

COMPANY PROFILE

SHRI NAVKAR METALS LTD.

(AN ISO 9001-2000 COMPANY)

(A govt. recognized export house)

(DUNS number - 91-845-9496)

Shri Navkar House

**Plot No: 342, G.I.D.C., ODHAV,
AHMEDABAD: - 382415. INDIA.**

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INTRODUCTION

It all began in 1957(Pre Liberalized Era with Less Business Opportunities and Less Banking – Finance and Business Infrastructure), when India was trying to stand up in its own feet same way an Entrepreneur who was collecting old newspapers from door to door and put on his soldier and selling into the wholesale market to survive himself. To attract more and more people and to earn more he started bartering old newspaper by Stainless Steel Utensils. People liked the new product concept of Stainless Steel (at that Time Stainless Steel Utensils were also not popular among the Rural Indians). Having a desire to grow and not looking back, the next step was having a small shop of Stainless Steel Utensils in the Retail Market followed by becoming an Wholesaler to sell the products to Retailers. To fulfill the demand the ultimate step was nothing, but manufacturing these products.

That adventure now has a big name in the industries of Metals – SHRI NAVKAR GROUP. Since then –looking forward the regard of quality has paid off to the company. Today, the company has a considerable market share in terms of sales. Company’s mantra from early time till now is the same – TO PROVIDE THE VALUE FOR MONEY TO THE ULTIMATE CUSTOMER MAKING THEM DELIGHT/ PROVIDING VALUE FOR MONEY BY GIVEING CUSTOMER SATISFACTION.

The company has a team of dedicated professionals catering to the needs of the International Market and the Domestic Customers. The company has not only diversified production, but widened the range. The ultimate aim of the company is to Manufacture Quality Products at Low Cost of Production and Make “SHRI NAVKAR” a Household Name in the world and ultimately to capture international market.

THE SUCCESS STORY

1957

- **Collecting old papers from door to door & selling to whole-sellers.**
- **Barter system Utensils to Old Papers.**
- **Small shop of Utensils as a retailer.**
- **Became a whole-seller of Utensils.**

1978

- **Manufacturing of Stainless Steels.**

1986

- **Indirect exports to USA.**

2002

- **Direct exports to almost more than 25 countries.**

This is all about a journey of “**SHRI NAVKAR GROUP**”. **SHRI NAVKAR** Group believes that – the way to ultimate success is full of Thorns, it is not a Bed of Roses and there is no substitute for hard and sharp work and performance.

VISION:

‘Technology’ made this World into a small village. So there is no alternative than being a perfect “Global” player. Ideology behind “Being Global” is “Not to maximize company profit from each transaction, it is maximizing the mutual profit from each relationship”.

MISSION:

We believe that “this is the time-one has to run faster to be in the same place”. Being global thus needs something more than this. Offering quality products globally through latest technology and innovation and ultimately “value for money” concept leading to 100% satisfaction of the end users is the prime objective of our group. Continuously upgrading technology to meet the international standards of quality products, customer satisfaction and development of our employees are the directions in which “**SHRI NAVKAR GROUP**” is continuously putting its efforts.

INITIATIVES OF THE COMPANY

- 1983: 1st time employment of skilled South Indian Welders in to Utensils Industry.
(To Improve Quality and Production (Total Productivity) in the Utensils Industry).
- 1984: Automation in welding finishing by roller machine instead of hand hammering.
(On Welding items to improve Quality, Productivity and Consistency for the Utensils).
- 1984: Mechanical Technology instead of Hand Technology at the neck of same Utensils.
(To improve Quality and Production for the Utensils).
- 1985: Invention of Chemical Compound for Stainless Steel Deep Drawing.
- 1985: Introduced a traditional shaped design of water pot.
- 1986: Outstanding Performance award for Stainless Steel Utensils Industry from “**All India Stainless Steel Industries Association**”.
- 1988: Winner of best design award from “**All India Stainless Steel Industries Association**”.
- 1990: Introduction of Stainless Steel Kitchen Sinks in Sanitary Market. Various designs, models developed to serve the customer. Now the Stainless Steel Kitchen Sinks is not a Luxury.
- 1994: Introduction of Seam Welding Technology replacing the Manual Welding in Utensils Industry. Introduction and Development of Sheet Metals Components replacing - Wood, Plastic, Rubber and Die-Casting etc.
- 1997: Introduction of high quality and best designed Stainless Steel Utensils for Global Market in attractive box packing.
- 1998: Introduction of new concepts and manufacturing technique for Domestic and Industrial Water Heaters.
- 2000: Established a very good Brand Image in South East Asian Market.
- 2001: Captured East African Market.
- 2002: Introduced High-Pressured, all Stainless Steel Water Heater for UAE Market.
- 2003: Became masters of Winning and Executing Total Planned Turnkey Projects all over India and in International Market also (both competitive in quality and price).
Became an ISO 9001-2000 Company.
- 2005: It became **ONE STAR EXPORT HOUSE** status holder.
- 2006: It became in LIMITED company.

INTERNATIONAL MARKETING SCENARIO OF SHRI NAVKAR

SHRI NAVKAR works on Parent – Agent or Parent – Distributor model to market its products in the International market.

Business Representative Managers, Distributors at this following Nations at Present

- USA
- Brazil
- Mexico
- China
- South Africa
- Saudi Arabia
- UAE
- Bangladesh
- Sri Lanka
- Thailand
- Kenya
- Tanzania
- Ethiopia
- Sudan

Directly or Indirectly Shri Navkar is associated with some of the **worldclass retail** giants. They are as mentioned.

- Wal Mart.
- Carrefour.
- Nakumatt.
- Uchumi.
- Arpico.
- Satosha.
- K Mart.
- Dollars shops in USA.

Shri Navkar is dealing its kitchenware products and dollar items to the above.

NATIONAL MARKETING SCENARIO OF SHRI NAVKAR

Shri Navkar is associated with national market by two ways of catering its services:

- By institutional sales
- By Organised retail market.

Institutional sales:

Listed as a Vendor to

- Indian Railways.
- Indian Defence.
- Autopal Industries Ltd – Jaipur.
- NGEF Co. Ltd. – Bangalore.
- Inox India Ltd.
- IBP Co. Ltd.
- The Anoop Engineering Ltd.
- Vadilal Industries Ltd.
- Lubi Electricals Ltd.
- Volga Airtemp Ltd.
- Amtrex Hitachi Ltd.
- Divya Bhaskar Group.
- Karnataka Milk Federation Ltd.
- Ahmedabad Co operative Milk Society Ltd.
- Bharuch Co operative Milk Society Ltd.
- Gujarat State Forest Development Corporation Ltd.
- Softel Machines Ltd.
- D G S & D, Delhi.
- NSIC, Delhi.

Organised Retail Market:

With more than 500 products in Stainless Steel kitchenware category (copper bottom, Sandwich bottom, non sticks etc.), Shri Navkar is actively associated with the followings.

- Adani Retail Ltd, Gujarat (In more than 20 outlets).
- IKEA Trading Ltd, Gurgaon.
- Piramyd Retail Ltd, Ahmedabad.
- RPG Retail, Kolkata.
- Pantaloons, Mumbai.
- Trent India Ltd, Mumbai.

MEMBERS OF

- Regional Institute of Environmental Technology – Singapore.
- Engineering Export Promotion Council – Govt. Of India.
- Indo- American Chamber Of Commerce – India.
- Indo – Bangladesh Chamber of Commerce – India.
- Indo – Myanmar Chamber of Commerce – India.
- Indo – Sri Lanka Chamber of Commerce – India.
- All India Stainless Steel Industries Association – Mumbai, India.
- Gujarat Chamber of Commerce and Industries – Ahmedabad, India.
- Ahmedabad Management Association – Ahmedabad, India.
- Ahmedabad Metal-Ware Manufacturer’s Association – Ahmedabad, India.
- Ahmedabad Re- Rollers Association – Ahmedabad, India.
- Odhav Industries Association – Ahmedabad, India.
- Laghu Udyog Bharati – India.
- Federation Of Indian Export Organization - Mumbai, India.
- Exim Club- Ahmedabad Chapter – Ahmedabad, India.
- Indian Machine Tools Manufacturers Association – Bangalore, India.
- Lions Family.
- **DUNS AND BREDSTREET – USA.**

PRODUCT RANGE

Stainless Steel:	Stainless Steel Sheets, Circles, Coil, Foil and Wires.
Aluminium:	Aluminium Melting, , Ingots, Coil, Foil, Re- Rolling Sheets, Circles, Rivets, Slugs, Pharma Foil, Blister Foil.
Utensils:	All utensils from companies existing range OR as per Customers requirement made from any metal like Stainless Steel, Copper, Aluminium, Brass, M.S, G.P etc.
Sink & Sanitary Products:	A Wide range of Kitchen Sinks are on company's own catalogs. But any size as per customer requirement can be manufactured.
Aluminium Milk-Can & Other Dairy Products:	Aluminium alloys Single Pcs. Milkcan, as per International Standards. Other dairy equipment like Milk Measures, Milk Collection Tray, Strainer etc.
Sheet metal Industrial Components:	Sheet Metals Industrial Components, Equipments, Parts etc. made of any metals like Silver, Copper, Brass, Aluminium, Stainless Steel, Mild steel, Galvanize or any other Metals as Per customers Drawing OR Requirement.
Dies, Moulds, Jigs And Fixtures:	All type of Deep Drawing, Cutting, Punching, Bending Spinning, Rolling, Flow Forming or any other process dies.
Consultancy:	"Concept to completion" as a Turnkey Project to Manufacture Aluminium Melting, Rolling, Sheets. Strips, Slugs and Casting, Deep Drawing, Cutting, Bending, for all metals. Die Designing And Process Adoptions.
Copper Bottom Stainless Steel Utensils:	Various Cooking Pots are manufactured in Copper Bottom like Cooking Pot, Frying Pan, and Cooker etc.
Teflon Coated Non-Stick Aluminium Utensils:	Aluminium Utensils with Teflon Coating like Frying Pan, Flat Tawa, Deep Frying Pan etc.

OTHER GENERAL BRIEFS

Name of the Organisation: **SHRI NAVKAR METALS LIMITED.**
(SHRI NAKAR group of companies)

Office and Works: **Plot No. C/1/515, G.I.D.C., Odhav,**
Ahmedabad – 382415. (India)
Tel No. 0091-79-2871016
Fax No: 0091-79-2975515.
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Plot No. 342/A, G.I.D.C., Odhav,
Ahmedabad – 382415. (India)
Tel. No. 2875515.

Plot No. 342/B, G.I.D.C., Odhav,
Ahmedabad – 382415. (India).

Plot No. C/1/516, G.I.D.C., Odhav,
Ahmedabad – 382415. (India).

R&D Center: **D/127, Dipali Nagar, Adinath Nagar,**
Ahmedabad – 382415. (India).

Constitution: **Limited Company**
Company Registration No. 9107,
Dt. 23rd October 1986, Gujarat State.

Board Of Directors: **Tarachand R. Jain**
1-Vedehi Apartment,
14, Maharastra Soccity,
Mithakali,
Ahmedabad – 6. –India.
Ph: 0091- 79- 6464515.
Mobile: +919824051515.

Nayan T. Jain
Mobile: +91 9824551515

Chintan Modi.
Mobile : +91 9824951515

Industrial Category: **S.S.I. No. 04/01/22345/PMT/SSI/Date – 09/06/89.**
C.S.T.No. 24575100778, Date – 11/02/87.
I.T.P.A.No. AA CCSO902Q.

Weekly holiday: **Sunday.**

Name and Address of the Bankers: **Bank Of Baroda.**
Ashram Road Branch, (A/C No. 2710)
Ashram Road, Ahmedabad – 380 009. (India).

Capital Outlay:

1. Share Capital
2. Deposits of Directors and their Relative and Friends.
3. Bank borrowing.
4. Profit Accumulation.

Employee Detail:

Managerial	10.
Technical	3.
Sales	5.
Administrator	7.
Others	<u>5.</u>
Total	30.

Supervisory Staff:

Production	10
Quality Control	4
Design	2
Others	<u>2</u>
Total	18.

Workers:-

Skilled	160
Semi Skilled	100
Un-Skilled	40
Others	<u>70</u>
Total	370

Total Area of Factory:- **10000 Sq. Mtrs. Approx.**

Total Electrical Power:- **Approx. 1000 HP**
Water supplied by:- Gujarat Industrial Development Corporation.