

SONAL ENGINEERING PLASTIC FABRICATOR

Selected 2012-14



Proprietor : Mrs. Ankita Anil Mhatre
CEO : Mr. Anil Chintaman Mhatre
Established : 1998-99

Products: We are the manufacturers of Fibre Reinforced Plastic Industrial Products such as Gratings, Cable Trays, Storage Tank, Pipe & Fittings, Process Equipments, GRP profiles etc. The products are tailor made as per requirement of the clients. Design could be changed from product to product. Fibre Reinforced Plastic is the substitute to conventional metal, hence it is corrosion free and light weight, maintenance free and easy for erection and installation.

History: Ours is a sole proprietary concern. We are the manufacturers of FRP products, but we also undertake annual maintenance contracts. Sonal Engineering Plastic Fabricator was started in the rural area of Alibag Tehasil which falls in Raigad District. We are proud to say that almost all leading corporate of India are in our client list; such as Tata Steel Ltd., Reliance Industries Ltd., Birla Copper, Birla Cellulose, Oil and Natural Gas Corporation (ONGC), Rastriya Chemicals & Fertilizers Ltd., Hindustan Lever Ltd., Sandoz Ltd., Uttam Galva Steel, Excel Industries Ltd etc. In 2005-06 we made our first export to Egypt. After that we have exported to United Kingdom, USA, UAE, Nigeria etc. Our domestic business covers almost all states in India.

Achievements: Proudly, we would like to mention that till date not a single product of ours has fail. Sonal Group is known for our best quality. We have performed for reputed consulting agencies such as TUV, ABS, Tata Consultant, Tata Project and all of them were satisfied with our performance.

Market: We are the manufacturers of Industrial Products and FRP Products which are used in different types of industries such as Steel Industry, Chemical Industry, Pharmaceutical Industry, Refineries, and Fertilizer Industry off shore unit. There is wide market for us, not only domestic but there are good opportunities in foreign markets also.

Brand Value: The organization should maintain some values such as no compromise with quality, interest of your client, maintain delivery schedule and provide services after sales. If any organization maintains these values, the brand could be developed in due course.

Gratings

Pipes

Pul-Truded

Tanks



Recent Developments: FRP Industry is a labour oriented industry hence there are limitation of production capacity. But now we intend to switch over to semi atomization instead of manual production process. Initially we introduced pultuted machine to produce GRP profiles and now we are in process to produce FRP Gratings with semi automatic machine mould.

Promotion: To enter foreign markets we should have a very large production capacity, because foreign orders are in huge quantum. Therefore, by introducing atomization, our efforts are to increase the production capacity, not compromising with our best quality.

Expansion Plans: Our existing set up is in rural area of Alibag Tahasil, where the infrastructure facilities such as transport, power etc are substantially poor. Considering expansion and development at this existing place is not feasible, hence we have procured ten acres land in Nagothane, the industrial area of Raigad District. We plan to start land development work after monsoon.

Facilities for Staff: We don't have special facilities, but at Annual Day of the organization we honour the performance of our workers and staff by rewarding them. We also invite their suggesting for the upliftment of the organization and we get positive response from them. Every member feels that he/she is a part of this organization.

Mantras to become a successful entrepreneur: Considering the present situation of competition, one should rely on best quality of the product, because product quality gives you the special identity in the market. This special identity draws customers towards you. You have to maintain a passion. Come to know the opportunity, as and when opportunity comes a knocking, give your best efforts to achieve and convert it into a grand success, irrespective to profit.

Corporate Social Responsibility: Sonal Engineering Plastic Fabricator is an organization which crossed business turnover of Rs. 5 Crore. We are proud that in the rural area like Bhaimala, Kamarle, we generate employment to the workers with better salary. This gives us confidence that in the near future we will achieve business turnover to the tune of 25 Crore. We will generate more employment, which will strengthen rural economy.

Salient Features: There were so many good things and achievements, but these are to be ignored. Because falling back on reminiscence hampers your performance as well as your capacity to work.

