



## A. M. Electricals



**History:** Winding machine is one of the main businesses of A. M. Electrical. This machine makes winding work easier for all kinds of people. We started with the basic (manual) model and currently our range goes up to semi automatic feather touch (digital) model. Our winding machines are used in small scale industries. We are the market leader for the ceiling fan rewinding machine. Nearly 75% of our products are used in India and 25 % are exported.

**Market:** Our best quality product bring people to us asking more and more. The "Mouth To Mouth" publicity is a great marketing source.



**Director** : Mr. A. Mani

**Established** : 1992

**Products:** A. M. Electricals concern is manufacturing winding machine which is used for all types of ceiling fan and mixer grinder armature and field coil. It is used for portable electrical appliances. We have three ranges of models.



**Achievements:** Apart from manufacturing we provide the best customer care franchise for leading companies like Bajaj (fans and appliances), Morphy Richards, Aamithaa, Inalsa, Murugan (range of products )PVG table top grinder. We are the recipient of the best BCCD (Bajaj Electricals Customer Care) for the years 2006, 2009, 2010, 2011, 2012 in Tamil Nadu

**Recent Developments:** We started with the basic manual Model and currently our range goes up to Feather touch (Digital) model. We are slowly expanding our range to fully automatic.

**Expansion:** We are planning to establish our product to fully automatic range in near future.

**Facilities For Staff:** We are providing necessary facilities like canteen, medical insurance and transport.

**Mantras to become Successful Entrepreneur:** I am a hard working and committed person. I achieved the present position through my technical skill, from my age of 17 to 49. Keep the following in mind for being successful: punctuality, simplicity and honesty.

**Brand Value:** Quality product and trust among the customer.



**Corporate Social Responsibility:** Apart of the company's corporate social responsibility I am a member of Lions' Club of Chennai through which I help poor children to get education and I also a helping hand to Arul Jothi Trust for orphan children.

**Sailent feature:** The most important quality which I see in myself is humility. I believe that the more open you are in life, the more humble you get. I think humility is my strength.