



clés

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Issue-002

“Keys to success”



SHRI **NAV**KAR[®]
METALS LTD.



ISO 9001:2000
CRT.No.185984

(AN ISO 9001-2000 COMPANY)

- * NEWS UPDATES
- * PRODUCT DESIGNS & DETAILS
(Sauce pan & Frying pan)
- * GUEST DESK
- * A REPORT - RURAL MARKETS
- * CORE ACTIVITY & EVENTS
- * ABOUT IBSA
- * INSPIRATION - RICHARD BRANSON

EDITORS DESK

They have conceptualized it, planned all the initiatives and have made it self-sustaining right from its inception. I congratulate Shri Navkar on this another milestone of successfully delivering the first edition. "Cles" has come to be 'food for thought' for Shri Navkar, rather I would want to call it, 'medicine for soul'.

Lucky, lucky we! We inaugurated the magazine with the presence of one of our most close business partner. This was a moment of achievement, satisfaction, happiness and most memorable for us. We thank you for your interest in initiating the dream with your presence and wishes. Least I miss out on thanking you people for these contributions as the china wall supports-the people of our organization. If there are any, the credits takers are only and only the readers interest. My wishes for the upcoming year.

This edition will show you two of our product (sauce pan & frying pan) in detail.

Thanking you
Abhishek Jain



GUEST DESK

The feedback that we received from our readers:

"Congratulations on bringing out such a nice magazine. I am sure with this innovative way of communication "Navkar" will come a step forward to it's vast clientele and serve them to their utmost satisfaction. i once again congratulate you and wish you all the very best in the days ahead".

Harish Kothari.

Vina International. (India and Ethiopia)

"Congratulations on first issue of CLES, I wish your organization and CLES a great success."

Bhavin Shah

Kothari Auditors & Accountants (UAE)

"I want to thank you for sending me CLES MAGAZINE which has very good information."

CLAUDIO FISCH

Klemax real Group (Barzil)

NEWS & UPDATES

- A good news for the customers too-our product (aluminium alloys milk can) are now ISI certified which puts us among the rare producers of the same kind of products.
- Recently new markets are been tapped by us in the region of Mexico and SouthAfrica.
- A new branch office in Chicago has been developed so as to make our presence feel stronger in that region.
- Ministry of Commerce and Industry (Government of India) has certified us with the status of Export House in accordance with the provisions of the Foreign Trade Policy 2004-09.
- A new manufacturing unit and plant has been acquired and developed to increase production capacity.
- Able to make operational 18 retail outlets all over the Gujarat (India).
- To smoothen our management, the new Entrepreneur Resources Planning (ERP) system has been adopted and implemented by us.
- Renovation and construction is done to accommodate new machineries and methods so as to increase the capacity
- A separate sink manufacturing unit has been planned to develop.
- We are certified with ISO 9001, ISI, and Export House, and now we are on an urge to receive the ISO 14000.

PRODUCT DESIGNS & DETAILS (Sauce pan & Frying pan)



SHAPES

Straight deep and bally shapes are the best shaped ever by our designers. Tapper in aluminium.

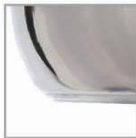


HANDLES

Made out of good quality backalite and stainless steel. The handles are double screwed with clip for easy replacement, cleaning. Handles are detachable for bulk shipments. Handles are enough long that prevents fingers to be burnt on gas or during overflow. A hanging hole is also provided.



It can be Stainless Steel copper bottom.



It can be Stainless Steel Sandwich bottom.



It can be of Stainless Steel capsule bottom.



Symmetrical and perfect Design- resting on stoves.



Combine finish of matt and Mirror can be done.

SAUCE PAN



FINISHES

Matt finish, Mirror finish, Combine finish of matt and mirror can be done. Glossy, matt and combined finishes are being done as per choice and also look very beautiful on the kitchen top.

FRYING PAN



"Congratulation for your first successful circulations, which indeed touch the heart with a wish that one dream which is going to be true in the era of new generation, the path which is opened for the new upcoming generation is marvelous and on strong footage, which surely ripe the seeds, to grow in the futures.
With a wish to set another astonishing milestone."

Jindal & Jindal
Chartered Accountants (India)

"I have great pleasure to acknowledge your maiden issue 001 of your in house magazine treasure hunt for your clients. Attaining prefix of an exporter collecting old papers from door to door and selling to the whole sellers proves your in built zest for the treasure hunt. Wish your communication criteria a grand success."

K.D.Chinivala
President, All India Stainless Steel Industries Associations.



LIDS / COVERS

Stainless steel, perforated stainless steel and glass lids/covers are available and manufactured to suit the requirements.

RURAL MARKETS-THE GREENER PASTURES

This is an informative article on Indian market context.

Dig this! 6,31,301 villages, 307 million people, a myriad of languages, and a rich culture. All this makes up for the world's largest potential untapped market- The Rural Market of India. At the outset marketers are going gaga over multiplexes and hypermarkets, desperately trying to rake in profits and justify the title 'India Shining'. But under this hustle and bustle lies a tranquil and potent market far more profitable than the dense metros.

The rural markets in India are expanding at such a rapid pace that they have overtaken the growth in urban markets. However, this rate of growth is not the only factor that has driven marketers to go rural. These days' urban markets are becoming increasingly complex, competitive and saturated. So, with the rural market bulging in bothsize and volume any marketing manager will be missing a great opportunity if he doesn't go rural. But then if the rural market is such a burgeoning prospect, what is stopping the companies from closing in? The answer lies in the fundamental problem of fathoming the differences between urban and rural markets in India. This is of utmost importance since the urban and rural markets of India are so very different and diverse in nature that urban marketing programmes just cannot be successfully extended to rural markets. So what are those hindrances that are restraining the marketers to reach out to its rural customer?

PACKING

Individual packing for gift purpose, bulk packing for transportation purpose also stockable for bulk shipments with more quantity. Sticker, printing and individual poly bag are also a part of packing. For local distribution complete assembled can be placed in a single carton to deliver, if gift pack is not required. If gift pack is required then in a master carton some gift packs are to be packed. In international trade folded gift packs, stackable pans and handles are bundled separately to maximum value to be released per consignment.



SPOUT

So designed that is not allowing any over flow and side flow and a good mould for pouring/transferring into other vessel. Spouts are suitable for right and left handy both. Either on left side as well as on right side one or two spouts can be made.



CLIP

Made of stainless steel and riveted with body for longlife. They are leak proof and maintenance free.



KNOBS

Good grip knobs bakelite and bakelite with stainless steel cover and base.



It can be of Aluminium hard anodized.



It can be Plain stainless steel.



Handles and so designed which create a beauty in the kitchen and ease for use.



INSPIRATION

Flamboyant-that's what we call him

As one of the richest men in the world, Richard Branson is also one of the most fascinating. A man of many facets, his public persona as a warm, friendly, idealistic, family man seems in sharp contrast to the highly competitive, workaholic who considers himself a tough negotiator in business dealings. While many Entrepreneurs make their fortunes by focusing on doing one thing extremely well, Branson has taken his own brand of basic business model, recreating it again and again, to manufacture a series of highly successful business ventures.

Today, one of Richard's key ingredients to success is his commitment to his people. He believes in promoting from within, thereby providing career opportunities to his staff. Even in tough economic times, layoffs are unheard of at Virgin despite employing over twenty thousand people.

Voted the most popular businessman in the United Kingdom, Branson's commitment to altruistic causes is as great as his commitment to his business ventures. He is involved in a multitude of charitable and humanitarian foundations.

ABOUT IBSA

Asia, Latin America and Africa (three biggest continents) and unignorable in any speares including global business. Three nation - truly representing these three continents are INDIA, BRAZIL AND SOUTH AFRICA due to their demographic conditions and growing economy. Coming together of these three for noble causes - upliftment of global socio economic structure, inter and intra nation and continental business between themselves and ultimately serving the whole human world due to their unique feathers and by common alliance is now having a new name, which many may not be aware of. That name is IBSA (INDIA, BRAZIL AND SOUTH AFRICA). Formed and started in 2003 by its respective state heads and currently concluded a common summit in BRASILIA, BRAZIL. Few entrepreneurs from INDIA were able to be part of that summit including current state heads of these three countries Honorable P.M. Shri Manmohan Singhji & Honorable commerce minister Mr. Kamalnathji represented INDIA.

From our own organization Shri T.R.Jain (M.D - Shri Navkar Metals Ltd.) was part of the summit. He pioneered the international business of his organization 8 years back and now Shri Navkar Metal is doing business with more than 20 nation – covering 5 continents.

EVENTS & CORE ACTIVITY



To develop the overall alliance and coordination in all sectors including business there was a high delegation to BRASILIA was being organized by IBSA (A common platform of INDIA - BRAZIL - SOUTH AFRICA). There Mr. T.R.Jain (M.D.-Navkar group) & Mrs. Jain seen with honorable prime minister, INDIA – Mr. Mammohan Singh and honorable commerce minister - INDIA - Mr.Kamal nath.

Mr. Chintan Modi (Executive - International Marketing) seen with H.E Mr. Deepak Vohra (Ambassador of India in sudan) During Enterprise - India, Advantage -Sudan event.

PRODUCTS

- 1. Stainless steel kitchen ware
- 2. Stainless steel kitchen sink
- 3. Aluminium alloy milk cans
- 4. Stainless steel raw material
- 5. Aluminium raw material (Sheet, foils, circles etc.)
- 6. Industrial sheet metal components of any metals.

BRANCH : UAE, Bangladesh, Sri lanka, Thailand, Saudi Arabia, China, Brazil, Mexico, USA, Kenya, Thanzania, Ethiopia, Sudan, South Africa.

SHRI NAVKAR METAL LTD.

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