

Allied Agencies Cochin

Kochi, Kerala



Director : Mr. M. I. Andrews

Established : 1st July 1973

Product: Deals in all types of branded domestic, agricultural and industrial pump sets (Electrical and Diesel, Petrol, Kerosene operated), Solar Water Heaters, Electric Water Heaters, Invertors, Water purification systems, Water Storage Systems, Water level controllers, Agricultural Sprayers, Pressure Washers, Pipes, Hoses and accessories.

History: After graduating in science in 1970 from P. C. Jabin Science College, Hubeli, Karnataka and being inspired by my uncle, who was a Sales Manager of one of the leading distribution companies in Kerala, I entered into the business field. Initially registered with the leading industrial organization as suppliers of Industrial equipments like Industrial Picking, Reciprocating Air Compressors, Hydraulic Jacks, Material Handling Equipments, Hot & EOT Cranes. The present show room was opened on June 1, 1989.



Achievements: Earned a very good reputation from the public since we sell only quality and guaranteed products, as per the customer's requirements. We have not lost any genuine customer and with their recommendations we get more and more business.

Market: Lifestyles of the people are fast changing; houses and buildings are coming up everywhere; people require power efficient pumps for water. More over due to decrease in the water table year by year people have to go for deep well pumps particularly bore well pumps. Due to the power shortage people are looking for the on conventional energy like solar energy, Bio fuel etc. Solar systems are also becoming popular.

Brand Value: Now-a-days people are more concerned about branded products and even the common man is willing to pay more for a branded good. The media plays a key role in making a good brand value for a product, no doubt advertisements plays a main role.





Recent Developments: Due to the shortage of skilled laborers for repair and maintenance, towards trouble free sets i.e. Fit and forget type products are gaining popularity. In the pumps, submersible pumps with automatic systems, which never require any local service men to look into are gaining interest. Even for the low suction head applications, the customers are interested to go for the submersible pumps.

Promotion: Add more branded goods and quality products only for sales and educate the customers about the operational methods, do's and don'ts etc. through leaflets and also in person as per requirement. Availability of services personal on call will be arranged. Promotion activities through our renowned customers by giving their address and contact number for references.

Expansion plans: Personal letters to our renowned customers about the addition of Branded and quality products and seek their continued support. Give wide publicity through media about the new products added and highlighting our services after sales. Plan to have mobile service team who can contact the customers over phone. Plans are also afoot to give a very attractive pricing system to the second or third time customers.

Facilities for staff: We give a weekly off to our staff. Our business timings are from 10 am to 7 pm and ladies are allowed to go home at 5 pm. We have a family atmosphere in the shop. Giving necessary helps as and when needed, personal care to the staff and their families.

Mantras to become a successful entrepreneur: Determination, Hard work, Honesty, Customer Satisfaction, After Sales Services, arranging service personal for services for products after Guarantee period, keeping close contacts with the customers etc. are the key factors behind my success in business.

Corporate Social Responsibility: We are mainly concerned with the common folks and we consider them as the maharaja of the traders. Without them we cannot survive. Hence we have a moral responsibility towards the community. We get involved the social activities, which will be beneficial to them.

Salient features: I believe in the work of the God Almighty who is always behind us and who will guide us for the improvement of our business.

