

# Nitiraj Engineers Limited

Result Update Presentation  
H1 FY20





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PHOENIX<sup>®</sup>

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**Company Overview**



**Business Overview**



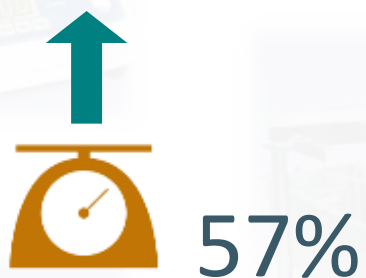
**Way Ahead**



# Consolidated Financial Highlights



# Financial Highlights – H1 FY20



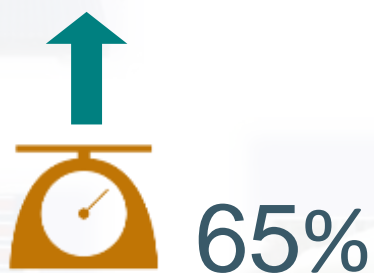
**Revenue from Operations**  
Rs. 26.00 Crore



**EBITDA**  
Rs. 2.25 crore



**EBITDA Margin**  
8.64%



**Net Profit**  
Rs. 1.14 crore



**Net Profit Margin**  
4.39%



**Basic EPS**  
Rs. 1.39 vs. Rs. 0.86 H1 FY19

## Financial Highlights – H1 FY20

Rs. Cr	H1 FY20	H1 FY19	Y-o-Y(%)	H2 FY19
<b>Revenue from Operations</b>	<b>26.00</b>	<b>16.57</b>	<b>57%</b>	<b>37.31</b>
Raw Materials	15.72	9.33		17.26
Employee Cost	2.28	1.85		2.30
Other Cost	5.75	4.13		10.35
<b>Total Expenditure</b>	<b>23.75</b>	<b>15.31</b>		<b>29.91</b>
<b>EBITDA</b>	<b>2.25</b>	<b>1.26</b>	<b>78%</b>	<b>7.40</b>
<b>EBITDA Margin%</b>	<b>8.64%</b>	<b>7.63%</b>	<b>101 bps</b>	<b>19.83%</b>
Other Income	0.05	0.41		0.78
Depreciation	0.56	0.62		0.64
Interest	0.18	0.04		0.07
<b>Profit Before Tax</b>	<b>1.56</b>	<b>1.01</b>		<b>7.47</b>
Tax	0.38	0.28		2.13
<b>PAT</b>	<b>1.17</b>	<b>0.73</b>		<b>5.34</b>
Add: Share of Profit/ (Loss) of Associates	(0.03)	(0.03)		(0.02)
<b>Net Profit</b>	<b>1.14</b>	<b>0.69</b>	<b>65%</b>	<b>5.32</b>
<b>Net Profit Margin%</b>	<b>4.39%</b>	<b>4.18%</b>	<b>21 bps</b>	<b>14.27%</b>
<b>EPS in Rs.</b>	<b>1.39</b>	<b>0.86</b>	<b>62%</b>	<b>6.50</b>

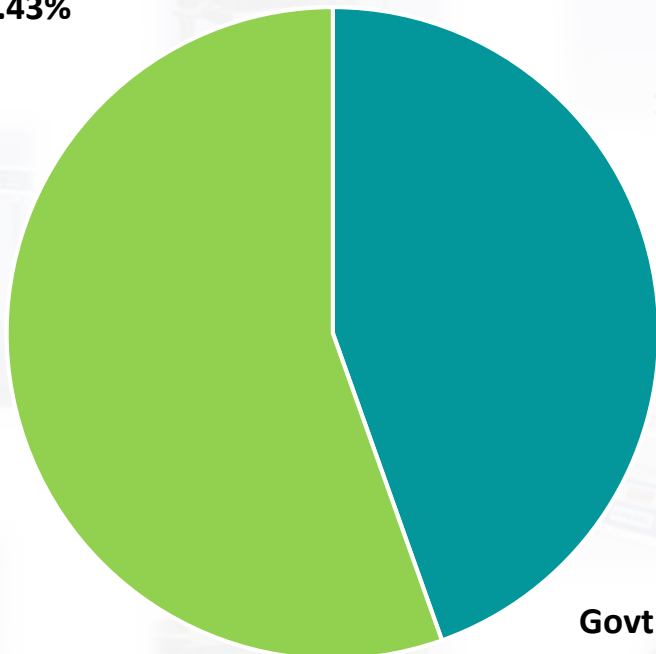
- Revenue from operations grew 57% YoY driven by higher number of machines sold and new government order received in H1 FY20
- EBITDA margin improved 101 bps on back of higher efficiencies and benefits from bulk orders
- In addition, benefit from recent corporate tax cut contributed to PAT growth



# Revenue Break Up - Segmental

H1 FY19

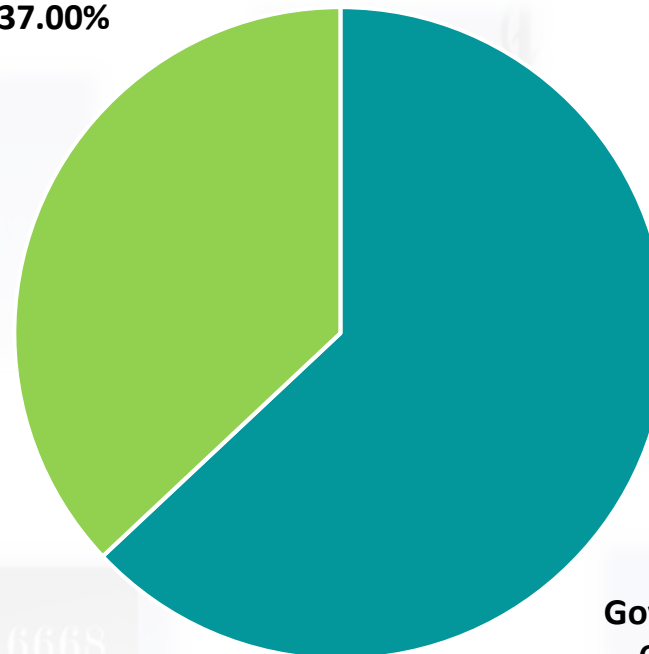
Non - Govt. Sales,  
55.43%



Govt. Sales,  
44.57%

H1 FY20

Non - Govt. Sales,  
37.00%

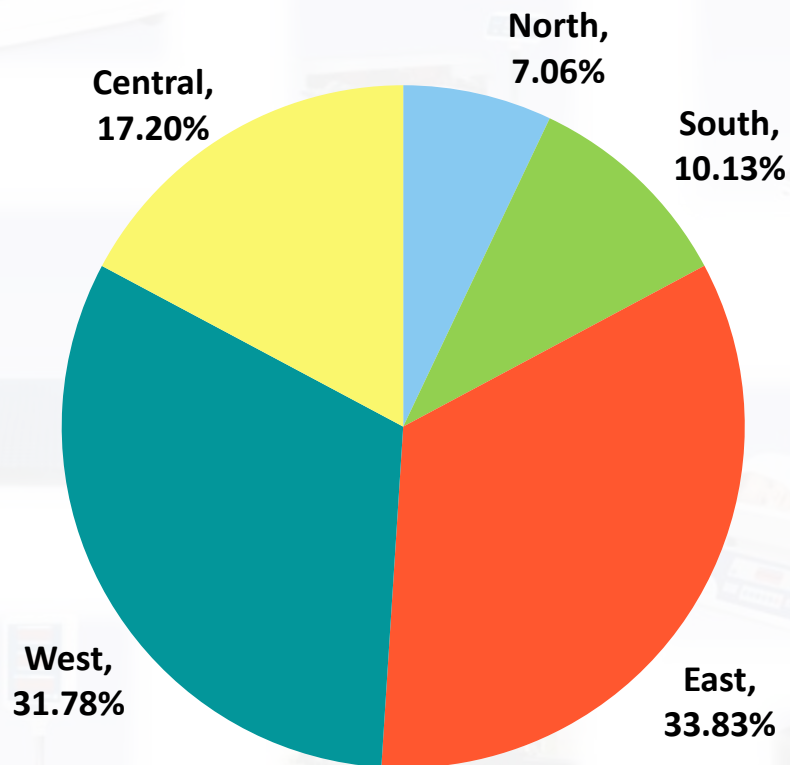


Govt. Sales,  
63.00%

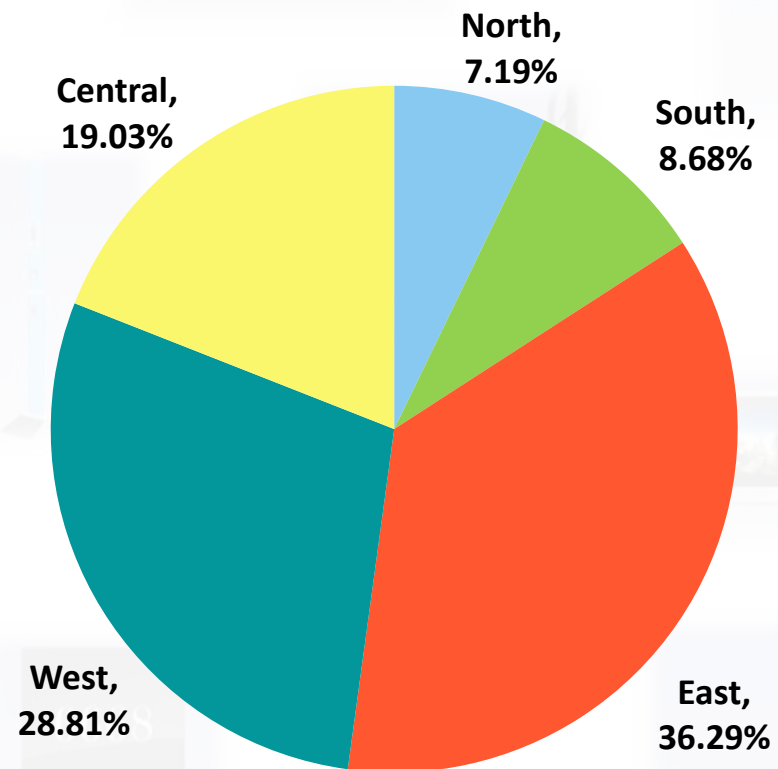
Executed sizeable Government orders in H1 FY20 for recently launched products – Infantometers, Stadiometers and Dial Type Scales

# Revenue Break Up – Geographical\*

**H1 FY19**



**H1 FY20**



\*Accounts for Non-Government sales



# Balance Sheet Highlights

Rs. Crs	As on 30 <sup>th</sup> Sept'19	As on 31 <sup>st</sup> Mar'19
<b>Shareholders Funds</b>	<b>67.94</b>	<b>66.80</b>
Share Capital	8.20	8.20
R&S	59.74	58.60
<b>Non Current Liabilities</b>	<b>0.14</b>	<b>0.19</b>
<b>Financial Liabilities</b>		
Borrowing	0.00	0.00
Other Financial Liabilities	0.00	0.00
Provision	0.00	0.00
Deferred Tax Liabilities(Net)	0.14	0.19
Other Current Liabilities	0.00	0.00
<b>Current Liabilities</b>	<b>10.78</b>	<b>5.80</b>
<b>Financial Liabilities</b>		
Borrowing	5.83	0.00
Trade Payables	4.95	5.80
Other Financial Liabilities	0.00	0.00
Provision	0.00	0.00
Other Current Liabilities	0.00	0.00
Current Tax Liabilities(Net)	0.00	0.00
<b>Total Equities &amp; Liabilities</b>	<b>78.86</b>	<b>72.79</b>

Rs. Crs	As on 30 <sup>th</sup> Sept'19	As on 31 <sup>st</sup> Mar'19
<b>Non-current Assets</b>	<b>41.87</b>	<b>35.69</b>
Property, Plant and Equipment	28.41	23.54
Intangible Assets	4.20	3.26
Goodwill on consolidation	0.00	0.00
Capital work in progress	0.00	0.00
<b>Financial Assets</b>		
Non-current Investments	0.00	0.00
Long Term Loans & Advances	9.27	8.89
<b>Current Assets</b>	<b>36.99</b>	<b>37.10</b>
Inventories	15.99	17.46
<b>Financial Assets</b>		
Investments	1.90	1.93
Trade Receivables	16.97	15.39
Cash & Cash Equivalent	1.54	1.60
Bank Balance other than above	0.00	0.00
Other Financial Assets	0.00	0.00
Current Tax Assets	0.00	0.00
Other Current Assets	0.59	0.72
<b>Total Assets</b>	<b>78.86</b>	<b>72.79</b>

# Financial Highlights – FY19



**Revenue from Operations**  
Rs. 53.88 Crore



**EBITDA**  
Rs. 8.66 crore



**EBITDA Margin**  
16.08%



**Net Profit**  
Rs. 6.02 crore



**Net Profit Margin**  
11.17%



**Basic EPS**  
Rs. 7.34 vs. Rs. 3.71 FY18

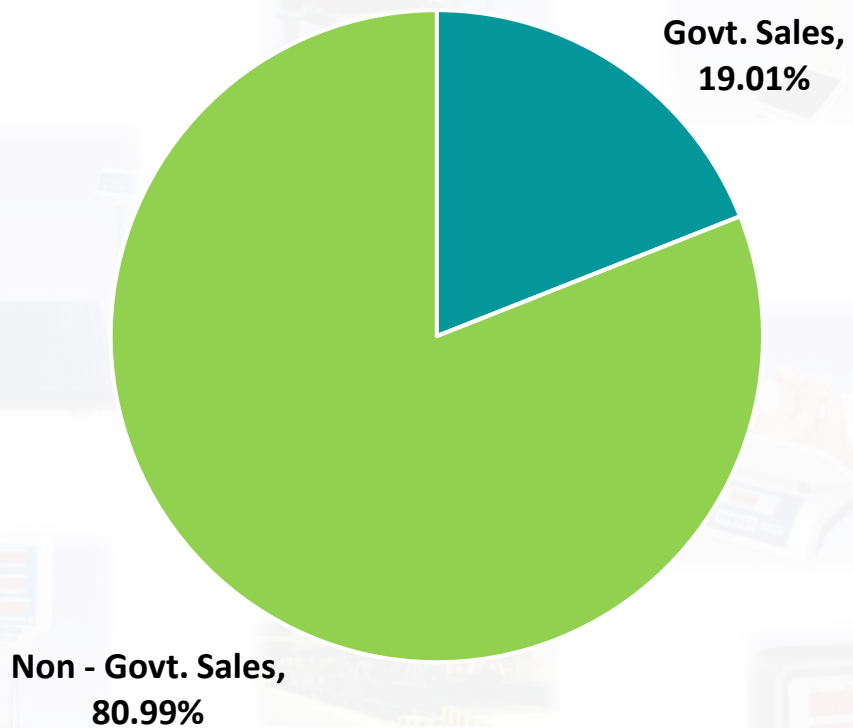
## Financial Highlights – Annual

Rs. Cr	FY19	FY18	Y-o-Y (%)
<b>Revenue from Operations</b>	<b>53.88</b>	<b>38.83</b>	<b>39%</b>
Raw Materials	26.59	20.24	
Employee Cost	4.15	5.65	
Other Cost	14.48	9.17	
<b>Total Expenditure</b>	<b>45.22</b>	<b>35.06</b>	
<b>EBITDA</b>	<b>8.66</b>	<b>3.77</b>	<b>130%</b>
<b>EBITDA Margin%</b>	<b>16.08%</b>	<b>9.71%</b>	<b>637 bps</b>
Other Income	1.19	2.27	
Depreciation	1.26	1.75	
Interest	0.11	0.05	
<b>Profit Before Tax</b>	<b>8.48</b>	<b>4.24</b>	
Tax	2.41	1.17	
<b>PAT</b>	<b>6.07</b>	<b>3.07</b>	
Add: Share of Profit/ (Loss) of Associates	(0.05)	(0.03)	
<b>Net Profit</b>	<b>6.02</b>	<b>3.04</b>	<b>98%</b>
<b>Net Profit Margin%</b>	<b>11.17%</b>	<b>7.84%</b>	<b>333 bps</b>
<b>EPS in Rs.</b>	<b>7.34</b>	<b>3.71</b>	<b>98%</b>

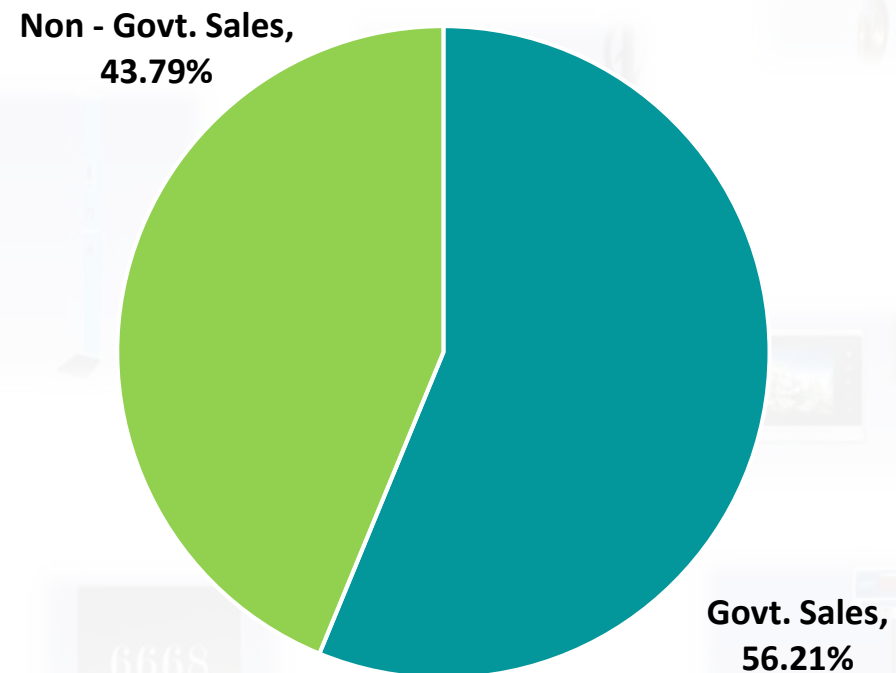
- Growth in Revenue from Operations of 39% mainly driven by increase in sale of number of machines during the year from 1,09,215 in FY18 to 2,44,615 in FY19
- Higher capacity utilization and operational efficiencies led to 130% YoY increase in EBITDA

# Revenue Break Up - Segmental

**FY18**

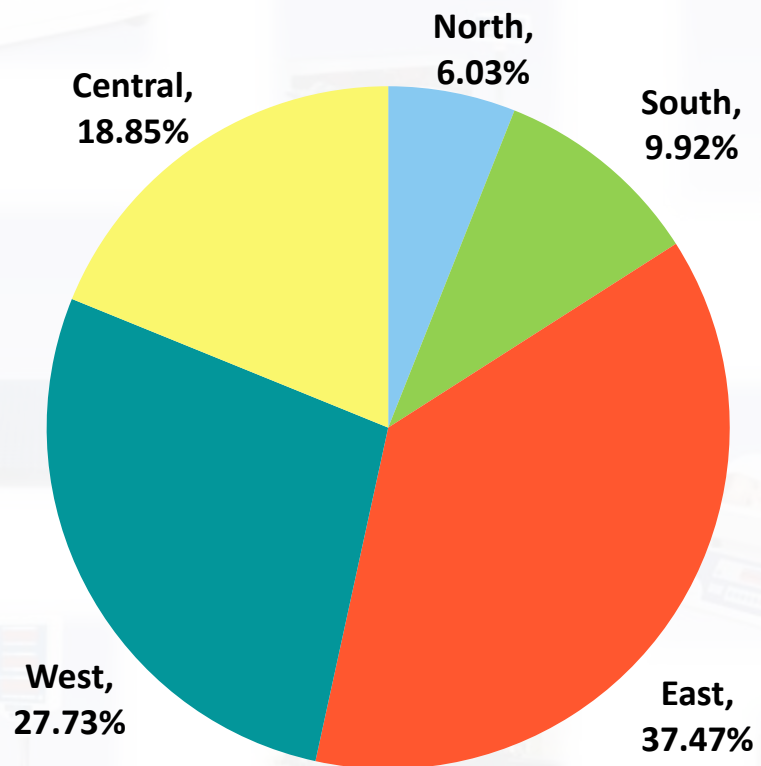


**FY19**

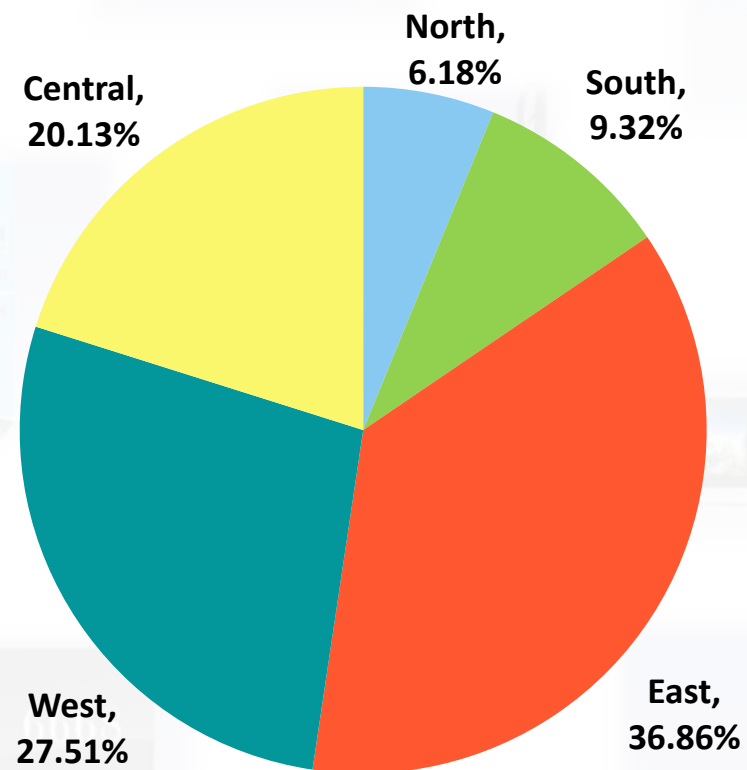


# Revenue Break Up – Geographical\*

**FY18**



**FY19**



\*Accounts for Non-Government sales

# Balance Sheet Highlights - Annual

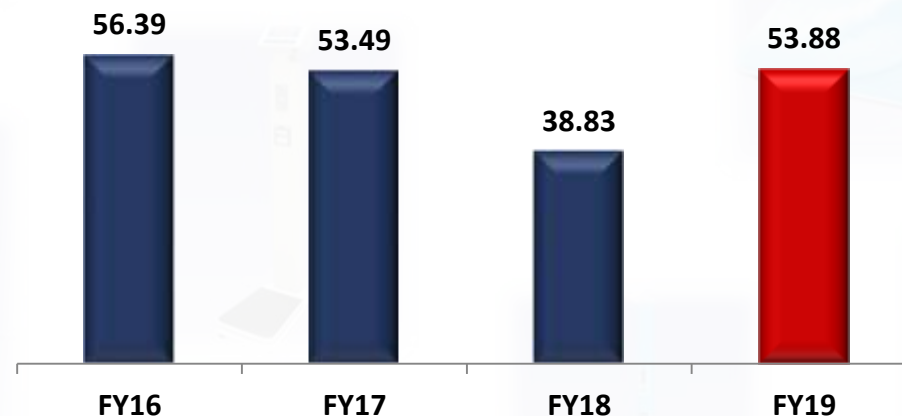
Rs. Crs	As on 31 <sup>st</sup> Mar'19	As on 31 <sup>st</sup> Mar'18
<b>Shareholders Funds</b>	<b>66.80</b>	<b>60.78</b>
Share Capital	8.20	8.20
R&S	58.60	52.58
<b>Non Current Liabilities</b>	<b>0.19</b>	<b>0.29</b>
<b>Financial Liabilities</b>		
Borrowing	0.00	0.00
Other Financial Liabilities	0.00	0.00
Provision	0.00	0.00
Deferred Tax Liabilities(Net)	0.19	0.29
Other Current Liabilities	0.00	0.00
<b>Current Liabilities</b>	<b>5.80</b>	<b>2.99</b>
<b>Financial Liabilities</b>		
Borrowing	0.00	0.00
Trade Payables	5.80	2.99
Other Financial Liabilities	0.00	0.00
Provision	0.00	0.00
Other Current Liabilities	0.00	0.00
Current Tax Liabilities(Net)	0.00	0.00
<b>Total Equities &amp; Liabilities</b>	<b>72.79</b>	<b>64.07</b>

Rs. Crs	As on 31 <sup>st</sup> Mar'19	As on 31 <sup>st</sup> Mar'18
<b>Non-current Assets</b>	<b>35.69</b>	<b>19.38</b>
Property, Plant and Equipment	23.54	10.50
Intangible Assets	3.26	2.00
Goodwill on consolidation	0.00	0.00
Capital work in progress	0.00	0.00
<b>Financial Assets</b>		
Non-current Investments	0.00	0.00
Long Term Loans & Advances	8.89	6.88
<b>Current Assets</b>	<b>37.10</b>	<b>44.68</b>
Inventories	17.46	12.36
<b>Financial Assets</b>		
Investments	1.93	25.90
Trade Receivables	15.39	4.19
Cash & Cash Equivalent	1.60	1.41
Bank Balance other than above	0.00	0.00
Other Financial Assets	0.00	0.00
Current Tax Assets	0.00	0.00
Other Current Assets	0.72	0.83
<b>Total Assets</b>	<b>72.79</b>	<b>64.07</b>

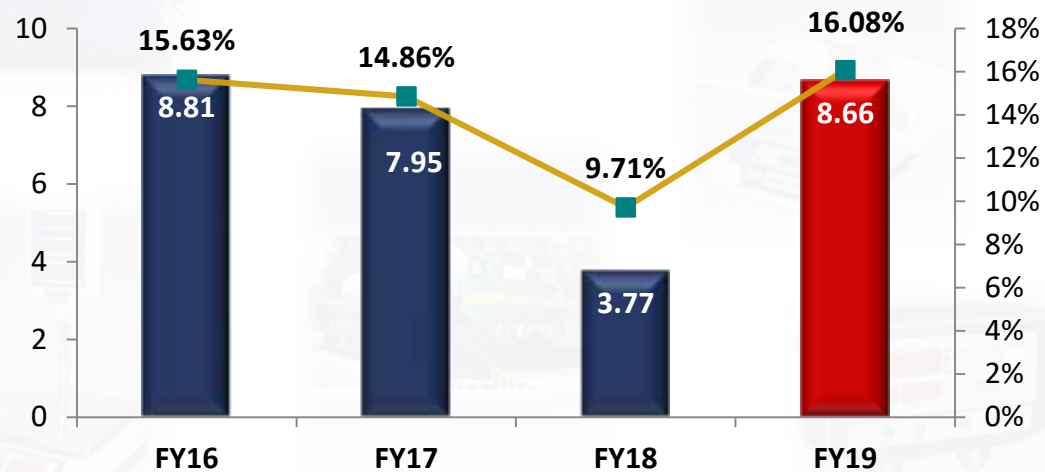


# Financial Highlights – Annual

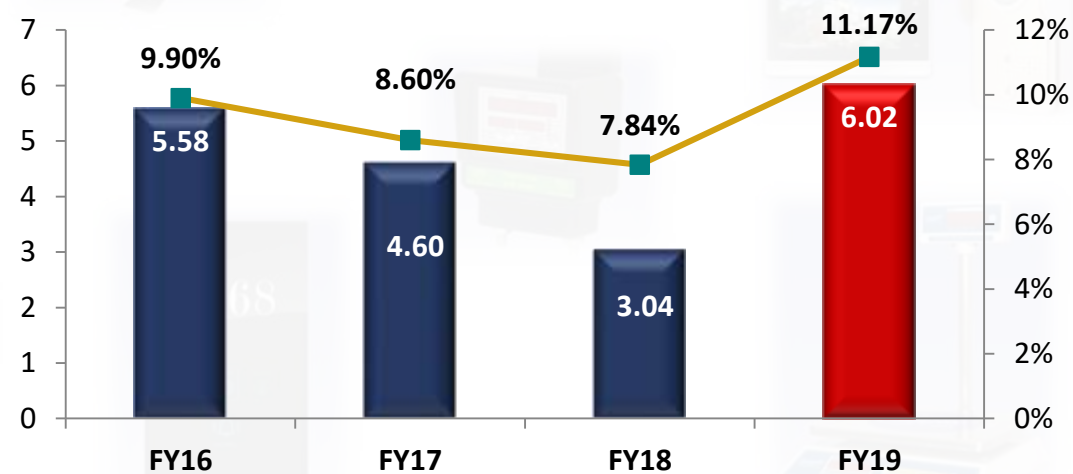
### Revenue from Operations (Rs. Crs)



### EBITDA excluding Other Income (Rs. Crs) / Margin (%)



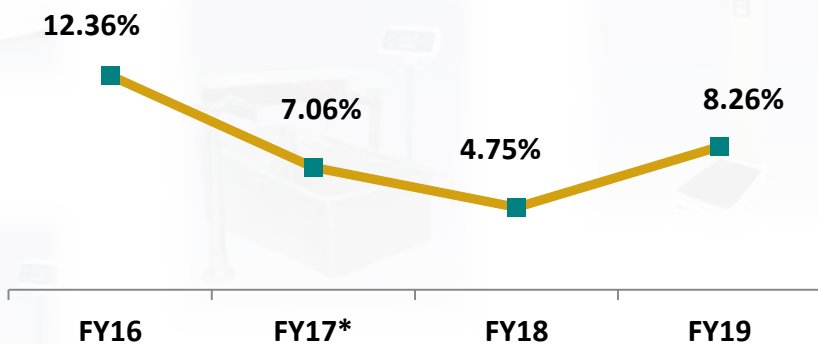
### Net Profit (Rs. Crs) / Margin (%)



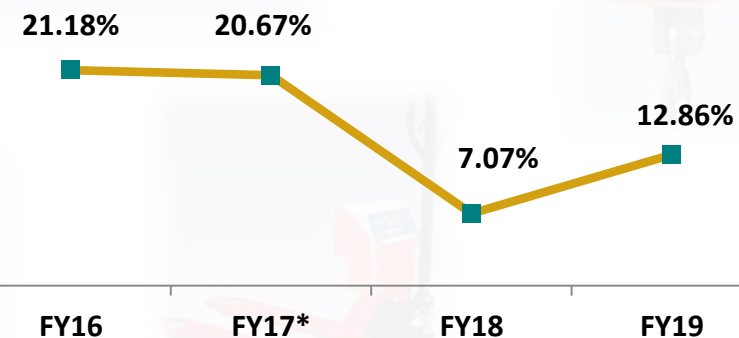


# Key Financials Ratios

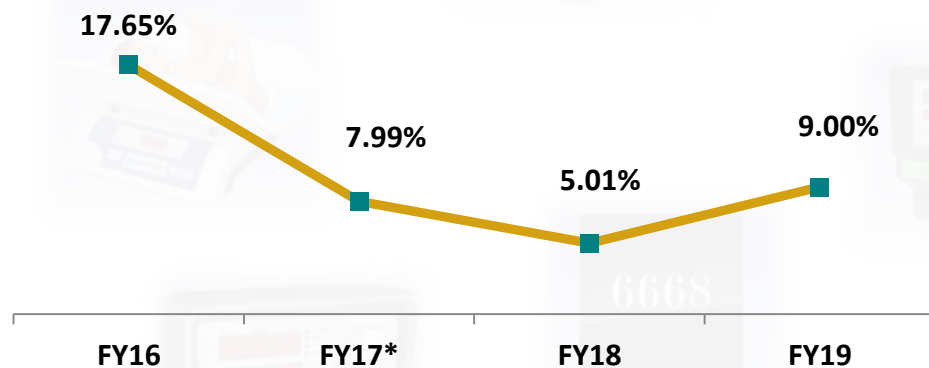
**ROA (%)**



**RoCE (%)**



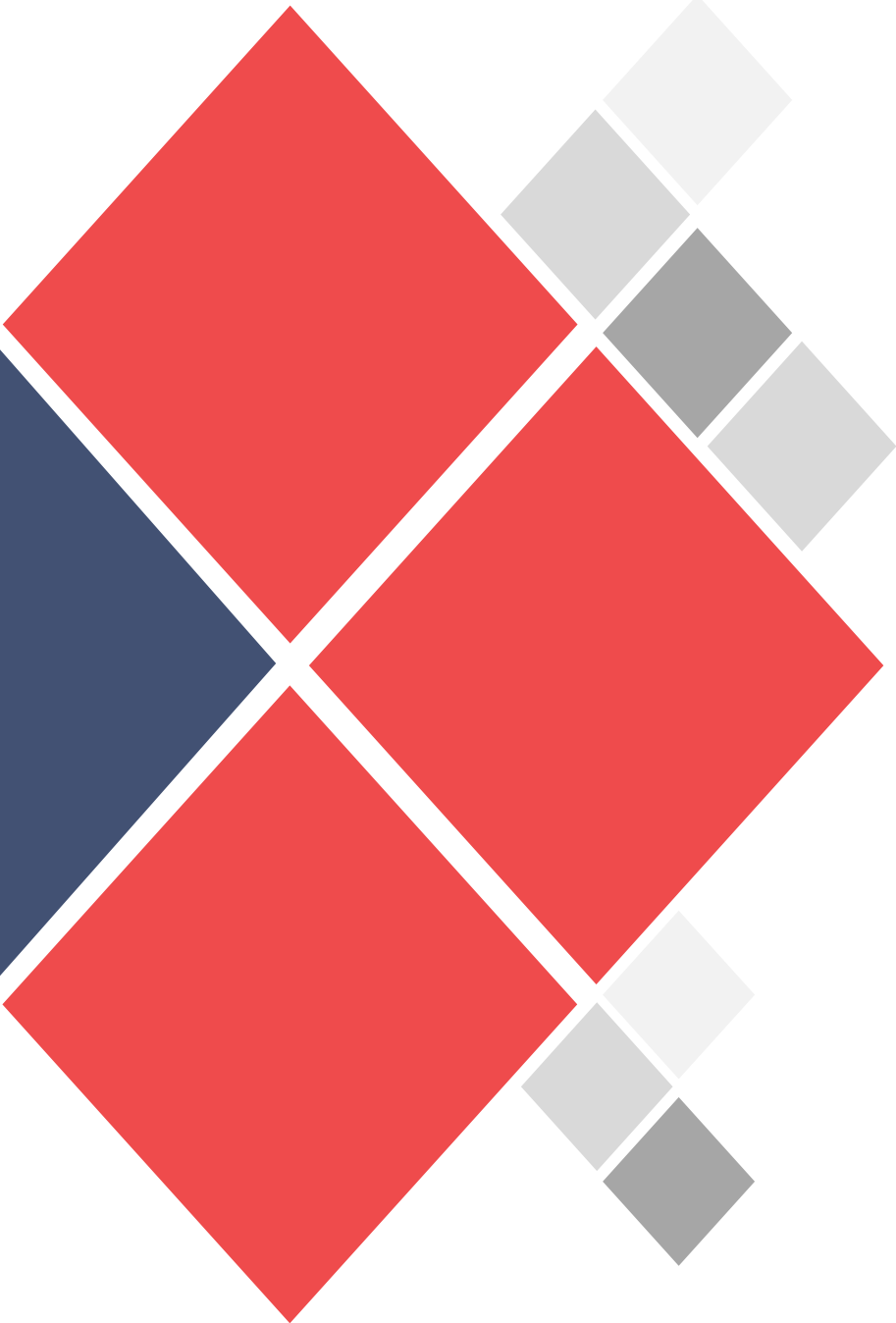
**RoE (%)**



RoA = Net Profit/Total Assets; RoCE = EBIT/(Shareholders fund + long term borrowing + short term borrowing-Non current investment); RoE = Net Profit/Net Worth

\* Company raised Rs.22.10 cr via IPO of 22,00,800 equity shares of face value of Rs. 10 each in March 2017

# Company Overview





## Leading manufacturer of Electronic Weighing Scales & Systems and Digital Fare Meters

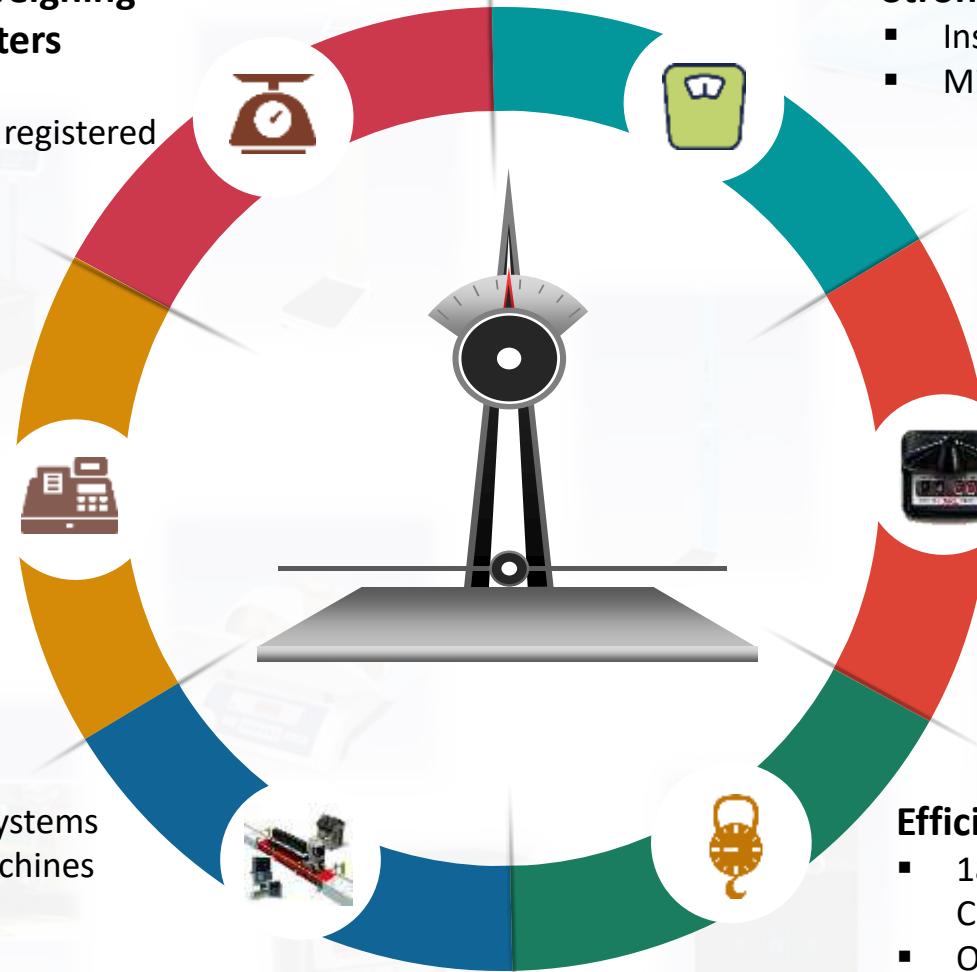
- Incorporated in 1989
- Develops and sells products under own registered brand 'PHOENIX'

## State of Art Integrated Manufacturing Facilities & R&D center

- Factory : Parwanoo, Himachal Pradesh
- Head Office : Dhule, Maharashtra
- R&D Centre in Dhule, Maharashtra

## Diversified Product Portfolio

- Electronic Weighing Scales and Systems
- Electronic Currency Counting Machines
- Digital Fare Meters
- Home and Hotel Automation



## Strong Geographical Presence

- Installations across 5 countries
- Middle East, SAARC and African Countries

## Experienced Management Team

- Strong Management team with over 30 years of experience
- Backed by skilled & experienced team

## Efficient Sales and Distribution Network

- 18 branches across Maharashtra, Odisha and Chhattisgarh
- Over 430 dealer network across India
- Tailor-made ERP Software for efficient management and real-time reports

# Timeline

- Ventured into Government Supplies (State as well as Central government)
- Additional Expansion at Parwanoo Unit
- Launched health range products including BMI machine
- Launched fare meter range of products

2006-2009

- Started as a **partnership firm** in small town of Maharashtra i.e. Dhule with registered Trademark "PHOENIX"
- **Awarded with " Best Entrepreneur Award" by Government of Maharashtra**
- **Started manufacturing unit at Silvassa (UT of D&NH)**

1989-1994

2011-2017

- Developed and installed CGMS and MAA in Aanganwadis all over India to control malnutrition amongst children - huge orders under WCD department of Govt. of India
- Sponsored state level table tennis tournament as 'PHOENIX CUP'
- Started new range of products – Currency Counting Machines
- Listed on "NSE SME " Platform
- Launched Bluetooth technology and Android apps with various weighing scales
- Implemented tailor-made ERP – improving productivity, efficiency & GST compliant

2018-2019

- Setting up new plant in Dhule with land area of 8 acres – completed installation of 'Automatic Pick & Place' machineries
- Launched Currency Value Counting Machine, EMFR (Analytical Weighing Balances), Infantometers, Stadiometers, Dial Type Weighing Scales, RFID Access Control & Person Weighing Scale - fat & total body analysis with Bluetooth App
- Started branch offices in Maharashtra – Aurangabad, Ahmednagar, Parbhani, Solapur and Pune
- Issuance of Bonus Equity Shares in ratio 1:4

1998-2003

- Awarded with Jamanalal Bajaj Uchit Vyavahar Puraskar for fair trade at national level
- Certified by American Quality Assessors as ISO 9001 Company
- Registered as "Private limited Company"
- Started new Manufacturing Unit at Parwanoo, Himachal Pradesh

# Management Team



## Mr. Rajesh R. Bhatwal

Chairman & Managing Director

- Over 28 years of experience
- Strong business acumen, ethical, perseverant approach towards business & focused visionary personnel
- Good Strategic planner with strong business development skills



## Mrs. Shakuntala R. Bhatwal

Women Whole Time Director

- Over 27 years of experience in Electronics Weighing Scales
- Responsibilities include overseeing manufacturing activities, sourcing of components, administrative work, etc.
- Strong experience in designing, approving & establishing, manufacturing set up, short term & long term business goals and quality management



## Mr. Hung Sin Chung Huanyi

Whole Time Director

- 25 years of professional experience in business management
- Responsible for production planning, marketing, liaison with government agencies and sourcing of raw materials
- Strong experience in relationship development



## Mr. Ajay Bhatwal

VP Marketing

- Over 15 years of rich experience in marketing & 10 years in finance
- Responsible for system development
- Chartered Accountant shouldering responsibility of developing and handling dealers network



## Mr. Kailas Agrawal

Chief Financial Officer

- Over 18 years of experience in finance
- Responsible for statutory compliance of the company with NSE



# Key Strengths

## Diversified Product Range

- Offering entire range of Electronic Weighing Scales catering to jewelry, commercial, industrial, health and household markets
- Currency counting machines with counterfeit note detection and value counting machines
- Taxi/ Rikshaw fare meters
- Home and Hotel Automation
- Marketing approximately 232 products in Domestic and overseas market with continuous innovations

## High Quality Assurance & Service Support

- ISO 9001 : 2015 certified by American Quality Assessors
- Awarded with quality certification from bureau of Indian Standards

## Competitive Rates

- Continuous development and sourcing along with in-house manufacturing strengthens
- Our Motto “Quality products at reasonable price”

## Experienced Management Team

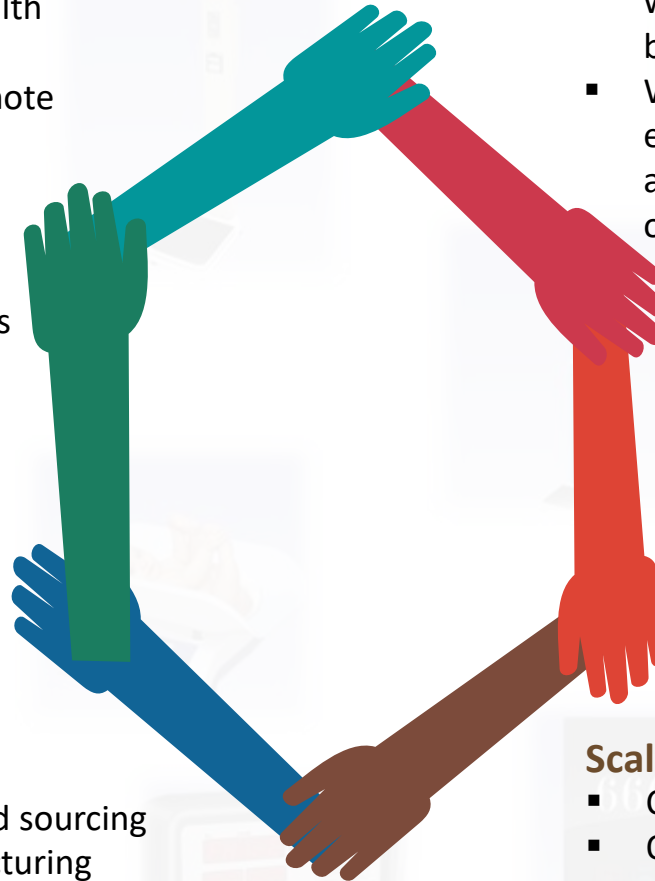
- Chairman Mr. Rajesh Bhatwal is engaged in weighing scales and other electronic products’ business for around three decades
- Well equipped & dedicated personnel with expertise in development, manufacturing, sales and administration - ensures smooth functioning of organization

## Strong R&D

- In-house R&D Center at Dhule, Maharashtra
- Strong team of ~ 15 expert engineers – continued focus on knowledge & skill upgradation

## Scalable Business Model

- Customer centric and market driven
- Optimum utilization of resources assuring quality products that enable to achieve economies of scale
- Development of new market and products by exploring customer needs, marketing expertise by maintaining quality output



# Business Overview





## Domestic Industry Opportunity

### Weighing Scales

- Almost every transaction involves process of weighing, due to which weighing scale plays mandatory and important role in day-to-day life
- Weighing solutions starting from milligrams to tons including :
  - ✓ Person weighing scales
  - ✓ Jewellery scales with 10 mg accuracy
  - ✓ Tabletop scales upto 30 kg capacity
  - ✓ Platform scales upto 5 ton capacity
  - ✓ Crane scales upto 20 ton capacity
  - ✓ Weigh bridge upto 100 ton capacityAre demanded from the market.
- Jewellers, homes, retailers, wholesalers, hospitals and health centers, post offices, banks and paper industries, logistics, dairies, mills and industries, building and construction, Government segment form major part of market

### Currency Counting Machines

- Cash counting and counterfeit note detection is process widely required with high speed and accuracy
  - ✓ PLNC 3|4 – Currency counting machine with counterfeit note detection
  - ✓ PVC-101 – Mix note value counter with counterfeit note detectionare demanded from market
- Banks, jewellers, retailers, wholesalers, commercial establishments, petrol pumps, hospitals and health centers, cinema halls, educational institutions; Government segments: post offices, railways; form major part of market

# Diversified Product Portfolio...



## Industrial Range

- Electronic Weigh Bridges
- Crane Scale
- Pallet Scale

## Commercial Range

- Currency Counting Machine
- Tabletop Weighing Scales
- Platform Weighing Scales

## Jewellery Range

- High Accuracy Weighing Balances

## Healthcare Range

- Baby Weighing Machines
- Body Mass Index (BMI) Machines
- Adult Weighing Scales

## Household Range






- Personal Weighing Scale
- Kitchen Scales

## Automobile Range

- Electronic Fare Meters for auto rickshaws and taxis

...Catering to various sectors

# Diversified Product Portfolio

Product Name	Product	Description / Application
<b>Jewellery Scale</b>		<ul style="list-style-type: none"> <li>▪ Used in Jewellery Shops &amp; Laboratories / Paper Industries</li> <li>▪ Highest accuracy of 10 mg</li> <li>▪ Carat counting, percentage &amp; GSM functions</li> </ul>
<b>Table Top Scale</b>		<ul style="list-style-type: none"> <li>▪ Used by Departmental Stores, Grocery Shops, Packaging Industries etc.</li> <li>▪ Various models and platter sizes are available.</li> <li>▪ Accessories suiting various customer applications</li> </ul>
<b>Price Computing Scale</b>		<ul style="list-style-type: none"> <li>▪ Used by Departmental Stores, Grocery Shops, Sweet Shops etc.</li> <li>▪ Data of 500 commodities can be entered using keyboard or can be downloaded from computer</li> <li>▪ Bills and reports can be printed directly from weighing scale</li> </ul>
<b>Piece Counting Scale</b>		<ul style="list-style-type: none"> <li>▪ Used by Industries like Spare parts weighing and Automobile Industry</li> <li>▪ Displays Weight, Unit, Unit Weight &amp; Count</li> <li>▪ Accessories like 3-LED are widely demanded for packing application</li> </ul>
<b>Platform Scale</b>		<ul style="list-style-type: none"> <li>▪ Used for all heavy duty applications</li> <li>▪ Rugged construction with stainless steel / MS platform</li> <li>▪ Hi-tech and wireless displays available</li> </ul>



# Diversified Product Portfolio

Product Name	Product	Description / Application
<p><b>Hanging Scales</b></p>		<ul style="list-style-type: none"> <li>Used at Steel Plants, Dockyards, Fabricators, Vehicle Junk Yards, Construction Sites, Foundries</li> <li>IR Remote Control Operation</li> <li>Pocket scale is widely used for weighing gas cylinders and at airports</li> </ul>
<p><b>Industrial Scales</b></p>		<ul style="list-style-type: none"> <li>Very sturdy Pallet Truck with weighing mechanism used at industries, warehouse, godowns and dockyards.</li> <li>Milk weighing systems are microprocessor based fully electronic weighing systems used by Dairies and Milk Product Manufacturers</li> <li>Weigh bridges are used for Truck Weighing</li> </ul>
<p><b>Baby Weighing Scale</b></p>		<ul style="list-style-type: none"> <li>Ideal for maternity hospitals, Pediatricians, Aanganwadis &amp; Health Care centers etc.</li> <li>Portable and sturdy design with baby bowl designed as per Govt. norms</li> <li>Child Growth Monitoring System (CGMS) gives result of a child comprising of growth charts namely UNDERWEIGHT, STUNTING and WASTING. It gives the CATEGORY of Underweight, Stunting and Wasting as well as shows the amount of Underweight and stunting of a child</li> </ul>
<p><b>Adult Weighing Scale</b></p>		<ul style="list-style-type: none"> <li>Ideal for Clinics/Hospitals/ Fitness centers</li> <li>Heavy duty, stable platform made up of cast-iron</li> <li>Unique design ensuring easy readability of display</li> </ul>
<p><b>Portable Adult Scale</b></p>		<ul style="list-style-type: none"> <li>Ideal for Clinics, Hospitals, Fitness centers and households</li> <li>Available in LED and LCD display with low power consumption</li> <li>BMI and Bluetooth app features are available</li> </ul>





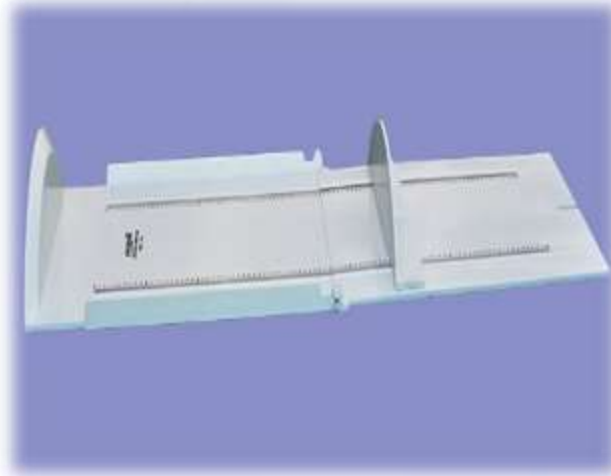
# Diversified Product Portfolio

Product Name	Product	Description / Application
<b>Kitchen Scales</b>		<ul style="list-style-type: none"><li>▪ Specially designed to weigh recipe items accurately</li><li>▪ Light weight, Portable</li></ul>
<b>Body Mass Index (BMI) Scale</b>		<ul style="list-style-type: none"><li>▪ Ideal for Hospitals, Clinics, Schools, Health clubs, Physical examination centers, Gym etc.</li><li>▪ Automatically measures weight, height &amp; body mass index. It also displays, how much over / under weight a person is</li><li>▪ Available with GSM (SMS), printer options</li></ul>
<b>Currency Counting Machine</b>		<ul style="list-style-type: none"><li>▪ Used in Banks, Malls, Hospitals, Shops</li><li>▪ In-built Counterfeit Note Detection System</li><li>▪ Value counting machine</li></ul>
<b>Electronic Fare Meter</b>		<ul style="list-style-type: none"><li>▪ Compact, rugged, designed to be adaptable to diverse range of working locations and environment</li><li>▪ Separate display fields for fare, waiting time and distance travelled</li><li>▪ Approved by RTO Department</li></ul>
<b>Home Automation</b>		<ul style="list-style-type: none"><li>▪ Video door phones, audio door phones and electronic locks for home security and convenience</li><li>▪ Wired as well as wireless models are available</li></ul>
<b>Hotel Automation</b>		<ul style="list-style-type: none"><li>▪ Hotel RFID locks, Room number plates and power saving switches</li></ul>



## Some New Products

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- Newly launched product - specially designed as per guidelines of Integrated Child Development Services (ICDS)
- Stadiometer - Designed to Measure Height of Adult and Children aged 24 Month and Above in Vertical Position, with measuring length of 200cms
- Infantometer - Portable Board designed to measure length of baby in Recumbent Position, with measuring length of 100cms
- Weighing scale for infant - Infant Weighing Scale, spring type, designed to Measure weight of child using sling and/or weighing trouser
- Executed sizeable Government orders of over Rs. 13 Crores

# State of art Manufacturing Facilities

## Parwanoo, Himachal Pradesh



- **Installed Capacity - 2500 machines per day**
- **Tool Room section** - equipped with modern facilities like Vertical Machining Centers (VMCs), Electrical Discharge Machining (EDM), Wire-cut, cylindrical grinder, lathe, milling machines, power hacksaw, profile projector as well as sophisticated designing software and double-girder crane
- **Molding shop** - total 5 molding machines of various capacities for injection molded parts like cabinets of weighing scales
- **Other machineries** - wave soldering machine, automatic calibration machines, conveyor belts
- **Systematic workflow** - departments like material receiving, inward, stores, preparation, production, quality checking, packing and dispatch follow strict procedures as per ISO standards
- **Staff** – nearly 300 skilled workers

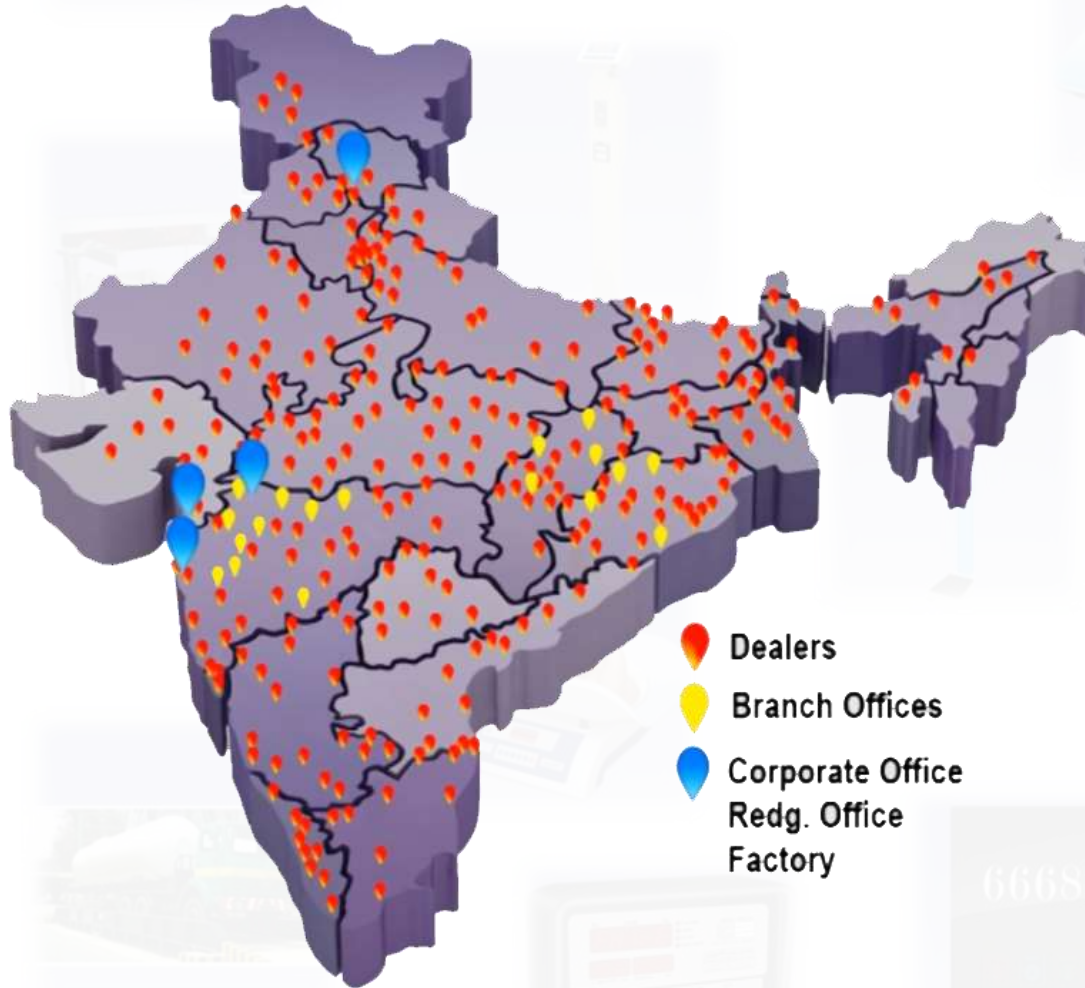


## Upcoming Unit - Dhule, Maharashtra



- **Total Area** : Land of 8 acres has been acquired for world-class, state-of-the-art manufacturing facility including 4 buildings :
  - ✓ Tool room and molding shop - area of 1,100 sq. meters
  - ✓ Main Factory - area of 5,600 sq. meters
  - ✓ Canteen building - area of 650 sq. meters
  - ✓ Administration Office - 3,000 sq. meters
- **Production Capacity - 4000 machines per day**
  - 6 production lines which is covered with epoxy coating
- **Expected staff - Nearly about 350**
- Versatile and universal set-up - can accommodate production of many other electronic items (planned to be developed over coming years)

# Wide Distribution Network



## Domestic

- Pan India presence
- 18 branches across Maharashtra, Odisha and Chhattisgarh
- Over 430 dealer network across India

## International

- UAE, Nepal, Sri Lanka, Malavi (Africa)

**More than 10 lakh satisfied customers and counting!!**

## Strong R&D – ‘Innovation Room’



- In-house R&D Center at Dhule, Maharashtra
- Strong team of ~ 15 expert engineers – continued focus on knowledge & skill upgradation
- **Programming:** Hands-on coding and programming in various environments like C language, Assembly language, Linux OS, Android OS
- **PCB designing:** PCB schematic and layout done on latest softwares & due to our expertise - can design flawless PCBs as per required features and sizes
- **3D product and dye designing:** Experienced and trained staff for designing in ‘Solid Edge’ software
- Developed in-house competency for designing elegant machines and their required injection molding dyes

**Our strong R&D – a key differentiator – keeping us one step ahead always!**

Way Ahead





## **New Manufacturing Unit:**

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- New upcoming manufacturing facility complete with world-class machineries and facilities in Dhule, Maharashtra – expected to be operational in Q3 FY20

## **Marketing:**

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- Enhancing Brand Image through increased spend on advertisements and other promotional activities through different mediums like TV, print, internet, etc.
- Appointment of additional Dealers & Agents for marketing new ranges of products

## **New products:**

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- Electronic Cash Registers
- Weighing Solution for APMC Market Yards
- Audio & Video Door Phones

Thank You

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