



Director : V. T. Kumaran

Established : 25 July 2006

Products: a) Tungsten Carbide Rods from M/s. Sintorsud, Italy &
b) Range of Sports Products from Pacific Sports, GmbH

History: Started in 2007 as a regional distributor for M/s. Sintorsud, grew rapidly to represent them nationally by early 2009 and have been growing steadily since. We added Pacific Sports range of products into the portfolio in 2011 as their National distributor.

Achievements: Have been able to grow in the highly competitive engineering products business from scratch to Rs. 2.5 cr. in less than 5 years, driven by service quality and customerism. As regards the sports product, innovative marketing strategy helped touch sales of 1 Cr. in just 2 years.

Market: Industrial and Automotive tools manufacturers, sports goods distributors and retail channels.





A leading tungsten supplier

Brand values: Quality, commitment, customerism.

Recent Developments: Focusing on North Indian markets, we obtained ISO 9001 certification for the organisation.

Promotions: For Industrial products we take part in various national and international trade fairs and exhibitions like Tooltech, Bangalore; ACME, Chennai and the Hanover fair. For Sports Products we have sponsored ITF, AITA, and State ranking tournaments.

Expansion Plans: We have plans for a Pan India presence and 10 Cr. Business turnover by 2017

Mantra to become successful entrepreneur: Focus on customers need, be innovative in service and delivery.

Corporate Social Responsibility: Sponsored sports kit for 15 deserving and promising Junior tennis players.

Facilities for staff: Staff is encouraged to play indoor games like carom and chess in the library reading area during breaks and evening. They are also provided the gear for playing shuttle badminton after office hours and on Saturday afternoons.

