



TOPCEL TAPES PVT. LTD.



Managing Director : Mr. N. H. Ramchandran

Established : 1976

Products: Cloth Adhesive Tapes (single and double-sided)

History: The Company was initially set up in 1976 by two ex-employees of Johnson & Johnson. Since both were from a non-financial background, there were problems in running the company. Bad financial situation led to rumblings between them and the company became sick and unviable. At this juncture, the Company was taken over by the present management.

Achievements: We inherited a huge debt, both visible and invisible. Statutory dues, creditors' payments, unpaid wages and many such outstanding payments accumulated by our predecessors which had to be sorted out. It was tough going initially, but we successfully settled everything in about seven to eight years. Since 1994 the company is debt free.

Market: Our products are primarily used by the printing industry. We have a dealer network catering to almost the entire country. We also service certain bulk customers directly. We sell our products through exporters to countries like Tanzania, Ethiopia, Nigeria, Uganda, Kenya, South Africa and the Middle East.

Brand Values: Always remember that the brand is more important than your organization. We receive several enquiries for our products to be sold without our brand name, all such enquiries are declined. It is very difficult to create a brand, but very easy to lose your brand value. After a particular stage, one gets more pleasure and satisfaction when a customer identifies your brand and asks for it.

Selected 2012-14





Recent Developments: The manufacture of this product is tricky. Several organizations with similar products have come and gone in the past 20 to 25 years. However, we find that in the last two three years, some organizations have established themselves as able competitors. But our brand is well-known and we are still able to fetch premiums for our products. However, more efforts are being put in to ensure our products retain the 'numero uno' position.

Promotional Activities: We undertake regular sit-ins with our dealers and customers. We participate in international exhibitions through which we have created good export opportunities for our products. Though our products are sold more through 'word of mouth', we still advertise our products in a modest way, to retain a niche over competitors.

Expansion Plans: The last major expansion was undertaken in 2002. Though, we have no immediate expansion plans, we continuously modernize to keep abreast with new ideas and technology. Since there is no scope for further expansion in our existing premises, we may look to buy, in case a need arises.

Facilities for Staff: Since the factory works only one shift generally, and the employees reside in far off villages, we have no specific recreational facilities. We maintain a very informal relationship with the employees and work more like a family. We have an annual get-together with employees' families with a 'puja', lunch etc. We have organized funding for 2-wheelers for all our employees. We also arrange loans for employees on our guarantee.

Mantras for Success:

- ☞ Follow financial discipline.
- ☞ Engineers and technicians can be hired. But unless financial prudence / discipline are imbibed in you, it is very difficult to run an industry successfully.
- ☞ Be honest in your dealings with both customers and vendors.
- ☞ Maintain consistency in quality and service, never compromise on quality.
- ☞ Maintain cordial relations with all associates; do not forget that they also have a hand in your success.
- ☞ Finally, be God-fearing and realize that you are nothing without His blessings.

Corporate Social Responsibility: Though the company does not undertake any direct philanthropic activities, the Directors and their families contribute to various social/religious/spiritual activities. The Directors also funds several poor students for their higher education. Contributions are regularly made to orphanages and notebooks are distributed to poor students annually.

