



**JALNIDHI BITUMEN SPECIALITIES PVT. LTD**

An Iso 9001 : 2008 Certified Company.

Selected 2011-13



Quality Brands  
INDIA



**Name of the Director:** Mr. Sanjay Dalmia

**Established** : 20th June, 1994

**Product:** Manufacturing of Cationic Bitumen Emulsion, Polymer & Rubber Modified Bitumen, Mastic Asphalt, Hessain Based Bituminous Roofing Felts, Plastic Felt/App Membrane and Allied Products.

**History of the Company:** The Company was established in 1994 at 130, Cotton Street, Kolkata-700007, and factory situated on 5 bigha land at Vill - Biprannapara, P.O. – Begri, Dist- Howrah, which is near 20Km from Kolkata. At the beginning, the company had started business of manufacturing and supply of Hessian Based Bituminous Roofing Felt and Blown Grade Bitumen generally used in Roof Treatment of leaky roofs and Road Construction work.

Now we are a leading manufacturer of Polymer & Rubber Modified Bitumen (PMB & CRMB) as per specification IS:15468: 2004 & IRC SP-53-2002 and all grades of Bitumen Emulsion (i.e. MS, RS1, RS2, SS1, SS2 & CSS1h) as per specification IS: 8887:2004 and ASTM-D/2397-05.

We are a ISO: 9001:2008 Certified Company having ISI Registration and have been awarded by DGS&D Rate Contract for Bitumen Emulsion and PMB.

We are in the phase of SITE BLENDING OF PMB with all Modern Testing Facilities (Confirming to IRC : Sp: 53:2002) to meet up the customer's exact demand and time bound requirement. Our technology franchiser M/S E.I. DUPONT (I) Ltd. , U.S.A. supply virgin Polymer Elvaloy for blending and conversion of straight run Bitumen to Polymer Modified Bitumen.

**Achievements:** (Rs. Lacs).

We have achieved a turnover of Rs.6061.98 lacs by increasing 19% from the F.Y.2005-06 to the F.Y.2010-2011.

Year	Turnover
2006	2108.48
2007	2438.00
2008	3043.62
2009	3541.00
2010	4103.45
2011	6061.98

**Marketing Strategies:**

Highly Skilled Personnel are deployed in the marketing segment. Result oriented product and aggressive sales outlook is our forte. Customer satisfaction and tailor made product supply ensures prima facial strength. Building strength into the surfaces of management line followed by cohesive effect into the application line.



**Recent Developments :** We have incorporated a few subject item duly emphasized in the market for a strategic demand. An overall refreshers cores and think tank systems is to be implemented on the staffs.

**Office & Factory :** Overall Computerized system.

**Promotion of Products :** Advertise in the Yellow Pages. Advertise in the Classified News Paper and monthly souvenir "INDIAN HIGHWAY" of IRC. Approach our prospective customers over the telephone in person or by mail. Follow up customer purchases with a thank you letter. Christmas or birthday Cards. Package our brochure, Price Lists and Letter in a folder for our new customer. Hold Seminar on our Service, Products or Industry.

**Further Expansion Plan :** We have just started a new factory at Vill- Kheri Sampla, Haryana. Our next target is a full fledged plant for Bitumen and Allied Products at Chennai; therefore covering South India also.

**Recreation facilities for staff members :** Yes, we have.

**Mantras to become successful entrepreneur:** Principle and Positive attitude, Patience to succeed, Remain Bold, Plan & Execute Promotions, Growth is always organizational, Hard work and free fun, Know your company & Customers, Competition Analysis, Right decision at right time.

**Brand Values:** (i) Projective and enabling techniques are extremely useful in the context of employer brand research. (ii) How does the Company offering the service respond? That is the moment's truth.

**Do the Company participate in any corporate activity:**

(i) For Customer : Manufacturing & Customer Service Policies. (ii) For Suppliers : Procurement (iii) For Employers and Their Families : Our Philosophy on Human Rights Treatment of Employees and Welfare. (iv) For Society : Local & General Social Contribution. (v) For the Environment: General information about environmental initiatives.



*Efficient and Cost Effective way for improved surface performance*

*DuPont™ Elvaloy® Modified Bitumen*