



Directors : Mr. Rajendra G. Bhanderi & Mr. Nilesh G. Bhanderi

Established : 1965

Products: Manufacturer and Exporter of Diesel Engines, Pump sets, Alternators, Gensets, Submersible Pump sets, Centrifugal Pumps, Graded Casting, Aluminum Die Cast Components and Spare Parts, etc.

History: Late Sh. Govindbhai Bhanderi set up a Diesel Engine manufacturing unit with a trade name Patel Field Marshal in Rajkot. This unit was later on converted to be known as Topland group. The group is now having a turnover of more than 350 corers per annum with five



Selected 2012-14



manufacturing units and two marketing units. By continuous exploration of the new horizons in the field of product development and applications, the group has managed to become one of the largest manufacturer and supplier of variety products in India as well as in the International market. As a result of expanded variety of products and backward & forward integration projects, today Topland is one of the largest Diesel Engine manufacturers in India.



Achievements: Topland won the admiration of not only just its consumers but also of its peers and competitors due to creativity, innovations, team spirit and team work performance. The certification of BIS, CE, BE and ISO 9001:2000 assures the best in consistent high quality and management. Topland is the only small scale company, in India, having the maximum numbers of ISI marked diesel engines. Topland has pioneered the use of Direct Injection System in Slow Speed Engines and Atomization in Diesel Engine Production.



Diesel Engines



Pump sets



Alternators



Gensets

Market: Currently the group enjoys high brand image and reputation with approx 25% of market share in domestic agricultural market. They cater to the needs of entire India by a chain of 1200+dealers and distributors; they are also exporting to 80+countries of 6 continents by developing a strong dealer/distributor network. The group realizes a turnover more than 300 corers during last year and constantly from last 3 financial years, with growth rate of 34% p.a. in world recession era.

Recent Developments: In its most recent expansion, Topland forayed into Automation in Diesel Engine Production, innovative designs and value addition in alternators, Diesel Engines and monobloc with more emphasis to lowering fuel consumption. Topland has diversified business in Infrastructure also. Continuous developments are ongoing in development and up gradation of machinery and automation.

Promotion: Our promotion policy is integrated with quality standards in products and service. We do regular promotional activities i.e. newspaper advertisement, exhibition, wall painting, van display, banner, danglers, gifts, discounts, etc.

Expansion Plans: Topland has very focused plans for vertical and horizontal growth. They are planning to come up with electrical products, rotovators, mini tractors and agri implements.

Facilities for Staff: The group has a strong and long term Human Resource policy with moderate and reasonable norms. This has enabled the employees to remain with the group and show their integrity with the company. The Company offers extra amenities, arranges meetings with employees and understanding their problems. Yearly tour arrangements are made, to maintain close relation. In a nutshell the group believes that a satisfied customer is the heart and a satisfied employee is the brain of the Company.

Mantras to become successful entrepreneur: Good quality, Timely service, Team Work, Patience and focus on targets are the five thumb rules to become successful.

Brand Values: The efforts Topland put in to increase the quality and service always reflects in its brand value. They have developed their own special identification logo so that customer can easily identify their products. The group logo is easily identifiable and gives the message of "Marching towards progress & a better tomorrow".

Corporate Social Responsibility: The group is always working to uplift the lifestyle of their staff and workers. They also help various organizations working for education and the underprivileged.