



ISO 9001-2008

Selected 2012-14



Bafna Exports

Deeds Not Words



Director : Mr. Praful Prakash Bafna

Established : 2004

Product: Manufacturer and Exporter of Note books, Exercise Books, Writing Pads, Various Registers, Account Books, Garments, Bio Pesticides and Bio Fertilizers etc. Traders of paper and paper products. Growers and Exporters of a Grapes, Pomegranates, and other fresh fruits and vegetables.

History: We have come a long way since Mohanlal Raichand Bafna started trading in paper and jaggery from a modest office in 1952. Hard work, determination, a vision and a commitment to make positive difference have helped us on this journey of success. At present our business is expanded widely with diversified multinational multi-products through sister concerns like Jay Biotech, Albury Industries, White stone, Padamban, Bafna Farm and San-Tan Overseas, UAE.

Achievements: Rashtriya Udyog Ratna Award in 2010; Bharat Vikas Ratna Award in 2010; Achiever of the Millennium Award in 2011; Best citizen Award in 2012

Market: We have a vast domestic market for all our products. In the International Market we cover EU, UK, U.S.A., Africa and Middle East.

Brand value: Brand values include Quality, Creativity, Luxury and Integrity. Brand values constantly evolve to suit changing market conditions and also reflect the 'forward looking' business strategy. It is important to ensure that customer experiences reflect in these values in every aspect of business. Tailoring every element of marketing mix to project brand values from people used, products produced, messages on advertisement and handling of complaints etc.

Recent Developments: a) Branding of all our products b) Upgrading our systems with Automated Machinery and Equipments.





Promotion: a) Spot Campaigning, b) Sponsoring Social Programmes, c) Web site Portal and Net Marketing, d) Participating in Various National and International Exhibitions, e) B to B and BSM meets with foreign clients.

Expansion plans: Installation of one Additional Fully Automated Plant of 30000 to 40000 Sq. Ft. area which will increase our production capacity more than 200%. We also plan in expanding market span in domestic and global markets.

Facilities for staff: We don't have the concept of 'staff members'. All members are associates in our company. A family culture and a sense of belongingness is inherent in all members. We arrange

annual trips and a grand function of Laxmi Poojan with entertainment programmes and awards ceremony for associates. Moreover birthday celebrations for all associates are also organized.

Mantras to become a successful entrepreneur: Hard work, determination, dedication, a vision and a commitment to make a positive difference have helped us on this journey of success and growth to touch the lives of millions of people every day. We have 'Miles to go before we stop'!

Corporate Social Responsibility: We provide full educational support to the needy students. We also provide charity in form of food, clothing etc. to various schools, temples and hospitals. And we provide full support to a Social Welfare Organization.

