



Pidilite

Building Bonds



Factory Manager :

Mr. Landa Surya Narayana Rao

Established : 1983



Product: Manufacturing violet, organic, emulsion and quinacrodine pigments.

History: It was established in 1983 and situated in an area of 50,000 sq mts in the GIDC industrial estate of Vapi, one kilometer from Daman Ganga River.



Achievements: The Company is certified for ISO 9001:2008, EMS 14001, Oshas 18001. Practicing TPM and 5-S, the turnover is about 200 crores per year.

Market: 40% is local (i.e. all over India) and 60% is exported.

Recent developments: Developments in the infrastructure, packaging, up-gradation of machinery and atomisation.

Facilities for staff: The staff is provided indoor games and recreation facilities, library, canteen facility, uniform, picnic once in two years to employees. Once a year a get-together party is conducted for all the retired employees. Employees serving the company for 10 years, 15 years, 20 years and 25 years are given medals.

Brand visibility: Our brand is well recognised in the market and we are having a good brand image due to our quality, sustainability and service.

Future plans: We have planned for SAP and becoming world class manufacturer. Capacity upgradation is also on the anvil.

Corporate Social Responsibility: To take care of environment and society. Giving awareness and training on EHS and promoting of health through a lot of health camps. Helping neighbouring industries in safety and emergencies.

Mantra to become a successful entrepreneur: Believe in developing and promoting the skills of



employees by giving in-house and external training, workshops and making them to grow with the organisation. The management is continuously in touch with all the employees. Good nature of the management is essential. We give maximum help to employees and their families.

Salient features: Our Company has continuously won three times the safety poster competition and got award from Gujarat Safety Council and has received two times the Nirmal Gujarat award for housekeeping (being a pigment industry)

