the reason why he decided to set up his own venture.

He has been in this business since 2006, and has more than 25 years of experience in this field. Mr Singh has the experience of working in reputed establishments like Shree Ram Steel, Giridih, Jharkhand.

### MISSION STATEMENT

Sansthan Ki Ho Unnati Aur Koi Samasya Na Ho Pass,  
Gunta Apna Kar Karee Viaktitav Vikas.

### GAME CHANGER

One day, while on trip to Jammu, Mr Singh met an engineer whose words inspired him to chase success. He said, “Education is only for examination, not for real life. Real life needs practical and technical knowledge.”

### AREA OF INTEREST

Travelling outside India, and innovating with new technology are Mr Singh's passion.

### MAKING BUSINESS SENSE

Shivam Industrial Tools is a leading designer and manufacturer of automatic steel rolling mills, rolling processes, mechanical equipment and machine tools. They have developed products including rolling mill-related equipment, such as high-speed flying shear, quenching boxes, deform bar auto bending equipment, auto cutting production system, etc.

The company not only manufactures various rolling mill machinery products as per international standards, but also explores, develops and manufactures some other non-standard products, especially metal products with light, thin, complicated cross-sectional shapes that need higher technical requirements and bigger production difficulty. Their quality and delivery time are guaranteed. The company exports its machinery products to more than 15 countries in the world.

Shivam is a partnership firm with more than fifty employees.

### SUCCESS MANTRA

Apart from having technical knowledge and skill one should consistently and persistently engage in efforts with dedication to yield success in any venture.

Hard work along with disciplined, persistent and honest efforts with a view to uplift not only oneself but also the society as a whole are the success mantras of life.

Balbir Singh

### KEY BUSINESS ADVANTAGES

The advantages of partnership ownership are as follows:

- Capital is contributed by partners as per

their respective capital account and the firm pays interest @12 per cent per annum to the partners on the amount of capital contributed by them.

- Profit and loss is shared in respective proportion.
- Bank account is opened in firm's name and operated jointly or individually.
- Individually responsible for the payment of taxes on their respective shares of profit.
- None of partners shall sell or transfer his/her share of interest in the firm to any stranger but may assign to the remaining partner of the said concern.
- No partner shall retire from the partnership without giving notice in writing to all partners.
- Any partner cannot withdraw any amount out of their share capital without the consent of the other partner.

### CHALLENGES & ATTRACTIONS

They design rolling mill parts, which



requires utmost accuracy while making their drawings. A single mistake in designing can convert profitability into huge losses. They are innovators and researchers in their line and create modified and high output utility products which are the main attractions of their business.

### SETTING THEM APART

The world is full of competitors and one should not fear from competition. But it should be the endeavour of the entrepreneur to provide the best product to the customer according to their satisfaction and specification. Their continuous efforts of improving the quality of their products equipped with latest technology sets them apart from others.

### MARKET POSITIONING

Shivam markets its products by physically reaching out to the companies and also by using social media platforms like Facebook, Amazon, LinkedIn, Alibaba, etc.

### FUTURE PLAN

India is a developing country and the demand for their product is on the increase,

**VISIONARY LEADERSHIP** ▶  
Continuous striving for new research in the technology sector for providing the world with new innovative products is the way to become a future leader.



therefore, there will be no difficulty in future to sell their products.

### COMPETING GLOBALLY

Shivam already has a presence in the global market as they export their products to countries like Qatar, Bangladesh, Indonesia and Nepal. They are continuously exploring new markets to increase their exports by taking the help of internet and by participating in international exhibitions.

### BUSINESS & TECHNOLOGY

The impact of modern technology and internet is very helpful. They conduct business smoothly through the usage of internet and computers. Technology helps them in designing, marketing and keeping proper record of their products and services.

### LOCATION ADVANTAGE

Shivam's business is located at Mandi



Gobindgarh in Fatehgarh Sahib district of Punjab, which is an iron intensive market with a large number of manual and automatic rolling mills, who are the main consumer of their products.

### REINVESTING PROFIT

The company reinvests profit in new innovations and the latest machinery.

### MARKETING STRATEGY

Marketing the product is an art and Shivam uses modern techniques such as internet for social media and useful links like Alibaba.com, Indiamart, Trade India and apart from that, their sales personnel visit the customers to educate them about their product.

### KNOWING THE CUSTOMER

Shivam has a chain of national and international clients.

### COMPETITIVE EDGE OVER OTHERS

There are two things to attract the

customers. First, to provide quality products to the satisfaction and specification of the customer and secondly, rendering prompt service and response to customer queries.



That is why their customers choose them over their competitors.

### ETHICAL CONCERN

One should have ethical standard for one's business. Doing things honestly and transparently for the benefit of customers and employees builds a strong bond of relationship between the businessman, customers and employees. When one does things honestly then there is no problem in the business.

### MILESTONE/ACHIEVEMENT

Hard work always pays. Their hard work and continuous innovations in the field has fetched them many rewards from the govt. Apart from this, Shivam is also registered with NSIC, Quality (ISO ISI 9001: 2015). Mr Singh has also participated in India Steel 2017 conducted by FICCI and received the Industry Leadership award 2020 recently.

### PROBLEM AREAS

The biggest issues in the business is to keep consistency in the market. This is possible only if they keep their system equipped with the latest technology available in the market.

### BUSINESS GROWTH

Modern age is an age of automation. Shivam is already in the field of making automatic steel rolling mills equipped with the latest technology. The future of their product is therefore very bright.

### BUSINESS ADVICE

Mr Singh has only one advice for anyone entering this industry that one should be honest to oneself and for others at the same time. When you offer the best product with the best services to the satisfaction of the customer then the doors of success will always remain open.

# Kunal Stamping Pvt. Ltd.

“ Mukesh Gupta has made Kunal Stamping one of the recognized names in the field of transformers and electrical stampings



Mr Mukesh Gupta completed his graduation and postgraduation and then began his career in pharmaceuticals industry as a pharmacist. He worked with dedication but always wanted to be an entrepreneur.

## TAKING GALLOPING STEPS TOWARDS SUCCESS

### ENTREPRENEURIAL INSTINCT

Mr Mukesh Gupta always wanted to start his own enterprise and he got that opportunity in 1989 when he noticed a rapid growth in the transformer industry. Also, a growth in the telecommunication sector was foreseen which actually turned out to be very huge. So, Mr Gupta started his business by supplying transformer lamination core to those companies who were manufacturing transformers for telecommunication towers. This was the initial foundation of Kunal Stamping that was nurtured into a successful enterprise.

It has been 31 years since this business was started.

### MISSION STATEMENT

To do anything with great zeal and passion which turns failure into success.

### TURNING FAILURE INTO SUCCESS

Mr Gupta believes that there are always ups and downs in any business and overcoming those difficult moments which people term as failure is the turning point of business. He is of the opinion that to fail is not a problem but if you do not get up after failure is the actual failure. It is a must to get up after failing and analyse the reasons for the failure, and to find a solution and work hard on those reasons and thereby turn those failures into beautiful success.

He too failed but got up, analysed the reasons for failures, and worked hard on those reasons to never let those failures bring him down again.

### GAME CHANGER

There is no such incident that acted as a game changer for

Mr Gupta, but his strong and positive mindset since the beginning, when he started his entrepreneurial journey to become a successful entrepreneur, made him switch from working as a pharmacist to start his own business, can be termed as a game changer. Had he not started this business he would have continued doing the job.

### AREA OF INTEREST

Mr Gupta is a member of social welfare clubs and he always tries to donate a part of what he earns towards social cause to help others. He also actively participates in social welfare meetings.

### MAKING BUSINESS SENSE

Kunal Stamping is a world-class business entity with a distinguished track record spanning over a decade. It was established in 1990 and since then, it has been taking galloping steps towards success displaying technical expertise, innovative ideas and uncompromising quality. For Mr Gupta, the

## SUCCESS MANTRA

Honesty and hard work pays, so, I have inculcated this habit in all my employees and this has helped me go a long way to satisfy all our customers and vendors and become successful.

Mukesh Gupta

ultimate goal is to cater to the requirements of its valued clients and offer them a cost effective and reliable solution.

They are manufacturers and exporters of all kinds of transformers and electrical stampings. In addition, the company plays a forerunner role as an importer of highly advanced stampings like transformer, UPS, inverter, servo stabilizer, distribution transformer, JGBT transformer, transformer lamination core, motor, etc.

Kunal Stamping's market base is spread all over the country and the number of clients is increasing every day. They maintain international quality standards in all the products that they design and develop. In addition, the products that they source from the overseas market are of premium quality as they buy it from highly reliable and internationally acclaimed manufacturers. As a result, Kunal Stamping is today regarded as one of the most prominent brands both at the domestic and international level. Their products are highly advanced and always come up with novel features, and require less maintenance offering the best performance. Kunal Stamping has a long list of highly reputed clients which includes Hindustan Power Products (P) Ltd., Tools & Electronic Pvt. Ltd., Power Cube Transformers, Electro Engineers, etc. They have recently started 'Voltup', under which the company manufactures a broad range of fans, geysers, stabilizers, etc. They believe that Voltup will



be one of the best brands in the near future.

### KEY BUSINESS ADVANTAGE

Kunal Stamping is a private limited company and a registered entity. They follow the norms of the industry laid down by government and hence don't have any problems.

### SETTING THEM APART

One of their major strength is knowing who their competitor is and what they are doing in terms of products, servicing, etc., and thereby they try to deliver better products than their competitors to the customers i.e. their commitment to deliver quality products within the specified timeline. This makes them apart from their competitors and hence remain the best in their line.

### MARKET POSITIONING

Kunal Stamping has excellent quality products, hence they get lot of reference from word of mouth. Apart from this, the company uses various online platforms to market its products.

### FUTURE PLAN

In the next 5-10 years, Mr Gupta sees their business expanding in the local as well as the international market.

### COMPETING GLOBALLY

The company is planning to compete in the overseas market by providing an international standard product at internationally competitive prices.

### BUSINESS & TECHNOLOGY

Modern technology such as computer and the internet has definitely helped them in their business as they are able to connect with their customers faster and also payment procedures have become easy due to online banking.

## VISIONARY LEADERSHIP

Leaders have to show the way and not order. A leader takes everyone together whether strong or weak and guides them properly. This will help develop the company and at the same time nurture future leaders.



### LOCATION ADVANTAGE

Kunal Stamping's manufacturing unit is in Bawana which has a very big industrial complex from where they can source all kinds of raw materials.

### BUSINESS GUIDANCE

Mr Gupta doesn't hesitate to seek advice from experienced people of the same trade as well as from taking professional help.

### REINVESTING PROFIT

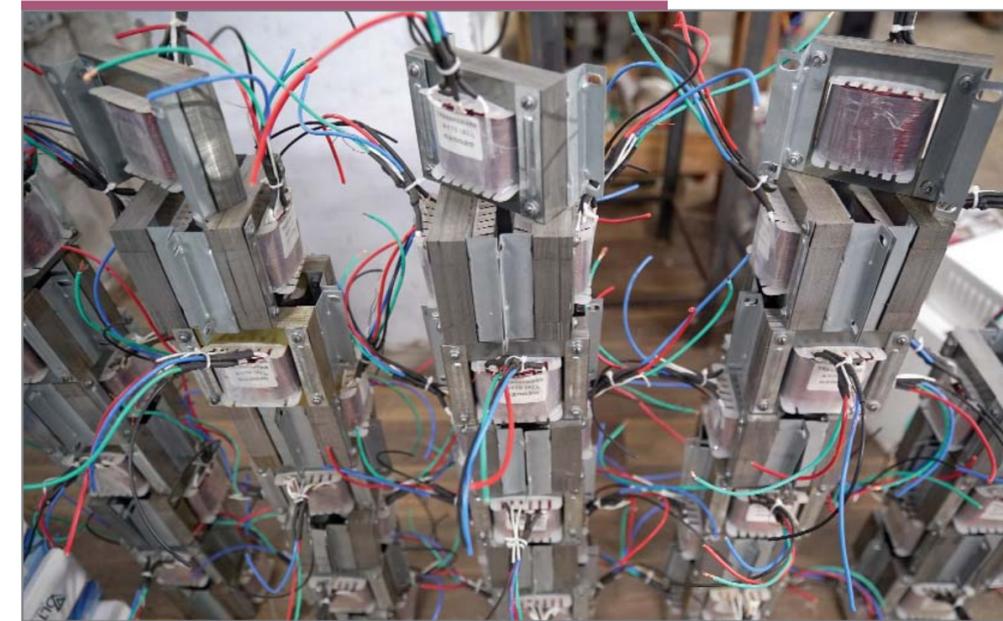
Mr Gupta is into the business for a long haul, so, whatever profit is accrued after meeting the expenditures is reinvested in the development of the business.

### KNOWING THE CUSTOMER

Kunal Stamping has two types of customer base; the first section is of the leading companies in the transformer and electric appliances manufacturing industries; the second is the large number of consumers who use their electrical appliances.

### COMPETITIVE EDGE OVER OTHERS

The company takes pride in its highly sophisticated infrastructural facilities which empower them to keep themselves steps ahead of their competitors in the industry. The robust infrastructure gives them



stability, strengthens them to accept the challenges of the ever changing world of technology, and enables them to look out for the best solutions for the present and future needs of its valued clients. The factory is spread over a massive area and

houses the most sophisticated units for production, quality control, tooling, fabrication, warehousing, R&D, etc. They regularly keep upgrading these units, incorporating the latest technologies and investing regularly on the infrastructure.

### BUSINESS GROWTH

Kunal Stamping believes in perfection and continuous improvement of its products, services and technologies. The company is quality driven and committed to serve its clients in the best possible way. To pave their way to achieve the self-imposed quality objectives, they adopt a strategically designed quality management system in their factory. A dedicated quality control unit is established to look after their extensive control operations. This unit strictly adheres to a quality policy based on international quality standards and industrial norms. As per this policy, they thoroughly check all the incoming raw materials (cold rolled grain oriented CRGO/CRNGO, etc.), process them with utmost care, perform different tests at every level of production, and finally deliver products to its clients after final inspection.

### BUSINESS ADVICE

Be patient and focus on what you are doing and above all be passionate towards your business and you will succeed for sure.



# Best Power Equipments India Pvt. Ltd.

“ Amitansu Satpathy has made Best Power Equipments, the country's number one domestic manufacturer of UPS Power Solutions and Smart Rack



Mr Amitansu Satpathy is an electrical engineer from NIT Kurukshetra. After completion of his education, he gained exposure in different domestic and multi-national companies in the power industry. In 1993, his professional exposure started in the UPS and power industry after which he launched his own UPS brand in 2000 in the Indian market. Best Power Equipment's growth story is one of extraordinary grit and professional approach of its founder, Mr Amitansu Satpathy.

## ENERGIZING THE NATION

### CHALLENGES & ATTRACTIONS

Acceptance of a new brand's product, investment opportunities, and financial constraint was some of their major initial challenges, as there was a lack of references from within the industry. Established players of the industry gave a lot of unhelpful remarks against new companies like theirs. Setting up the right team suitable for the business also posed a major challenge.

### MISSION STATEMENT ▶

To provide cost effective and reliable power solutions to customers.

### MARKET POSITIONING

Best Power Equipment's (BPE) business model is based on distributors and channel partnership network. It has more than 300+ channel partners. Their national distributors are Ingram Micro and IRIS Computers Ltd.

The company is focused more on R&D thus bringing product innovation and technology advancement benefits to a huge range of product portfolio as per customer needs and fulfillments.

Product market approach and solutions are more customer oriented. Others brands work on the business model as per the availability of the product range with no focus on customization of the products whereas BPE focuses fully on product customization and site specific needs only.

Enquiry based lead generation, presence in social media, customer focussed demand generation activations and other digital marketing platforms are being used for sales and marketing purposes to enhance the business reach.

### COMPETING GLOBALLY

Since its operations, BPE has expanded to different geographies of domestic and international markets. Apart from the Indian market, BPE has its operations running in Singapore, Malaysia, Philippines, UAE, Taiwan, and Turkey. The expected upcoming offices are in United States, Australia and Germany.

### ENTREPRENEURIAL INSTINCT

Mr Amitansu Satpathy lost his father when he was very young, thus he realized very early in life to stand for himself and his family and be financially independent. Since childhood, he developed a sense of responsibility and independence. His father always advised him to 'Do something excellent which will make you stand out in the crowd', which remained etched in his memory. After eight years of working with different domestic and multi-national

### SUCCESS MANTRA ▶

Patience, perseverance and persistence are the key pillars of success. One needs to remain alert and focused every single day

Amitansu Satpathy

companies, Mr Amitansu Satpathy started his entrepreneurial journey at the age of 29 when he decided to turn his dreams into reality. He then formed Best Power Equipments, which is the outcome of his vision and belief and of his determination to dream and achieve big in life. He felt a mix of right opportunities along with conducive environment, both external and internal that influenced him to set up operations of BPE.

### GAME CHANGER

The initial journey was very tough for Mr Amitansu Satpathy. He started with generating funds from friends, family and business contacts. Within one and half years of starting, the company was cash-strapped and scouting for investment partners. His core belief in 'destiny favours the brave' made him achieve the impossible. His continuous passion, perseverance and persistence towards innovation, technology advancement benefits to the consumer helps to build the brand in the market.

### COMPETITIVE EDGE OVER OTHERS

BPE offers a unique combination of best-in-class service and state-of-the-art uninterruptible power solution. In the UPS and power solution industry, BPE has the best of the product specifications coupled with latest technology, developed by in-



house strong R&D and technical teams. This is backed by all international certifications to prove product quality for the entire UPS range of products.

### KNOWING THE CUSTOMER

Their list of clients include the government, industrial and plant automation companies, IT/ITES, BPO and services, banking, insurance and financial institutions, the corporate sector and the small and medium businesses. BPE has been supplying UPS to various multi-crore projects all across India since 19 years. They are approved OEMs of a lot of leading banks and financial institutions like HDFC, Axis, Bank of Baroda, ICICI Prudential, ICICI, IDBI, Bank of India, Central Bank of India, Oriental Bank of India, Mahindra Finance, Birla Sun life Insurance, Schneider Electric and many more.

## VISIONARY LEADERSHIP

Do something excellent which will make you stand out in the crowd.

### COMPETITIVE EDGE OVER OTHERS

Being Indian manufacturers with more than two decades in the industry, they understand the market very well, which has led them to reach to the level of product localization. BPE understands the demand of each industry and based on that they have been expanding and customizing the product range. The company has seen a 25 per cent YOY (year-on-year) growth in revenue, which gives them more confidence to expand and innovate.

### MILESTONE/ACHIEVEMENT

BPE has won various awards and accolades from the industry. The company was one of the leading players that supplied UPS for the Commonwealth Games in Delhi. It also bagged the largest single order of ₹80 million from FIS Global for deployment of UPS all across the state of Punjab for ATMs. The company won fourth position in online UPS Manufacturer's Industry awards.

### BUSINESS GROWTH

In the coming years, they would want to

concentrate and apply their energies in innovation, R&D, expansion and technology. They wish to align themselves to 4.0 technologies, which is enabling faster, more flexible and more efficient processes to produce higher-quality goods at reduced costs.

### BUSINESS ADVICE

Never take shortcuts – not in your thinking, not in your operations. You will never get anything free, it will come with struggle and failures, correcting the systems building pillars from the experience of failure is the key to success.

### FUTURE PLAN

Their future objective is to be the leading manufacturer in the industry, with innovation and adapting the market change like inclusion of IoT & 5G. The end user experience will be taken up to 100 per cent satisfaction level. Regarding the product portfolio, BPE has recently expanded to Philippines, UAE, Middle East



and more markets and planning to expand their products' reach to all over the world by the end of 2025. The company will also

enhance its after-sales services which will enable customers to minimize business interruptions, improve system availability, enhance the manageability of power devices and optimize the cost of ownership.

### MAKING BUSINESS SENSE

BPE diversified into different product categories as per the need of the market thus aligning to their requirement. This venture initially started as a trading company and then diversified into UPS catering to SOHO but later started manufacturing for various industries such as banks, industrial establishments, telecom, govt, etc. This diversification helped the company in its business growth. Today, BPE is well known for the entire range of UPS products along with a wide range of solar solutions, energy efficient inverters and solution for smart IT racks and modularized data centre solutions.



# Sharika Enterprises Limited

“ With his intelligence and hard work, Sanjay Verma has increased the fortunes of Sharika Enterprises manifold with projects all over India



Sanjay Verma is an electronics and telecom engineer from the class of 1991 YMCA Institute of Engineering (now called JC Bose University). He started his career as a trainee at Rockwell Automation in 1989. Mr Verma then joined Schneider Electric as the 28th employee in 1995, as Applications Engineer for industrial automation. In 2010, he moved on to join General Electric Company as SWAT Leader for Smart Grids. He delivered numerous 'first of its kind' projects for Tata Power, Reliance and many state-owned utilities throughout India.

## MAKING SIGNIFICANT TRANSFORMATIONS

### ENTREPRENEURIAL INSTINCT

Mr Verma saw a lot of investments and unutilized budgets in T&D utilities, especially distribution. Having worked with Sharika Enterprises for almost two decades, he realized that more than technology, the company needed a consultant and a friend, who could simplify the technology for them. Large multinational OEMs of some of the great technologies were reluctant to take responsibility of taking ownership of the complete solution or would put a very high price to it. He saw this as an opportunity to accomplish as leaders in delivering complex projects.

Sharika Enterprises was more than 12 years old when Mr Verma came on board. He took sweat equity in the company, which was doubled in two years looking at the growth potential. It has been more than five years with Sharika Enterprises for Mr Verma now.

### MISSION STATEMENT

To make technology work for its customers and to exist and grow according to their needs.

### GAME CHANGER

Sharika had invested a huge amount in manufacturing of dry type transformers and LED lighting. Mr Verma had to utilize this investment by transforming this infrastructure into what could be used to roll out products and solutions that utilities needed most but could not get them off the shelf.

The firm took most of the early jobs, which were very challenging and quite different from each other. A mix of MV switchgear, automation & telemetry, communication systems and

IT packaged in small solutions were best fit for utilities to get quick returns. And this gave them the much needed distinction in the market.

### AREA OF INTEREST

Mr Verma loves exploring geographies, nature, people and cultures. He undertakes long adventure drives through some of the most difficult terrains. Listening to old Rock music especially Pink Floyd, Scorpions and Bee Gees is his favourite pastime.

### MAKING BUSINESS SENSE

Sharika has three major business lines where they have few distinct skill sets: 1) Telemetry, automation and protection including micro-grids, energy storage 2) EHV cabling 3) consulting and helping foreign companies pursue businesses in India. They leverage their infrastructure, back office and statutory and compliance guidance to overseas clients. Their second business is manufacturing where they produce specialized LED lights, specialized

### SUCCESS MANTRA

Focus on customer. Keep evolving with technology and skills. Bring up a competent team that reflects your values and strive for success. Never compromise on integrity and compliances rather invest in people who can deliver.

Sanjay Verma

Cast Resin transformers and now Smart MV switchgear.

Their strength as an EPC and as a system integrator makes them distinct in the market. They are recognized for their knowledge on smart grid and smart cities technology. Sharika has about hundred employees today. However, they foresee strong investment in highly skilled manpower including some expatriates by next year.

### KEY BUSINESS ADVANTAGE

It is a public limited company. Being public, Sharika is under constant scrutiny by shareholders, SEBI and follow strict compliances. That has its own cost, but it increases their credibility and eventually the worth of shareholders.

### CHALLENGES & ATTRACTIONS

Talking of attractions first, Mr Verma likes to highlight the fact that the upcoming outlay of expenditure announced by the govt for recovery of distribution companies alone is about 2,86,000 crore, which is the kind of business from hundred odd utility customers available to them to pursue.

The challenge is that manpower and funds are required to deliver this business. They need to continuously train their people for the new technologies and then retain them.

### SETTING THEM APART

Though Sharika is small, but the firm collaborates as well as competes with



companies like Siemens, ABB, GE, L&T, Schneider, etc. Their flexibility, understanding customer needs, cost and agility is what makes them stand up against such big names.

### MARKET POSITIONING

The power system community is a closely knit one where almost everyone knows everyone. Moreover, their work takes them places.

### FUTURE PLAN

If all goes well then in the next five years, Sharika will surely cross US\$ 100 million business with their strong footprint in South East Asia and offices in Canada and US. In the next ten years, they can become a distinct system-integration company recognized around the globe for their engineering strength.

### COMPETING GLOBALLY

Sharika has already started with the SAARC region. The company has delivered two very complex and prestigious projects for Bhutan Power Corporation. They are currently soliciting inquiries from APAC and

## VISIONARY LEADERSHIP

Unstoppable appetite for learning, hard work, speed and flexibility are the top attributes of a visionary leader. On top of it, honesty in what you do, propose or sell is another attribute. Also, the ability to carry people along with you is very important.

Sub Saharan Africa. If everything goes fine, then in 3-4 years, the company will have a base outside India including the Americas.

### BUSINESS & TECHNOLOGY

Digitization and digital control of assets is their strength. It is all about turning aging infrastructure into the IoT (Internet of Things) world. From equipment to business process to 24x7 monitoring and control is what the company delivers.

### LOCATION ADVANTAGE

Their place of location in Delhi-NCR is surrounded with some great technology companies like GE, Schneider Electric, IBM, etc. and some of the best customers in

energy domain viz., NTPC, Tata Power, PGCIL, BSES, etc. They also have a factory in Jammu, which they plan to move to NCR in the next one or two years.

### BUSINESS GUIDANCE

They seek guidance and directives from their customers. Sharika has a large network of professionals worldwide, including some old colleagues and partners, whom they reach out from time to time.

### REINVESTING PROFIT

Sharika reinvests back in the business and the team. The next two years are very critical for the firm in building a winning team who can take up challenges.



### KNOWING THE CUSTOMER

Currently, their major customers are mostly energy related especially distribution and transmission utilities.

### COMPETITIVE EDGE OVER OTHERS

The company's understanding of a diverse mix of technologies and customer business and bottlenecks is their major reason of getting easily shortlisted by customers.

### ETHICAL CONCERN

Ethical issues generally prevail in areas where there is a lack of substantial value component. They however do not face any such issues.

### MILESTONE/ACHIEVEMENT

Sharika has delivered some of the toughest and complex projects like NTPC NETRA's Microgrid Test Bed, which was declined by major OEM names in the industry for its complexity. This project was rewarded at India Smart Grid Week 2020. Telecom project with more than ten towers and 550

radios with optical fibre back-up network for Thimphu city, was one of its kinds followed by developing a new product line for Network Automation for overhead feeders along with their partner leading to 'Best Product Development by Indian & Overseas Company' 2020 award at Elecrama.



### PROBLEM AREAS

Maintaining a highly skilled team is a big challenge for a small company like theirs. Moreover, Indian utilities have very poor balance sheets. No bank funds even very prestigious projects without collaterals.

### BUSINESS GROWTH

They look at themselves as one of the most knowledgeable companies as far as Smart Grid business is concerned. This business is scalable several hundred times depending on the number of investors they can attract. If they are able to step out and take good business outside India this year, the company shall cross \$US 100mn in 2-3 years.

### BUSINESS ADVICE

Focus and develop as much understanding of the business of your customers as you can and develop an ecosystem within and outside your business to deliver, whatever challenges your customers face. Don't go for easy looking business. Such success is very short lived.



# OSM Projects Pvt. Ltd.

“Surender Sharma’s smart planning, organizational skills and hard work has made OSM Projects one of the leading manufacturers and suppliers of bulk material handling system



Mr Surender Sharma’s story reminds us that through determination, grit and hard work, one can overcome their circumstances and achieve extraordinary success. Belonging to a family of agriculturalists, Mr Sharma wanted to change his destiny forever. Backed with a firm belief that education will help him in fulfilling his dreams, Mr Sharma, after completing his schooling, went to the faraway city of Belgaum in the state of Karnataka to pursue B.Tech in electrical engineering. This surely changed his life.

## PROVIDING EXCELLENCE IN TURNKEY PROJECTS

### ENTREPRENEURIAL INSTINCT

Mr Sharma started this business in 2004, when his company secured the first order in a project of ash handling system. In 2006, OSM diversified its business in fuel handling system and emerged as one of the most respected and leading providers of bulk material handling system in the country.

OSM began its activities in the field of pneumatic conveying systems. Today, the company offers widespread engineering services in diverse fields like bottom and fly ash handling systems, dense phase pneumatic conveying system for bulk materials, high concentration slurry disposal system, etc. These services cover all kinds of activities right from concept to commissioning of a project.

### MISSION STATEMENT

To become the supplier of choice, delivering premium products and services and creating value for its customers.

### TURNING SUCCESS INTO FAILURE

Mr Sharma believes that success is the destination and failure is a way to get there. To achieve significant success in today’s world, failure is not just a possibility, it is actually a requirement. One should see success and failure for what they truly stand for. They are not opposites but opposite sides of the same coin. In order to cope with this, one has to be patient, have a fighting spirit, and have faith in one’s inner strength to overcome the weaknesses.

### AREA OF INTEREST

Mr Sharma practices yoga, does social work and likes to read business magazines/newspapers in his free time.

### MAKING BUSINESS SENSE

OSM is a private limited company with 1,300 employees, and one of the leading manufacturers of bulk material handling system like ash handling (bottom & fly ash), fuel handling/bulk material handling, raw material handling, HCSD/ash slurry disposal, mill reject handling, FGD, dust extraction/bag houses, air conditioning & ventilation, lime stone conveying, gypsum conveying, operation and maintenance of ash handling and coal handling, and spares for the above mentioned products.

The company has extensive experience in execution of complete bulk material handling system in medium to large power stations on turnkey basis. This includes design and engineering, manufacturing and supply, site fabrication and erection and associated civil and structural works. OSM has an impressive track record not only in terms of quality and workmanship but also in timely execution of prestigious projects of national importance in various power and industrial sectors.

OSM is fast becoming one of the leading

### SUCCESS MANTRA

Strong determination, willpower, courage, confidence and self-awareness are the mantras of success. Having a strong desire to succeed is part of the journey to success.

Surender Sharma

groups in India with operational experience in the execution of turnkey projects in the field of bulk material handling system for coal-based power plants, and other industries like cement, steel, aluminum, paper, foundries, chemical and other core sectors.

### CHALLENGES & ATTRACTIONS

The biggest challenge for OSM is to compete against a bigger adversary in a cut-throat market.

However, the major attraction for the company is of securing 1 X 800 MW ash

handling package from BHEL and commissioning of this project ahead of schedule.

### MARKET POSITIONING

OSM is an established name in its category for the past 16 years and is trusted in the market for its product and services. The company supplies products and services to govt organizations as well as private companies. They offer quotes for government tenders and receive valuable inquiries from private companies on a regular basis.

### COMPETING GLOBALLY

The company has successfully executed projects in a number of countries like Indonesia, Thailand, Sri Lanka, Senegal, Uganda and Tanzania. OSM is also soliciting inquiries from foreign countries and very keen to work on them.

### BUSINESS & TECHNOLOGY

OSM takes the help of technology to further its business interests. Mr Sharma believes



that technology makes it possible for businesses to operate efficiently and effectively with minimal manpower and helps to reduce the cost of doing business. It helps business operations by keeping them connected to suppliers, customers and their sales force. Because of its ability to streamline operating costs, technology delivers instant access to supplies and information, so businesses are better able to offer affordable pricing of goods and services without sacrificing quality.

## VISIONARY LEADERSHIP ▶

A leader needs to learn to listen respectfully, consult others, work as part of the team and take responsibility for his actions. Accomplishing bigger goals require a Class-A team and the leader has to keep motivating its team in every situation. Showing courage is also important as it acts as a fuel that can take you to success. A leader has to always keep an eye on the new changes going on in the global market.

### LOCATION ADVANTAGE

OSM has well-equipped modern ISO900-certified manufacturing and machining facilities at Kot, Palwal and Sikri, Ballabgarh, Haryana to cater to fabrication work for various projects. Their manufacturing units are equipped with the latest and state-of-the-art CNG machinery and in-house painting, inspection and testing facilities.

### BUSINESS GUIDANCE

The company seeks business advice from key team members and consultants and also studies market conditions on a regular basis.

### REINVESTING PROFIT

Reinvesting is the best way to build wealth. It is crucial for the company's continued growth and success. Redirecting a portion of profits back into the business helps it to grow

and position itself for long-term success. Mr Sharma too invests a major part of the profits into the company's expansion and getting the latest machinery and technology.

### KNOWING THE CUSTOMER

OSM has been serving to a wide range of clients. They have handled more than 400 projects for eminent companies like BHEL, NTPC, NSPCL, NLC, NFL, Reliance Power, Adani Group, Ambuja Cement, Bajaj, Jindal Steel, etc.

### COMPETITIVE EDGE OVER OTHERS

At OSM, emphasis is given to meet specific requirements of the customers to provide satisfaction and make concerted efforts to enhance continual improvements, technical expertise and human excellence by adopting total quality management in all spheres of organization's activities.

They offer their products and services at economical prices and also ensure their timely execution with global quality standards. Their understanding of customer's needs and after-sales service is what keeps them ahead of their competitors.

### MILESTONE/ACHIEVEMENT

OSM has been honoured with the following



awards for its exemplary work in the industry.

- Industry Leadership Award 2020 by Government of India.
- Most Innovative Technology Company of the Year from Government of India, 2016.

### PROBLEM AREAS

A few issues have been bothering the company. There is huge competition in the industry. Recovery of payment is another issue affecting them. Delayed payment affects the production process as all the processes are interlinked. Last but not the least, regular changes in government policies also affect the business.

### BUSINESS ADVICE

Be courageous and dream big to be successful in this business.



# Future Bath Products Private Limited

“Naeem Ahmed’s years of hard work has made Future Bath Products a known name in the bathroom-fittings industry



Mr Naeem Ahmed did his schooling from a government school in Delhi and graduated from University of Delhi. He completed his MBA through correspondence. Mr Ahmed belongs to Delhi.

## BEAUTIFYING YOUR DREAM HOMES

### ENTREPRENEURIAL INSTINCT

After completing his studies, Mr Naeem Ahmed got himself trained in the industry by working in a bathroom-fitting products company. He worked there for a few years before starting his own venture in 1996. Future Bath Products operate as manufactures and suppliers of stainless steel faucet, ball valves, toilet seat cover, etc.

### FUTURE PLAN

Mr Ahmed sees a bright future for his company in the coming years as modern-day homebuyers are increasingly demanding bathrooms that combine convenience with functionality and luxury with technology, thereby, leading to an increase in the Indian bath fittings market.

### MISSION STATEMENT

To provide cost effective and reliable bathroom fittings and accessories to customers.

### MAKING BUSINESS SENSE

Future Bath Products deals in bathroom products, mainly fixtures and accessories like stainless steel faucet, ball valves, toilet seat cover, etc., to ensure that the bathroom functions efficiently. As a manufacturer, the company relentlessly works to bring forth a range of highly impressive stainless steel kitchen pull down mixer tap, single towel bar, shower health faucet, steel towel rack, single lever kitchen mixer tap, etc. The company is backed by a team of diligent employees, where the work is divided into different departments as it helps them in carrying out different business operations effortlessly. They have been offering quality products to its customers on time.

Currently, the Future Bath Products has 250-300 people working for them.

### CHALLENGES & ATTRACTIONS

The Indian bath fittings market is dominated by the organized segment, which includes manufacturers and importers. Industry leaders in the organized segment are progressively scaling their production capacities, upgrading manufacturing processes, and focusing on innovative technologies in order to produce ergonomically convenient designs. The market for bath fittings in India is largely unorganized. The key challenges that hinder the growth of the market in India include the huge unorganized sector, lack of replacement demand for bath fittings, and demand being restricted to urban areas.

However, the attraction of the business is that with economic growth driving incomes, the purchasing power is expected to increase significantly, across all consumer groups, thus, creating one of the largest

## SUCCESS MANTRA

Being genuine and loyal to the customer is the biggest mantra for success. One should be passionate about one’s work and have a strong work ethic. Working hard is extremely important, and one should never compromise on integrity and compliance.

Naeem Ahmed

consumer groups.

Majority of the Indian families had not considered installing stylish bathroom fittings earlier. However, with the increase in disposable incomes, the middle and upper classes are willing to spend more on their lifestyle products, such as bathroom fittings and accessories.

People are opting for bigger and better bathrooms as a sure sign of luxurious living. Additionally, increasing the sizes of bathrooms also gives a chance of adorning the space with exquisite fixtures.

### SETTING THEM APART

Future Bath has a number of happy customers because of the quality products they offer. Some of the noticeable factors, which have set them apart from its competitors are capability to deliver high level of quality. All products are manufactured according to industry standards. They have a skillful team of professionals. Their production capacity is large, which helps them in manufacturing products at a lower cost. Future Bath has a wide network of distributors with whom they have transparent dealings. And lastly, their prices are very genuine and affordable.

### MARKETING POSITIONING

The company has a wide network of



distributors and suppliers through which they market their products.

### BUSINESS & TECHNOLOGY

A bathroom with well-furnished decor and hi-tech innovations is not only desirable but also increases the value of property. With technological advancement and product innovation, companies are increasing their market presence by securing new contracts and tapping new markets. The company uses the latest and updated machinery to produce the best quality products for its customers and to compete with the best companies in the market.

### LOCATION ADVANTAGE

Future Bath is based in Delhi and their infrastructural base spreads over a wide area. Being located in the capital city has its own advantages as labour, raw material, suppliers and buyers are easily accessible.

### REINVESTING PROFIT

The profit from the business is utilized for reinvestment in the business. A major percentage of their profits are used in areas like production, technology, equipment,

## VISIONARY LEADERSHIP

A good leader should have a clear vision of the future. There are no short cuts to success, and one must work really hard. Caring for the team's growth and welfare is also another important aspect of a successful businessman.



when it comes to trendy, stylish and functional bathroom accessories. It is their efforts that has made them a name par excellence.

### PROBLEM AREAS

The market for bath fittings in India is largely unorganized. There is lack of replacement demand for bath fittings in India. Also, the demand is mainly restricted to urban areas. Then there is the shortage of skilled manpower in the industry.



### BUSINESS GROWTH

The housing sector has been growing due to a rise in the purchasing power of individuals, continuous rise in population, increase in the number of nuclear families,

rapid urbanization, and govt's intervention to provide easy loans, among others. This factor, in turn, has been contributing toward the growth of the Indian bath fittings market. Future Bath Products also expects a favourable growth for itself.



### BUSINESS ADVICE

Mr Ahmed's advice to anyone venturing into this field is that he/she should have the patience and determination to continue until you achieve success.



R&D, skilled workforce, expansion of business operations, and finding ways to improve customer experience.

### KNOWING THE CUSTOMER

The Indian real-estate sector is their major customer which addresses the demand for built-up space from a variety of property segments, such as offices, housing units, shopping malls, hospitality industry, manufacturing sector, and logistic facilities. The housing sector is fuelling the demand for bath fittings.

### MILESTONE/ACHIEVEMENT

Their products are counted among the top

# MRK Tradex Pvt. Ltd.

“MRK Tradex under Rajesh Aggarwal has become one of the ethically and professionally managed company



Mr Rajesh Aggarwal was born to a middle-class Marwari family with a decent background in Odisha. He graduated in B.Com from University of Delhi in 1994. Thereafter he joined his family business of chemist shop. Due to some unforeseen circumstances, Mr Aggarwal had to shift to Kanpur in 1999 and there he started a business in sanitary fittings. By 2004, he started selling submersible pump accessories and in 2005 got into control panel manufacturing in Kanpur.

## DOING BUSINESS WITH ETHICS

### ENTREPRENEURIAL INSTINCT

Mr Rajesh Aggarwal started the control panel business on his own in 2005. Actually, he started as a trader in 2003-2004. While trading control panels, he found that the quality and service of the products available in the market was not up to the mark. There was a huge gap between the organized and unorganized players in value and performance terms then. Seeing an opportunity, Mr Aggarwal got into manufacturing of control panels by 2005 and since then, he has solely focussed on it. He created a brand – MRK across Uttar Pradesh and Uttarakhand initially. However, in 2009, he shifted to Delhi-NCR and spread the business pan India.

### MISSION STATEMENT

Focus on excellence, as money always follows excellence.

### TURNING FAILURE INTO SUCCESS

Since Mr Aggarwal is not from an electrical background, he faced a lot of failures initially while developing the brand. But he never lost patience and kept on learning from his mistakes. His focus was never on turnover but more on excellence in his products.

### GAME CHANGER

In 2003, before entering the industry, he was on a sales trip to Varanasi, where a customer advised him to shift his focus to manufacturing and so he did, which ultimately converted his business into success.

### AREA OF INTEREST

Whenever he is free from work, Mr Aggarwal likes listening to

music and experimenting with new technology.

### MAKING BUSINESS SENSE

MRK is engaged in manufacturing of control panels mainly used in domestic and agriculture sector with submersible pumps. They have a wide variety of panels in single and three phases. The company has almost fifty employees in administration, sales, marketing and manufacturing.

### KEY BUSINESS ADVANTAGE

Mr Aggarwal started as a sole proprietor until 2011 when he converted it into a private limited company. This form of business gives a corporate feel to the customer as well as to the product and the trade channel.

## SUCCESS MANTRA

The first success mantra is to give the suppliers the same importance as the customers. Second, employees should be considered as an asset and retained at all costs. Third, believe in your policy and product, customers will accept it.

Pradeep Verma

### CHALLENGES & ATTRACTIONS

The biggest challenge in the business is to educate the small town traders about the change in technology and the new products. The attraction is that it has very few

organized suppliers thus making their customers prefer only them.

### SETTING THEM APART

Their competition is from two sides. One from the big, established players in the industry like L&T, Havells and the other from thousands of unorganized manufacturers spread across India. MRK has been able to successfully place its brand with organized players at half the price and also packaged it to be different from the unorganized sector.

### MARKETING STRATEGY

Taking cue from his parental pharma business, Mr Aggarwal developed his business in an organized manner. He has a marketing and sales team who take their products to dealers across 15 states.





## VISIONARY LEADERSHIP ▶

Business is all about patience, learning and selling product/service that a customer is looking for. A true leader is one who always get his business ready for the next change coming. One should be pro-active in his/her approach and believe in the prosperity of all stakeholders.

for so many years now. He is a fast adopter of technology whether it is internet or applications for smooth running of business.

### LOCATION ADVANTAGE

Delhi-NCR (Ghaziabad) is ideal for this business as most of the raw materials, components, packaging companies are

located here. They get the best inputs at low cost which enables them to beat competition on sales price front.

### REINVESTING PROFIT

Mr Aggarwal's philosophy is to make the present better to face tomorrow. He re-invests most of his profits in the business

They have online and print budget for marketing in the business.

### FUTURE PLAN

He is more focussed in working on the faults in his products rather than spreading it all over. After the success of their products in India, they are now focussing to reach out to the markets of Africa and Asia in the next few years.

### COMPETING GLOBALLY

Mr Aggarwal aspires to take his products out of India. They are in discussion with few of their channel partners in Bangladesh and Kenya.

### BUSINESS & TECHNOLOGY

Technology was the main reason why he was able to manage his business singlehandedly



expansion and betterment.

All successful businesses can keep on going only if they have a business plan to operate and that holds for this company too. Mr Aggarwal plans for every year – product wise and season wise.

### KNOWING THE CUSTOMER

MRK's customers are price and quality conscious and know the trade very well. The customers are from all across India from the small towns of Uttar Pradesh and Bihar like Lalganj, Jhumri Telaiya to metro cities like Lucknow, Kanpur, Patna, etc.

### COMPETITIVE EDGE OVER OTHERS

Their customer selects them because of a wide range of products with good quality and sensible pricing which transforms into good profit for them. One more reason is their supply capacity in terms of credit and volumes.



### ETHICAL CONCERN

They face ethical issues in their dealings in some parts of India where customers

demand products that are illegal but they strictly deny supply to them. Many customers request to pay without bills but they do not entertain such requests.



### MILESTONE/ACHIEVEMENT

MRK are the first manufacturers in north India to cross 1 lakh mark in their category. They supply to more than thousand dealers all over India.

### PROBLEM AREAS

As in all business, capital is the main issue and there is a shortage of trained staff.

### BUSINESS GROWTH

The future of this type of business depends on population. And India being very populous, business sounds good for future

### BUSINESS ADVICE

Don't get into any sort of entrepreneurship activity if you don't have capital. One should have the patience to learn from mistakes, and get into the habit of adopting new technology.

# Sai Super Pack

“ Sai Super Pack under Jitender Verma has got wings to fly but they have miles to go



Mr Jitender Verma hails from a middle-class family; his father was in a private job and mother a homemaker. He graduated in commerce from University of Delhi. Mr Verma started work while still in his second year of graduation. From an early age, he wanted to be self-dependent which took him to working in a number of companies, finally landing up with one of the biggest brands in plastic products – Supreme Industries Ltd.

## MANAGING THE BUSINESS PROFITABLY

### ENTREPRENEURIAL INSTINCT

Mr Jitender Verma worked with Supreme Industries for five years where he learnt the process of plastic moulding and other plastic raw material application and sales. During his tenure, he had been recognized for achieving his targets, many a times under extreme business conditions. He then started his own venture, Sai Super Pack, along with his wife as he wanted to break from the run-of-the-mill activity and work towards new product launches for better sustainability of environment, cost and profitability.

It is a proprietorship firm, wherein Mr Verma manages new business investments and his wife manages business profitability. He has been in this business for 18 years.

### MISSION STATEMENT

They don't have a vision and mission statement now but soon they would want to imbibe the reason for the existence of their business.

### TURNING FAILURE INTO SUCCESS

If not turning failure into success, but Mr Verma has kept things stable during hard times if not getting into a panicky mode and taking abnormal steps. He has always tried to look into new product developments around his product, machinery, market, manpower and selling experience portfolios. By doing this he was able to infuse the right product at the right time to keep himself ahead of overall slowdown in the business.

### GAME CHANGER

Mr Verma is yet to reach a position where he can say that a

particular person or incident has been a game changer. Sai Super is a growing SME and every day is a new day for them to drive through the business bottlenecks. As a team, the company has achieved a lot and till date all the staff at different locations have done their part to turn the unfavourable position into a favourable one.

### AREA OF INTEREST

Mr Verma likes to meditate and spend time to think beyond the materialistic world in free time. He also likes playing sports and doing yoga.

### MAKING BUSINESS SENSE

Sai Super is part of the packaging industry that is into manufacturing re-usable, recyclable and protective packaging for industries across the vertical. Their product range includes customized packaging of PP boxes, bins, inserts and cages (re-usable and recyclable), which is light weight and space saving during transportation and paper angle boards and edge protectors (used to

## SUCCESS MANTRA

Expect what is reasonable. Trust the team. Work with integrity, look for innovation and keep the stakeholders happy with commitments.

Jitender Verma

avoid transit damage). The number of people working in the company is around 100.

### KEY BUSINESS ADVANTAGE

Theirs is sole proprietorship firm and the advantage of such a set up is that there are less government interventions, quick response, decisions and finance management.

### CHALLENGES & ATTRACTIONS

The challenges in their business is similar to

that in any other industry. Today, everything is inter connected. They are all connected within the industry, and if one industry goes down, then it affects the ecosystem.

There isn't any attraction as such in the industry. They have competition, bottle necks, financial dependence on the banks and the profits are just as normal as any other product. This is not a monopoly business, therefore there isn't any specific attraction.

### SETTING THEM APART

The key to growth/success is knowing your competitor and their plan of action. They are not distinctly apart from competition but what sets them different is their timeline to accomplish the work as per their commitment.

### MARKET POSITIONING

Sai Super has a constraint in showcasing their product through advertisement and different ways of publicity. The firm,



however, markets its brand and products by participating in different fairs and exhibitions that brings it closer to their prospective customers.

Other than that, their products are available online on popular portals. Also, Sai Super has a dedicated marketing team who look out for prospective clients, meet them and cater to their requirements.

### FUTURE PLAN

Their future plans keep changing with market dynamics, government policies and related industry performance. They wish to grow by realistic numbers keeping their bottom line intact. It is too early to predict on the numbers as they keep adding more products and eliminating few. However, Sai Super wishes to be a 50-crore company by 2021, 100-crore by 2025 and 200-crore entity by 2030.

### COMPETING GLOBALLY

Sai Super has plans of competing in the international market but the main constraint

## VISIONARY LEADERSHIP

A leader has to control his/her emotions (anger, anxiety, sadness, happiness). He/she has to know the numbers and should have a foresightedness of market developments and policies. A true leader should 'walk the talk' (Deliver what you promise to your customers and employees), and should empower people and trust them, and not question their failure but guide them. Training and development of self and employees is important, and adopt newer technology wherever possible. An ideal leader is expected to abide by the law of land and maintain the highest level of integrity.

is that the logistic cost when added to the basic value becomes a non-viable commercial proposal. However, they still hope that there is space and the firm would be able to crack it provided they have a better representation of the embassy to help the SMEs promote their products in foreign countries.

### BUSINESS & TECHNOLOGY

Use of technology has saved them time and

helped in gaining error-free numbers and also showcase their professional side to its customers.

### LOCATION ADVANTAGE

Sai Super operates from two locations, one from Surajpur Industrial Area, Greater Noida and another from Sanand Industrial Area, Ahmedabad (Gujarat). Both these locations give them an opportunity to be near to its customers to be available whenever they need assistance.

### BUSINESS GUIDANCE

They speak to their vendors and suppliers to understand the market sentiments and act accordingly.

### REINVESTING PROFIT

Sai Super reinvests the profit revenue back into the business for expansion.

### KNOWING THE CUSTOMER

Across the industry vertical, whoever needs protective packaging, reusable and recyclable packaging and looks for overall cost reduction across their business spectrum in packaging are their customers.

### COMPETITIVE EDGE OVER OTHERS

Sai Super is committed, quality-oriented and values customer's timeline. The company's strength lies in providing the best service in sampling i.e., designing and development (within 48 hrs and FOC), execution of order (within 3-7 days), and aftersales services and products in a short span of time than others, which is the strength of their organization.

### ETHICAL CONCERN

The firm doesn't compromise on quality to grab any business. They wait for the right time and deliver value-for-money products.

### MILESTONE/ACHIEVEMENT

Too early to count on milestones, but Sai Super is on a progressive path. Of course, they have achieved a lot and that is the reason why the firm is continuing to expand with newer customers, newer business, new growth and encouraging numbers.



### PROBLEM AREAS

All the businesses have similar problems. Today, they are all part of integrated market which consists of different industries. Each industry is going through their own issues

and problems to sustain. The impact is obvious on the ancillary industry. Their business is affected by govt policies and even market conditions. They also get affected if the raw material purchase price is unstable. Unavailability of labour is also an area of concern.

### BUSINESS GROWTH

No business is sustainable without a change in product line. They have been doing it at different times and that is the reason of their sustainability. No business from its first day of inception and after 10-15 years of operation can have a safe future. The future plan is to innovate-invest-make-sale-make profit-innovate.

### BUSINESS ADVICE

Study your investment, gestation period, product, market segment. Be realistic with your sales figures. Avoid brand valuation policy, believe in your team and don't leave halfway if you are confident of your strategy, planning and tactics.



# Suzu Steel (India)

“Animesh & Sachin Bansal have taken forward **Suzu Steel (India)** from a family-owned business to a professionally managed entity



Mr VK Dutta, CEO, Suzu Steel (India) is happy that the company has achieved many milestones and has been duly felicitated in the “House of Commons” London Parliament (UK). In the last couple of years, the company has increased its product range, exports, domestic market and thereby shown good growth, and today Suzu Steel has transformed itself from being a traditional to professional company. All this has been possible with the support of Mr Animesh Bansal, Director, Suzu Steel (India), a postgraduate from Maharshi Dayanand University, Rohtak, Haryana and Mr Sachin Bansal, Director, Suzu Steel (India), a postgraduate from Vaish College, Rohtak. He believes that they have been instrumental in the success of Suzu Steel (India) and have been a game changer for the company.

## SAFEGUARDING THE NATION

### ENTREPRENEURIAL INSTINCT

The venture Suzu Steel (India) is completely a family business initiated by Mr Sushil Bansal. The business was started in 1986 under Mr Sushil Bansal's positive guidelines.

They are in this business for the last 36 years. The Bansals are also into hospitality and wire businesses for the past ten years.

### TURNING FAILURE INTO SUCCESS

The Bansals believe that failures lead to success. Failures are actually a stepping stone, which gives an opportunity to overcome all the obstacles and achieve success.

### GAME CHANGER

The Bansals have launched stainless steel butt hinges in the market which is a game changer in the Indian hardware industry. This makes Suzu Steel (India) the first hinge manufacturer in India. They are also the first company in India to launch stainless steel shackle in lever padlock range.

### AREA OF INTEREST

Mr Animesh and Sachin Bansal like travelling and socializing with people.

### MAKING BUSINESS SENSE

Haryana-based hardware manufacturer Suzu Steel (India) is working to emerge as a leading national hardware brand. Suzu has

## MISSION STATEMENT

To provide best quality products to the customers.

been in the hardware business since 1986, manufacturing SS hinges, screws, and door and furniture fittings. It was the first company to introduce SS hinges in India. The company produces over hundred types of hinges and more than 200 types of screws as well as other products at its eight manufacturing units in Rohtak. Suzu Steel is launching SS padlocks with stainless steel shackles, which will be the first of its kind in the Indian market. SS shackles are stronger and long lasting. They have also launched multi-purpose locks, godown locks, shutter locks, furniture locks, and door closers. The company is working on diversification and by the end of this fiscal they will foray into digital locks and digital security systems. Another segment being considered is kitchen accessories and wire baskets and many other products range.

Suzu has 500+ employees working for

## SUCCESS MANTRA

Complete dedication and hard work to achieve the target and proactively handling future obstacles are the mantras of success.

Animesh Bansal

them in various departments.

### KEY BUSINESS ADVANTAGES

Theirs is a partnership firm, more so a family business. The benefit of having family support all the time and making all the decisions mutually leads to success and becomes one of the prominent brands in the hardware industry.

### CHALLENGES & ATTRACTIONS

The Bansals feel that challenges are a part of life. And the hardware industry is full of challenges like competing with all the brands in the market over quality and pricing. Taking up the challenges of competing with the competitors and overcoming all the obstacles is the attraction of the hardware industry.

### SETTING THEM APART

Competition is a part of business and only quality sustains in the market. Suzu Steel is known for its quality products which makes them stand out in the crowd.

### MARKET POSITIONING

Suzu Steel is expanding its network all over India and also worldwide by appointing distributors and wholesalers to make its product availability. It provides branding to



its distributors as well as dealers and other counters, which includes visiting cards, sign boards, display boards, product displays, etc. Bollywood celebrity Mukesh Khanna is the brand ambassador of Suzu Steel. The company also deals with architects, builders, contractors and govt segments.

They also use all social platforms to connect with their customers and solve their queries. The company also promotes and does branding activities in print and TV media.

### FUTURE PLAN

The company is exploring more opportunities and looking for a 40 per cent growth in the next five years and become a 300-crore company. In the coming ten years, Suzu Steel aims to become the top three brands in India.

### COMPETING GLOBALLY

Suzu Steel already has its presence worldwide and they are expanding their

## VISIONARY LEADERSHIP

There is no specific thing which leads to success. A positive zeal of dedication and hard work are the attributes, and of course a good team work always stands out from the masses.

A leader is to take responsibility of action and managing the team to work along on the company goals to achieve success. A future leader needs to be proactive about the future scenarios.

network with their global associates in Dubai, Nepal, Bangladesh, Bhutan and African countries.

### BUSINESS & TECHNOLOGY

It goes without saying that technology has affected the business and its growth more aggressively. Suzu Steel's plant in Rohtak is well-adapted with the latest machinery for the production of hinges and other door products.



### LOCATION ADVANTAGE

Suzu Steel is established since 1986 in the heart of Rohtak and has eight manufacturing units there.

### BUSINESS GUIDANCE

All the decisions are mutually done by the Board members of Suzu Steel.

### REINVESTING PROFIT

Suzu Steel believes in reinvesting profits in



the development of the business and manpower. The company also caters to the social needs keeping in mind the labour welfare by helping them financially.

### KNOWING THE CUSTOMER

Their targeted segment of customers are hardware dealers, general merchants, architects and builders, interior solution providers, PSUs and govt sectors.

### COMPETITIVE EDGE OVER OTHERS

Quality will sustain in the market and Suzu Steel is serving the same to its customers with affordable pricing.

### ETHICAL CONCERN

There are no issues of ethical concern as such. The company and its staff operate with fair and honest practices.



### MILESTONE/ACHIEVEMENT

Suzu Steel received the honour at British Parliament, London by Lord Keith for Excellent Performance in Locks & Hardware Industry.

It also won the Iconic Achievers Award, 2018

### BUSINESS GROWTH

Hardware industry is growing rapidly and now new technology and products are flooding the market. Suzu Steel aims to make its presence worldwide by launching new products with new technology in the modern era.

### BUSINESS ADVICE

Suzu Steel welcomes newcomers who want to start and explore the different segments of hardware industry and overcome competition to get success in their path.

# RMC Switchgears Ltd.

“The father-son duo of Ashok & Ankit Agarwal has taken RMC Switchgears from a small manufacturing unit to what it is today



Mr Ashok Kumar Agarwal belongs to a business family of Jaipur dealing in jewellery. Soon after graduating from college, Mr Agarwal started working as it was a common practice to join work early those days. During that time, his father, Shri VD Agarwal diversified and started a retail business dealing in hardware and other items. After joining business, Mr Agarwal further expanded and started a manufacturing unit of meter boxes, enclosures, etc.

## PROVIDING POWER MANAGEMENT SOLUTIONS

### TURNING FAILURE INTO SUCCESS

The passion to grow big and to never look back gave Mr Ashok Kumar Agarwal the strength to turn all failures into success. Like any other business, he also had his share of ups and downs.

### ENTREPRENEURIAL INSTINCT

The desire to do something big in life drove Mr Agarwal to start a manufacturing unit of meter boxes, enclosures, etc. It was his own initiative and after a lot of struggle, he finally set on the path to achieve what he had wanted.

He started Rajasthan Fitting House in 1979, which dealt in builders' hardware and other premium accessories. Diversification occurred when he entered into the business of manufacturing power distribution equipment in 1994 and there has been no looking back ever since.

### MISSION STATEMENT ▶

To provide a world-class working environment to its employees, best quality products to its customers as well as save the interest of the society! They aim to reduce carbon emission and save nature with the intention of making the nation 100 per cent self-dependent with the best power distribution.

### GAME CHANGER

Mr Agarwal believes that when destiny plans to open doors for you, there is nothing that can stop it from happening. Vaastu is the bridge and he is an ardent follower of the same.

### AREA OF INTEREST

Mr Agarwal is a 'multi potential' man with different interests and creative pursuits in life.

### MAKING BUSINESS SENSE

RMC Switchgears is an ISO 9001:2008-certified company engaged in the manufacturing and designing of power distribution equipment and enclosures, LT/HT distribution boxes and panels, junction boxes, feeder pillars and the like. They also undertake contracts involving laying of energy transmission lines and establishing substations, fixing new energy meters and shifting of existing meters, etc. Apart from this, RMC also manufactures designer PVC sheets and solid surfaces in various finishes under the brand name 'Lamina'.

### KEY BUSINESS ADVANTAGE

They became a public limited company in

### SUCCESS MANTRA ▶

To climb the ladder of success, one must have a clear vision and right planning. Openness to take risks is an important factor. Passion, confidence and self-belief will help in driving through one's goals. Most importantly, one should learn to accept failures gracefully.

Ankit Agarwal

2008. In 2016, their name was changed from RFH Metal Castings Limited to RMC Switchgears Limited and the company was listed in the BSE in 2017. Currently, RMC has a strength of about 500 employees.

Every business has their own set of

advantages and disadvantages. Since they work in collaboration with the Government of India, it gives them an opportunity to work for the welfare of the nation and make India proud of its capabilities. The company strives to do and give its best.

### CHALLENGES & ATTRACTIONS

RMC provides a world-class working environment to its employees. They also aim to provide the best quality products to their customers and save the interest of the society.

### SETTING THEM APART

Mr Agarwal is very well aware of his competitors. What makes his company stand apart from its' competitors is the most supportive, dedicated and well-qualified team who is ready to work for the company in any condition or situation, as the case may be. His employees are his strength.



## MARKET POSITIONING

RMC is not a retail entity. Its' products are not sold directly to customers. The company's R&D team conducts researches and identifies the requirements of its customers. They try their best to nurture their loyal customers and monitor their needs regularly.

## FUTURE PLAN

They see themselves to be the world's most reputed and customer-centric company, where one can find anything related to LV and MV power equipment.

## COMPETING GLOBALLY

The company definitely wants to launch itself in the global market. However, before going global, their main intention is to first ensure trouble-free and accident-free power to the nation. Their R&D team is constantly

## VISIONARY LEADERSHIP

Always have the fire burning and the passion to make dreams come true. One must maintain and conduct good moral values, which is the least one can give back to the society.

working on the requirements of the South-East Asian and African markets so that they can go ahead and compete globally.

## BUSINESS & TECHNOLOGY

Technology has definitely impacted business for everyone, no matter the size. It has helped in doing business easily and the customers' demands have been addressed more efficiently. Technology has affected the culture and relationships of the business positively.

## LOCATION ADVANTAGE

RMC has found great prospects in expanding to Chaksu, which is a town in Jaipur in the state of Rajasthan. The town is situated at a distance of 40km from Jaipur on National Highway 52. Labour and other issues in the village areas are relatively smoother; hence they decided to shift from the city to the outskirts.

## REINVESTING PROFIT

Like others, RMC also invests its profits in



increasing its capacities and expanding to newer markets. R&D, marketing and advertising need enhancement frequently, hence a major part of the profits are spent there. Some of it is also kept as part of cash reserves as savings.

## KNOWING THE CUSTOMER

Their customers are various state and central power utilities of the country. All EPCs and meter manufacturing companies pan India, turnkey contractors and OEMs are their customers too.

## COMPETITIVE EDGE OVER OTHERS

RMC has an edge over its competitors because of its pricing, best-in-class quality and delivery schedules as per its customer's requirements.

## ETHICAL CONCERN

Ethical concerns in business can be any of the following – unethical leadership, toxic workplace culture, harassment,

discrimination, unrealistic & conflicting goals, lack of integrity, relationship issues and misleading advertising, to name a few. To overcome these, the company tries to identify the problem as they come across, gather relevant data and try to sort it out as soon as possible. The management tries to control the situation before it gets worse.



RMC has a 360 degree review system in place for employees and customers.

## MILESTONE/ACHIEVEMENT

RMC is proud to be the first Indian electrical enclosure manufacturing company offering enclosures in all types of materials. Its infrastructure is spread over an area of more than 8,00,000sq. ft with all the ultra-modern facilities. The company is certified with all the quality certifications.

## BUSINESS GROWTH

Although there is no single vision as to how the power sector will evolve in the future, one fact is clear that the industry has set out for a massive change. Modes of operation, environmental factors, customer demands and the level of technology adoption are few factors that will decide the future course of the business.

## BUSINESS ADVICE

Have the passion to learn, work and apply your mind accordingly. Do not stop improving your knowledge and skill and the opportunities are endless!

# Encraft India Pvt. Ltd.

“Avanish Singh Visen has made Encraft India a company that has expertise, experience and excellence to be India’s most trusted brand



Mr Avanish Singh Visen has more than a decade of industrial experience in various industrial sectors like automotive, IT, home appliances, polymer and fenestration industry, primarily in supply chain operation and sourcing management. He has served different industry at various key positions in companies like Lenovo, Videocon, Mahindra and Tafe. He holds nearly a decade of experience in the UPVC fenestration industry.

## DOING IT WITH PRECISION

### ENTREPRENEURIAL INSTINCT

Mr Avinish Singh Visen’s journey started with DCJ group around ten years back, where he was responsible for complete commercial operations and projects for the entire group in the initial days. Later, he set up the first glass processing unit and also got a chance to work closely with each manufacturing team. As a result, Mr Visen got to implement a lot of new technology software and ERPs as per business requirement.

While at DCJ, Mr Visen was given additional responsibilities for new product development and launch as well customer support for Encraft. From day one, Mr Visen was part of the strategic team of DCJ Group and really thankful to the management for their unconditional support and trust. He finally took over the complete charge of Encraft India in August 2018. Under his leadership, Encraft has grown by almost 60 per cent in the past 16 months.

### MAKING BUSINESS SENSE

Encraft India Pvt. Ltd. is a product brand under the flagship company of DCJ Group. In 1961, Group Chairman Mr DC Jain started extruding HDPE strips for cane furniture and then ventured into PVC pipes. He played a key part in developing drip irrigation systems and developed a technology for hand pumps to ensure water is accessible to

### MISSION STATEMENT

To be the best provider of environmental, sustainable and innovative fenestration solutions specially designed for the Indian subcontinent to create value for all its stakeholders through collaboration with committed associates and employees.

everyone. The company went on to expand into flexible PVC extrusion and developed patented magnetic sealing systems used by the refrigeration industry, where it is today a key supplier to well-known household names like Samsung, Godrej and LG.

In 2005, Mr Rajeev Jain, son of Mr DC Jain, had the great vision to enter the uPVC fenestration market in India. He carried out extensive research across Europe to evaluate companies that had the best practices and most innovative products.

In 2006, Mr Rajiv Jain teamed up with Halo Systems in the UK, which has been in UPVC fenestration since 1979, supplying innovative products to the market.

Encraft provides complete window solutions from initial design to production and final installation of window systems for both home and commercial use.

### CHALLENGES & ATTRACTIONS

The major challenge faced by the industry is good quality installation and absence of common standard which has given an opportunity to many local as well sub-

### SUCCESS MANTRA

Speed and quality are the success mantras of life; speed in every action whether it is innovation, new product launch, delivery, or customer service; and quality is the backbone of any business.

Avanish Singh Visen

standard companies to venture in this field. Such companies offer attractive pricing by compromising on quality which presents a bad image of the whole industry.

Encraft is working along with industry friends to organize this market by standardization of quality and product specifications, which will help the market as a whole to protect the interest of the consumer and manufacturers. On one side, consumers will get quality product at a competitive price and on the other, reputed

manufacturers can do their business in a good atmosphere as most of the companies compromising on quality will eventually have no place in the market.

### SETTING THEM APART

Encraft system are No. 1 in styling and benchmark in engineering precision. All their products are custom-designed according to local static demand and consumer requirements. Be it any design or specifications, Encraft has a solution to meet any expectation. Their product range boasts a wide variety of casement doors and windows, sliding doors and windows and combined doors and windows not only in white but in different colour options as well. They have the largest and one of the best performing fabrication as well sales and distribution network across India to ensure delivery of quality product at every door step without any delay. In any business, customer trust is of utmost importance. For Encraft, putting customer first is ingrained in their DNA with a history of 50+ years.



## KNOWING THE CUSTOMER

Today, windows are no longer considered to be an object to fill the gap in building envelope as most of the energy losses are from there. Hence, the buyers' choice has changed from a traditional parameter to energy efficient and sound proof windows. Also, buyers are moving towards green products, which are closer to Mother Earth and having less carbon foot print as a result UPVC is gaining market share and the major influencing factors are like thermal insulation, sound proof, energy saving, less carbon foot print, low maintenance, fire retardant, best aesthetic appearance, various colour options, etc.

## COMPETITIVE EDGE OVER OTHERS

They keep a close eye on the market and always deliver products over and above market expectations. Encraft systems are engineered with precision and are masterpieces of art that offer a lifetime of style, strength and security. With the help of a hardworking team of dedicated professionals, state-of-the-art technology

## VISIONARY LEADERSHIP

Leadership is an art that motivates and protects a group of people to achieve the company goal. A true leader should put his/her people first and empower and motivate them to take ownership and commitment for decisions which makes them feel like leaders. Promoting trust, loyalty, transparency and heart-to-heart relationship is the hallmark of a visionary leader.



and associates, they maintain a perfect equilibrium between energy efficiency and an easy living.

Encraft systems come in a range of customized designs and wooden finish to match all décors. Their product range boasts a wide variety of casement doors and windows, sliding doors and windows and combined doors and windows

## REINVESTING IN R&D

Encraft invests a lot in developing new products that can be launched in other markets as well. They rely a lot on R&D which is the main pillar of their growth. This function helps them to be one step ahead than the market expectation and



competition. The management of R&D activities is a key factor allowing achievement of future growth as they eventually lead towards an increase of the company's knowledge, better technology capacities and products and processes innovation. R&D is necessary in boosting

the vision and objectives of a business, hence Encraft always comes forward to take action towards innovation and a strong dedicated R&D team keeps working hard to produce new, innovative and smart products to satisfy the needs of the customer in any geographic region.

## BUSINESS GROWTH

The latest state-of-the-art fenestration is well-advanced, proven and durable. In future, all fenestration will have a small carbon foot print when processed and/or manufactured; should use renewable energy; should not be wasteful with raw material resources; should have a similar life cycle as the whole building envelope; should be fully recyclable and should contribute towards energy and carbon dioxide reduction. In addition, the latest state-of-the-art fenestration should be ergonomically in operation, especially for the ageing population; safe and secure in use; offer optionally traditional or modern appearance and should be more importantly, cost effective. Complying with those desired attributes is a tall order for any of the known fenestration materials. Industry has not found the perfect frame material yet that ticks all those boxes. Choosing the appropriate or most suitable fenestration solution in terms of frame material and glass will always depend on the actual application.



# Doctor Biswas Good Health Pvt. Ltd.

“Years of effort has taken Doctor Biswas Good Health to a position of trust and goodwill



Dr Ashim Kumar Biswas is the founder and chairperson of Doctor Biswas Good Health, a leading manufacturing firm in Ayurvedic and natural healthcare, cosmetic and personal care products in India. Growing up amidst the nature's bounty on the outskirts of Kolkata, Ashim Kumar Biswas was intrigued by the healing power of the age-old herbal treatments since childhood. His father who was a small farmer, deeply valued education and motivated him for higher studies.

## HEALING IT WITH AYURVEDA

### ENTREPRENEURIAL INSTINCT

After completing his bachelor's degree in Ayurveda, Dr Ashim Kumar Biswas set up a clinic in his hometown, but destiny had better plans for him. In 1996, he came to Delhi and from here he started his story of hard work and success. Surviving in the metropolitan city was surely not easy but Biswas' firm determination towards doing something meaningful kept his spirits high.

With an aim to serve the society and establish people's belief on alternative medicine, he set up a small clinic in the densely populated area of Khoda village in Noida. Since the early days of his career, Dr Biswas had a keen inclination towards developing new formulations and used to spend hours working on various combinations. He believes that the great thing about Ayurveda is that it yields side benefits and not side effects. Within a short span of time, stories of his effective concoctions spread far and wide and patients who had lost hope of recovery started flocking to his clinic. Capable of curing multiple diseases like weakness, anemia, liver and digestive disorders, Dr Biswas decided to produce his formulations commercially after investing in a small hand-operated capsule filling machine.

### MISSION STATEMENT

To keep growing and expanding in the business of manufacturing and processing sectors, and to generate client-base not just in India but outside the country across borders and overseas. To make healthcare affordable, comprehensive and easily accessible to everyone.

### GAME CHANGER

Dr Biswas started producing his maiden product, 'Good Health', a complete tonic to boost immunity and keep various ailments at bay. The product became a huge success and to fulfill the demand, he set up a small factory in Barrackpore, Kolkata in 2012, followed by a second one in Majhergram in Nadia district in 2017 and the third in Bangladesh in 2019. Dr Biswas greatly believes that every human being should have the right to have the highest attainable

### SUCCESS MANTRA

A formulation is not just a medical composition but an effort of several years

Dr Ashim Kumar Biswas

standard of physical and mental health and that healthcare must be affordable,

comprehensive and easily accessible to everyone. Hence his formulations and therapeutic medicines are in the form of tablets, capsules, syrup and *churans* (finely ground medicated powders) and are fairly priced too.

### FUTURE PLAN

Dr Biswas is planning to diversify his business by venturing into food manufacturing and processing, which is in the pipeline. He will soon be launching health drinks, packaged drinking water, kitchen spices and packaged food. The company is looking to improve and improvise on its products, and include more home care essentials to cater to their existing and prospective clients.

### MAKING BUSINESS SENSE

Doctor Biswas specializes in manufacturing, processing, sale and distribution of herbal and natural products in healthcare. Their brand 'Good Health' is a popular product in

### VISIONARY LEADERSHIP

A leader should provide vision to the organization and his team, and should be able to push through difficult times and setbacks. The leader should listen to the staff's ideas and thoughts, and incorporate them into the larger goal. Visionaries involve others in reaching their milestones and help the team members meet their personal goals.



healthcare solutions. Their products are widely used to address respiratory, digestive, circulatory, musculoskeletal, and sexual dysfunctions. Presently, they have over 150 products for sale in healthcare, personal care and wellness.

Since its inception, the company has given much emphasis to natural ingredients and quality herbs and has developed more than seventy pharmaceutical formulations for various ailments. Dr Biswas believes that a formulation is not just a medical composition but an effort of several years. Good Health capsules and syrup, now available in a jumbo pack of 500ml packing, generates more than 70 per cent of the revenue for the company while body grow hails as a perfect Ayurvedic replacement for whey protein. The medical formulations are widely used to address respiratory, digestive, circulatory musculoskeletal and sexual dysfunctions. Under the skincare and toiletries section, they manufacture herbal shampoos, hair oil, body creams, face wash and are



launching a herbal toothpaste soon.

A complete family man, Dr Biswas owes his success to his wife Pinky, who has been his pillar of strength during all the ups and downs. Blessed with three sons, the eldest Liyan, who is pursuing MBA from London and younger Siyan and Riyan who are still in school, he eagerly awaits the day when the trio join business and take it to new heights.

### CHALLENGES & ATTRACTIONS

The personal care products industry remains largely unregulated in India and many other countries. Some of the most important sustainability challenges include eco-friendly packaging, transparency and traceability and social impacts.

However, the attraction of this industry is that it is rapidly growing at a rate of 25 per cent each year and an annual turnover of 150 crore in the previous financial year, the company is known for its quality natural healthcare products, cosmetics and personal care products. Dr Biswas believes that a great thing about Ayurveda is that it yields side benefits and not side effects.

### SETTING THEM APART

Doctor Biswas is a trusted and bankable name in the manufacturing industry. Their brand and quality are elements that they have never compromised on. Their customers swear by their products and have remained loyal in a decade-long operation in the business.

### MARKETING STRATEGY

The company has a good network of dealers and distributors who market their products in India and outside.

### COMPETING GLOBALLY

Doctor Biswas has ventured globally and exports to countries like Nepal, Bhutan and Bangladesh.



### BUSINESS & TECHNOLOGY

Modern technology has a big utility in running and operating businesses today, which enhances efficiency as well as production. It is of immense help in day-to-day logistics. Technology has no doubt helped the company in more ways than one. Doctor Biswas keeps upgrading its machinery and other facilities for accruing maximum benefits.

### LOCATION ADVANTAGE

Armed with Italian and Indian machinery, designated departments and more than 500 employees, the company has its offices in Kalyanpuri, Delhi, Ecotech-3, Greater Noida, Barrackpore, Kolkata, Chakdah, (West Bengal) and Dhaka (Bangladesh).

They have been in operation for ten years and spread across multi states and cities like Siliguri, Guwahati, Delhi, Noida and Kolkata.

### REINVESTING PROFIT

Within a span of a decade, the company has grown tremendously and has made a mark

in the industry. Doctor Biswas majorly invests in development of its products and business, and is now also planning to venture into the FMCG sector with health drinks, packaged drinking water, kitchen spices and packaged food too.



### KNOWING THE CUSTOMER

Doctor Biswas has a huge client base of over six lakh and a strong network of 180 distributors and dealers spread in Delhi, Rajasthan, Madhya Pradesh, Gujarat, Haryana, Punjab, Uttarakhand, Uttar Pradesh, Bihar, Jharkhand, West Bengal, Assam, Sikkim, Odisha and Kerala.

### BUSINESS GROWTH

Over the last couple of decades, India's 5,000-year old practice of traditional medical system, Ayurveda, has surely undergone a renaissance. Hailed as one of the most prevalent of alternative medicines today, this science of life with a holistic approach has the ability to treat not only lifestyle diseases but several chronic diseases too.

A trusted name in the industry, the company with its high brand value and customer trust has plans of venturing into the FMCG sector with health drinks, packaged drinking water, kitchen spices and packaged food.

# Super Hylam Pvt. Ltd.

“ Rahul Gupta’s journey of making Super Hylam an established name in the laminate industry has not been a cake walk



Mr Rahul Gupta is a B.Tech in mechanical and automation engineering. He has also done internship from Politecnico di Milano, Milan, Italy for a couple of months during his graduation days. Mr Gupta claims that he belongs to a humble background though his family has been into the business for the last thirty years.

## DRIVEN BY QUALITY

### ENTREPRENEURIAL INSTINCT

This is a family business where manufacturing of laminates was initiated by Mr Rahul Gupta's father and the company Super Hylam (P) Ltd. was set sail under his guidance and vision.

It has been ten years since Mr Gupta joined his father in his remarkable venture.

### TURNING FAILURE INTO SUCCESS

There have been a number of failures in Mr Gupta's journey so far as it has not been an easy road to tread on. But failures, according to him, are opportunities to learn from the shortcomings and grow as an individual.

His father has always been a guiding spirit for him who has always supported him in his success and failures.

### AREA OF INTEREST

Mr Gupta likes to spend his leisure time reading and travelling and also exploring new opportunities.

### MAKING BUSINESS SENSE

Super Hylam is a young, dynamic and fast growing high pressure laminates manufacturing company. Started in 1994, the company has carved a niche for itself in the country in manufacturing laminates with quality second to none. Each Super Hylam product

## MISSION STATEMENT

To attain global competence through manufacturing superior quality laminates at most competitive prices for its customers.

is certified with the Bureau of Indian Standards-IS 2046:1995. Their laminates are manufactured at a world-class facility equipped with imported machinery and imported design papers made from highly stable and resistant pigments which guarantee longevity and ensure that the product looks decent even after years of wear and tear. Super Hylam is an ISO 9001:2008 (quality management), ISO 14001:2004 (environment management), and ISO 18001:2007 (health and safety management)-certified company.

There are approximately hundred employees associated with Super Hylam who devotedly help to attain company's goals.

### KEY BUSINESS ADVANTAGE

Super Hylam is a partnership firm that runs on the vision of its three directors, Mr Naresh Gupta (Director), Mrs Sunita Gupta

## SUCCESS MANTRA

One needs to have vision, patience and perseverance to achieve their goals as this industry can be a bit challenging at times.

Rahul Gupta

(Director) and Mr Rahul Gupta (MD).

One of the main advantages of having such a setup is that one has the maximum privacy and operating such a business is simple.

### CHALLENGES & ATTRACTIONS

One of the most obvious challenge is the rising competition in the industry that sometimes also leads to unethical/unhealthy practices of conducting the business. Another challenge

is the lack of technical know-how on the part of the customer, which makes it challenging for them to sell the products to them.

However, the fact that this is a rising industry also serves as an attraction as you get a lot of opportunities on your way.

### SETTING THEM APART

Super Hylam takes pride in serving quality products and they believe in healthy competition as it helps to grow not only as an individual, but as an organization as well.

### MARKET POSITIONING

The company invests in marketing strategies in print advertising and marketing materials and social and digital networking.

### FUTURE PLAN

Their short-term goal is to provide high



## VISIONARY LEADERSHIP ▶

Mr Gupta believes in Napoleon Hill's words, "You can do it if you believe you can". As a leader, it is important to take initiative as it is the basic foundation upon which the necessary qualities of leadership is built. Also, a leader needs to be the guiding figure for the whole team as success is a team effort.

Technology has helped to easily reach out to its customers and also to access the global platform.

### LOCATION ADVANTAGE

Super Hylam's manufacturing unit is in Kundli, which is one of the most convenient locations in Delhi-NCR and suits their business and practical needs.

quality, long lasting and affordable interior solution to its customers. And their long-term goal is to represent the industry on a global front.

### COMPETING GLOBALLY

The company plans to compete in the global market by furthermore working on the quality of its products and manufacturing it according to international standards.

### BUSINESS TECHNOLOGY

Mr Gupta believes that technology has helped not only their company, but the whole industry in achieving new heights.



### BUSINESS GUIDANCE

Mr Gupta's father has been his constant support who has stood behind him as a rock and a guiding figure in his life.

### REINVESTING PROFIT

Mr Gupta generally invests the profits back into the company as the future plan is to work on putting the company on a global front which requires further resources.

There's no rulebook that narrates how to run a business but he always aims to provide consistent quality to his customers at convenient prices.

### KNOWING THE CUSTOMER

Their customers are like an extended family for them. The company likes to work with

people who understand and share its vision.

### COMPETING EDGE OVER OTHERS

Mr Gupta believes that the quality of products they manufacture is in conjunction with their work ethics and an open relation with the customers which are the prime reasons why their customers choose them consistently.

### ETHICAL CONCERN

Just like any other industry, there indeed are certain ethical issues that they come across in their company too. But they try and deal with them by sticking strictly with the company's policies which is customer oriented.

### MILESTONE/ACHIEVEMENT

The most recent milestone achieved by Super Hylam is that they have quadrupled their production capacity and hope that the company continues to achieve greater heights. Super Hylam's mantra is that strength and growth leads to success and



that comes only through continuous effort and struggle.

### PROBLEM AREAS

There is a lot of volatility in the market in

terms of availability of good raw material at affordable prices. Also, there is a huge unpredictability with the customer's demand and behaviour.

### BUSINESS GROWTH

The future of this industry looks quite promising as a rise in demand has been observed in the past years from Tier 1 and Tier 2 cities. Also, the customer is now opening up in investing their money in their manufactured products. Also, the govt's policies have been quite supportive for the company as well as the industry.

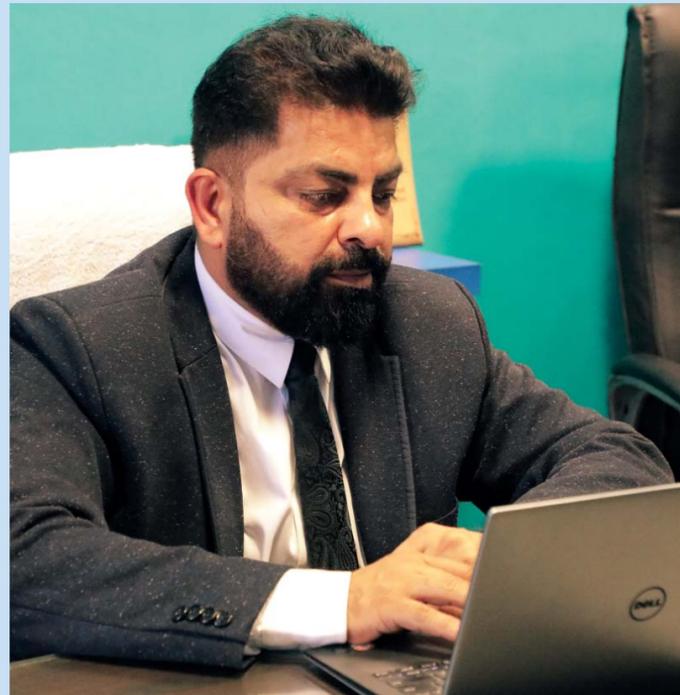
### BUSINESS ADVICE

To anyone just starting out, Mr Gupta would just like to advice them to be patient and be persistent because, as Napoleon Hill said, they make an unbeatable combination for success. Also, always aim to produce quality as this what ultimately helps you to sail your boat.



# Solace Biotech Limited

“Solace Biotech has created a niche for itself as a quality centric pharmaceutical company under Kamal Chawla



Born in a middle-class Punjabi family in 1968 in Kaithal, Haryana, Mr Kamal Chawla did his schooling and then graduated with a B.Sc. degree in his hometown. He was the youngest among six children and all his elder siblings were into govt jobs. However, he chose a different path. He did a professional diploma course in pharmacy from Sonipat. In 1990, he joined GlaxoSmithKline at Aligarh. During his job, he learnt and refined his marketing skills and gained in-depth knowledge about pharmaceutical products.

## COMMITTED TO HOLISTIC WELL-BEING OF PEOPLE

### ENTREPRENEURIAL INSTINCT

Bitten by the entrepreneurship bug in 1995, he quit his job to pursue his dream of having his own business. In 2000, he launched his own company by the name 'Solace Biotech' with a fresh, inventive approach to be a top pharmaceutical firm and a commitment to provide highly responsive service to healthcare professionals, patients and community at large.

This business is purely his own initiative. Mr Chawla has always been a risk taker in life. He loves being innovative, willing to take initiative and believes in the power of team work.

### MISSION STATEMENT

To set new standards in healthcare and to provide people access to qualitative and affordable products through the fusion of knowledge and creativity and to deliver and manufacture innovative products of the highest possible quality to achieve maximum customer satisfaction.

### KEY BUSINESS ADVANTAGE

Mr Chawla started Solace Biotech in 2000 as a sole proprietorship firm. However, in 2013, he converted it into public limited company. Apart from ten divisions in different therapeutic segments, Solace has graphic designing division by the name of 'Inspira Graphics', corporate gift and novelties division 'Promo World' and digital marketing division 'Digitapex' to harness the diverse business opportunities.

### TURNING FAILURE INTO SUCCESS

Mr Chawla never takes failures in the literal sense, rather he sees them as an opportunity to learn something new. During his entrepreneurial journey, he kept on learning to overcome obstacles and got success every time because of his passionate approach.

### GAME CHANGER

Neither any particular incident nor any person but unwavering commitment towards quality worked as a game changer for Mr Chawla and his organization.

### AREA OF INTEREST

Mr Chawla contributes to the society by way of associating with prestigious organizations like Lions Club, Bharat Vikas Parishad and regional projects like Maa Ki Pathshala and recently launched Abeer Foundation.

### MAKING BUSINESS SENSE

Solace Biotech is a multi-faceted

### SUCCESS MANTRA

Positive attitude is the key to have success in any venture. In addition, one should have self-belief, passion to grow as an individual, determination to achieve something, open mindedness towards learning new things and the list goes on.

Kamal Chawla

pharmaceutical company offering a wide range of products to help patients live life to their fullest. Starting from a modest beginning, Solace has created a niche for itself as a quality centric pharmaceutical company. Backed by the highest standards of quality and modern approach, it manufactures, markets and supplies a wide range of products in different therapeutic

segments. Solace has a robust product portfolio spread across various therapeutic areas like antibiotic, antiulcerants, anti-inflammatory, respiratory, muscle relaxant, orthopaedic, paediatric, dermaceuticals, cardiac and diabetic, Ayurvedic, etc.

There are ten divisions under the flagship Solace Biotech. They have a workforce of fifty people.

### CHALLENGES & ATTRACTIONS

Their biggest challenge is to maintain and upgrade the quality of their products in spite of squeezing profit margins due to govt pricing norms for drugs. The Indian pharma market is flooded with many generic versions of medicines which sell at cheaper prices as these are of substandard quality. In such a scenario, it becomes more and more difficult to maintain stringent quality norms for pharma companies.

The core attraction of this business is that the growth opportunities are unlimited. Domestic demand is growing due to large population, increased health awareness and



literacy rate. The export opportunities are also immense. Growing demand for Ayurvedic and natural products is also propelling them forward.

### SETTING THEM APART

Strong brand image, attractive and conceptual packaging, innovative technological advancements, trained and well-informed workforce are factors that collectively give them an edge and sets them apart from its competitors.

### MARKET POSITIONING

Solace Biotech has a network of 500 plus distribution partners/franchise associates across India to market their products. The company also has a strong digital presence and through their digital marketing team, they follow an effective inbound marketing strategy.

### FUTURE PLAN

Mr Chawla thinks that 2021 is going to be a strong foundation period for their next level of growth. Many of their new and innovative products are in the pipeline.

## VISIONARY LEADERSHIP

One should be able to communicate well, motivate their team, delegate responsibilities priority wise, listen to team's feedback and have flexible and deep understanding to solve their problems.

Solace will be entering into export business in the next two years as Ayurvedic, natural and organic products are in great demand overseas. They envision 40-50 per cent growth YOY in the next five years. The company also plans to enter the B2C form of marketing and start selling its products on online portals and e-commerce websites. In the next ten years, they plan to open their own Ayurvedic sales outlets in different cities.

### COMPETING GLOBALLY

Mr Chawla aims to enter the global market in the next two years. There is a great demand for Ayurvedic products throughout the world and especially in western countries where

they are hugely attracted by these supplements. To harness these opportunities, they are working to make their units compliant with international standards.

### BUSINESS & TECHNOLOGY

Solace is a technology-driven company and strives to stay one step ahead of business trends, market conditions and competition. Knowing the power of digital transformation and its increasing trends, the company's digital marketing division Digitapex is committed to harness the enormous opportunities in digital marketing segment. They regularly connect with their customers through webinars and explain them about marketing strategies, promotional campaigns and new launches.

### LOCATION ADVANTAGE

Solace's administrative office is at Ambala Cantt, Haryana, and their Ayurvedic manufacturing plant is located at Saha. This area is fast developing as an industrial hub because of its geographical edge.

### BUSINESS GUIDANCE

The company regularly conducts open sessions where every new project, strategy, HR policies are discussed with respective teams who have the freedom to share their views openly. Besides, they also seek advice, suggestion, opinion and feedback from their customers. Solace has also formed an advisory board comprising long term

associates who are well-informed regarding organizational needs and requirements.

### REINVESTING PROFIT

Since the last two years, a major share of their profit has been invested in the completion of their Ayurvedic unit. Their greater goal is to become a scalable organization that is fully compliant with the highest international standards.

### KNOWING THE CUSTOMER

Customer centricity is in Solace's DNA. They hold their customers in the highest regard and place them at the centre of everything they do. The company closely collaborates with its customers to fully understand their challenges and obstacles.

### COMPETITIVE EDGE OVER OTHERS

Adherence to stringent quality parameters, dedicated services, deep understanding of customer's needs, strong brand image and transparent policies are the reasons that make them stand out in the highly competitive market.



### ETHICAL CONCERN

Over the past twenty years, Solace has always been able to thrive with business integrity and ethical practices, despite numerous challenges and hardships that came their way. They always try to be transparent and fair in all their workings. Short term gains or profits never attract them.

### MILESTONE/ACHIEVEMENT

In their twenty-year long journey, Solace has earned a number of awards:

- Pharma Company of the Year 2017 (CIMS Business Excellence Awards, Indian Pharma Expo 2017)
- The Most Trusted Pharma Company of the Year 2018 (CIMS Business Excellence Awards, Indian Pharma Expo 2018)
- The Most Promising Pharmaceutical Company of the Year 2018, North India (Global Business & Leadership Awards 2018)
- Innovation & Quality Excellence in Ayurveda (CIMS Business Excellence Awards, Indian Pharma Expo 2019)

### BUSINESS ADVICE

Start your entrepreneurial journey with passion, which will always be a defining element in this beautiful and exciting journey. Enjoy every bit of this journey. Be assured, no one succeeds immediately or overnight. Keep your vision clear at all times.



“

The price of success is hard work,  
dedication to the job at hand, and the  
determination that whether we win or  
lose, we have applied the best of  
ourselves to the task at hand.

— Vince Lombardi

Failure is not to be feared. It is from  
failure that most growth comes.

— Dee Hock

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