



Name of the Director: Mrs. Nainy Tanna
Established : 1988

Product: Instrument Cooling fans and shaded Pole motors.

History: Rexnord is one of the largest manufacturers of AC Axial Fans, DC brushless fans and also for Condenser Cooling, Evaporator, No Frost, Water Cooler and Gear Motors. For over two decades with a constant endeavor on improving the quality of our products, service and innovation Rexnord has emerged as a global leader in this field. Rexnord's mission is "To be the industry leader in our field by manufacturing and marketing innovative, high quality and low cost products." Rexnord is committed to providing efficient products conducive to environmental protection.

Achievements: Captured more than 40% market share in India, Awarded for Excellency in Export from them Prime Minister Shri Atal Bihari Vajpayee, Ongoing improvements in product development through aggressive R&D. On Going Expansion and Diversification.

Marketing Strategies: Quality consciousness is the mantra at Rexnord. We have identified overseas locations as potential targets and have drawn up aggressive marketing strategies to penetrate those markets at a rapid pace. Our brand equity and high quality will help us implement our core marketing strategies in the Far East and the European Union. We are laying heavy emphasis on the "Going Green" concept and our R&D is rapidly working towards the production of energy-saving products, which are currently creating a stir overseas, especially in the EU countries.

Selected 2011-13



Recent Developments : We have drawn up expansion and improvisation plans which include the launch of a new range of energy-saving models, which are going to give a huge boost in the Indian market. Also there are more opportunities in Europe and the Middle East, on which we are focusing. We have adopted the TQM and the DIRTFIT approach, which has led to a significant drop in our rejection rates; our productivity to date is as high as 98%.

Product Promotion: The company has drawn up aggressive marketing strategies both overseas and in India. It is now the work of the implementation team to promote our products.



Future Expansion Plan : We are targeting a steady revenue growth of about 11-12% in terms of volume. If our project expansion goes as per plans, we do expect a step rise in our production capabilities which in turn will help boost sales.

Recreation facilities for staff members: Rexnord is an extremely employee friendly organization which believes in creating an environment that motivates one to achieve his/her goals. Bi-annual outings, traditional days are some of the activities that are organized by the HR dept.

Mantras to become successful entrepreneur : Though some people seem to have the Midastouch and easily turn



everything to gold, most of us have to give our endeavors lots of time, effort and the sweat of our brow before seeing things come to fruition. Consequently, whether or not you are an established entrepreneur or just starting out on your journey, there are particular traits you'll usually find operating within the exceptional entrepreneur.

- Plain and simple - the successful entrepreneur recognizes that no one is above or below.
- Strategies, attitudes and methods filter down to each person and reflect on all actions and activities.
- No matter how effective or beneficial your expertise, becoming a successful entrepreneur requires building up your character muscles, traits and habits, which correspondingly make your dreams a reality.
- Having persistence, determination and a high level of self-discipline.
- Having the desire and passion are the first steps on your journey; getting there requires believing in yourself.
- Willingness to think outside of the proverbial box, which means using imagination, trying new things and expanding on a vision.
- Successful entrepreneurs realize that one has strengths as well as weaknesses along with a multitude of skills and talents.

- Envisioning how they want their business to look and how they want it to become.
- Accepting the ebbs and flows of business this is what separates the exceptional and successful entrepreneur from the one who give up far too soon.

Brand Values: Value is a simple equation. It is based on what you get for what you pay: For premium priced brands, we find that “what you get” is often equivalent to a brand's equity. However, for lower-priced brands, “what you get” is better defined by product performance because these brands lack much attitudinal equity. Thus, the “simple equation” above is not so simple. The numerator changes



its meaning between the premium quality brands (equity) versus the cheaper price-brands (product performance). As for Rexnord we currently display very strong brand value portraying a loyal customer base, equity in terms of emotions associated with a brand and the in market competitiveness of the brand which are at a constantly growing pattern.

Participation in corporate activities: CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. Rexnord being true to its stake holders, investors, and any third party related to the organization strongly believes in very strong CSR.

