Monthly Newsletter
September 2023 | Vol 14

indef BUZZ

HERCULEAN'S MESSAGE

from the **Deputy General Manager - Finance**



Mr. Girish Jethmalani

DGM - Finance

Dear Indef Buzz readers, I want to take a moment to share my journey with you during my one-year tenure as Deputy General Manager - Finance at Bajaj Indef. It's been a remarkable experience, and I'm excited to let you in on my perspective.

With over 21 years of experience in finance and accounts, I bring a wealth of knowledge gained across diverse industries, including pharma, textiles, hospitality, and engineering. This diverse background has enriched my understanding of financial dynamics and prepared me for the challenges of our ever-changing landscape.

Throughout my career, I have honed my expertise in several key areas, including efficient cash-flow management, a deep understanding of financial analysis, the implementation of robust financial controls, and the establishment of efficient standard operating procedures.

Exactly one year ago, I embarked on this incredible journey with Bajaj Indef, and it has been nothing short of a transformative experience. My primary focus in this role is to contribute to our company's profitability. I believe in the power of cost control and ensuring the health of our cash flows to drive our success.

I'm committed to supporting our stakeholders across the organization in every way I can, as we collectively work towards achieving our Vision 500 objectives.

In a world marked by rapid change and unique challenges, I recognize that profitability isn't just about numbers; it's about orchestrating a financial symphony that propels us toward our goals. Each financial decision, analysis, and control mechanism plays a pivotal role in our journey to success.

I encourage each one of you to actively participate in this mission. My door is always open, and I'm here to foster a culture of financial prudence and excellence within our organization.

As we move forward together, let's unite our efforts to unlock financial excellence, enable cost control, and steer our organization toward the Vision 500 destination we are all working so diligently to reach.

I extend my heartfelt gratitude to you all for being a part of this incredible journey.

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MR. VIJAY KUMAR KHANNA

TECHNICAL DIRECTOR
MACH MILL ENGINEERS

ABP SPEAKS

Mr. Vijay Kumar Khanna's 50 Years of Commitment and Success with Bajaj Indef

In this edition of ABP Speaks, we shine a spotlight on Mr. Vijay Kumar Khanna, the Technical Director of Mach Mill Engineers, whose journey in the material handling industry has been nothing short of remarkable. With over four decades of dedicated service and partnership with Bajaj Indef, Mr. Khanna's story is a testament to his unwavering commitment to excellence and his deep-rooted belief in the brand.

A Journey Rooted in Passion

Mr. Vijay Kumar Khanna embarked on his career journey in 1972 after graduating with a degree in Mechanical Engineering from Delhi College of Engineering. In 1971, he took his first step into the material handling industry as a Sales Engineer at Batliboi, focusing on Indef Products. His technical acumen and passion for innovation quickly became evident as he transitioned into the product design department within a year. For the next six years, he honed his skills and knowledge in the field.

In 1977, Mr. Khanna moved to Delhi, assuming the role of Regional Sales Manager, North. It was during this period that he decided to follow his entrepreneurial aspirations, encouraged by Shri H. A. Nevatia, the first CEO and current Whole time Director of Bajaj Indef. In 1979, he founded Mach Mill Engineers, marking the beginning of a remarkable journey that has spanned over 50 years.

From Humble Beginnings to Astounding Growth

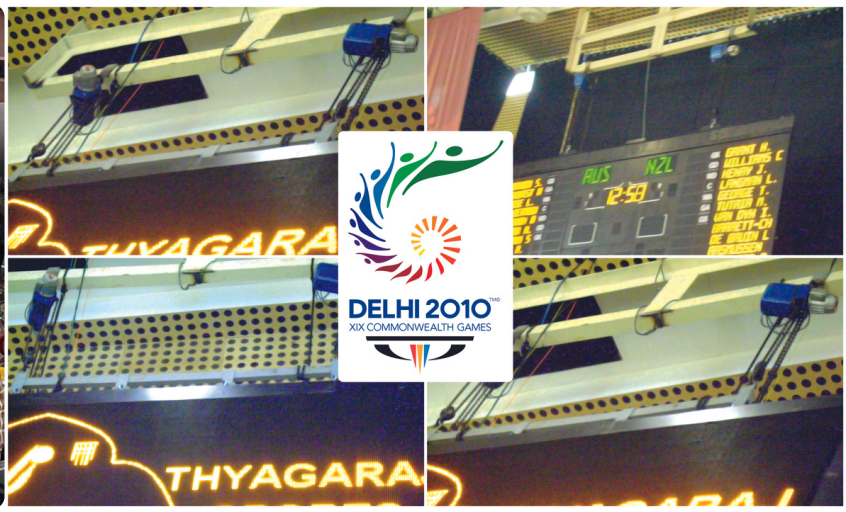
Mach Mill Engineers started as a one-person operation, with Mr. Khanna primarily focusing on hoists. His dedication and determination, however, led to the diversification of the business, adding a range of products over the years. What began in a modest 180 sq. ft. space has now evolved into a thriving enterprise, with an office at the heart of Delhi and two expansive warehouses. The company's turnover has surged by over 100 times, a testament to the power of hard work and perseverance.

In 2000, Mr. Khanna's son, Mr. Anuj Khanna, joined the business after completing his MBA. Today, he plays a pivotal role, overseeing both Sales and After Sales Support activities. Professionally trained and certified by Indef, Mr. Anuj Khanna continues the legacy of excellence established by his father.

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Mach Mill Engineers Team with Mr. V. K. Khanna and Mr. Anuj Khanna



Our Baby Hoist (EH II) Used at Common Wealth Games

Honors and Noteworthy Projects

Among the cherished memories of his journey, Mr. Khanna proudly recalls receiving the Tortoise Award at the AMA Meet in Hungary in 2014. This prestigious award was given to him as a recognition to his lifetime commitment and loyal association with Bajaj Indef.

Mr. Khanna also highlights the pivotal support from Shri. Shekhar Bajaj, Chairman of Bajaj Indef, during the prestigious Commonwealth Games project in 2010. Mach Mill Engineers supplied 63 hoists for this international event, managing end-to-end services from product supply to erection and maintenance. Other notable projects include supplying 20 hoists for the New Parliament House Building recently inaugurated by Honorable Prime Minister Shri. Narendra Modi Ji and supplying required hoists to the Bharat Mandapam International Exhibition Convention Centre where the successful G20 summit took place.

Customer-Centric Approach

Mr. Khanna's success mantra revolves around providing exceptional customer support. He firmly believes that ensuring customer satisfaction is paramount. To this end, he maintains a comprehensive stock of all Indef products and genuine spare parts, enabling proactive support to his valued customers. This customer-centric approach has allowed him to establish annual contracts with major industry players, forming a strong foundation for continuous business growth.

As a prudent businessperson, Mr. Khanna emphasizes reinvesting business profits for growth and maintaining a healthy cash flow to weather uncertainties, ensuring the uninterrupted operation of Mach Mill Engineers.

A Vision for the Future

Mr. Khanna expresses his gratitude to the entire Bajaj Indef team for their consistent support in business decisions, design inputs, and service assistance that have contributed to his growth. He envisions a bright future for Bajaj Indef, strengthened by their collaborative efforts. Together, they aim to reach new heights and continue their journey of success.
In closing, Mr. Vijay Kumar Khanna's enduring partnership with Bajaj Indef reflects the values of determination, dedication, and the importance of fostering strong brand alliances in achieving extraordinary success.

Mr. Khanna, in a resounding statement, expressed his support for Bajaj Indef, proclaiming, “Long Live Bajaj Indef, and may they continue to scale new heights of growth in the years to come.'”

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CUSTOMER STORY

In the bustling world of engineering and digital mobility, where precision and reliability are paramount, FEV India Pvt Ltd stands tall as an internationally recognized leader in powertrain design, energy technology and conventional, electric and alternative vehicle drive systems. Amidst these high-stakes demands, they discovered a steadfast ally in Bajaj Indef. In a recent discussion with Mr. Ritesh Patil, Deputy Manager of Procurement at FEV India Pvt Ltd, we had the opportunity to explore their impactful journey with Bajaj Indef.

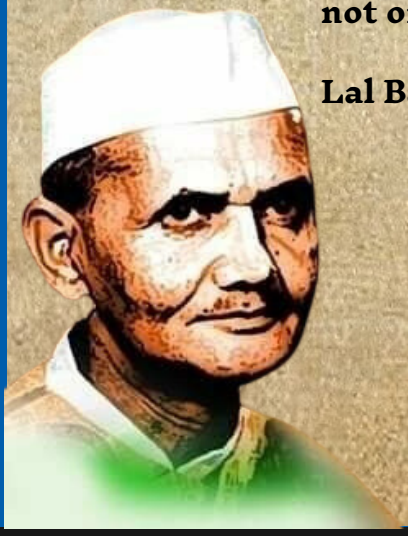
For half a decade, FEV India has relied on Bajaj Indef's overhead cranes and jib cranes, a testament to the unwavering quality and durability of our products. Mr. Patil expressed his deep satisfaction with our services, underlining that these machines have operated seamlessly, enhancing their operational efficiency without a glitch.



Mr. Ritesh Patil
Deputy Manager of Procurement
FEV India Pvt Ltd

Notably, Mr. Patil commended our sales and service team's impeccable responsiveness. In the fast-paced industrial landscape, swift solutions are imperative. Bajaj Indef's proactive approach and dedication have consistently met FEV India's requirements, ensuring minimal downtime and peak productivity.

Like any partnership, there have been challenges. Mr. Patil candidly shared that they encountered service issues at some of their locations. However, what truly made the difference was how our team handled these challenges. Our team's expertise and commitment to rapid issue resolution left a lasting impression, reaffirming our dedication to customer satisfaction.
As our conversation concluded, Mr. Patil exuded confidence in Bajaj Indef's future endeavours. He firmly believes in our company's ability to maintain exceptional standards, delivering high-quality products and proactive service support.

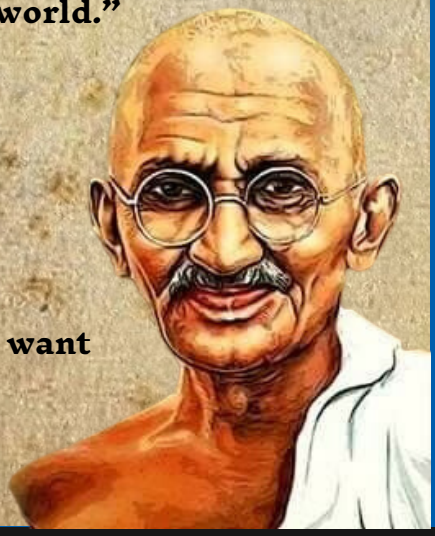


"We believe in peace and peaceful development, not only for ourselves but for people all over the world."

Lal Bahadur Shastri

"You must be the change you want to see in the world"

Mahatma Gandhi



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HHL UPDATES

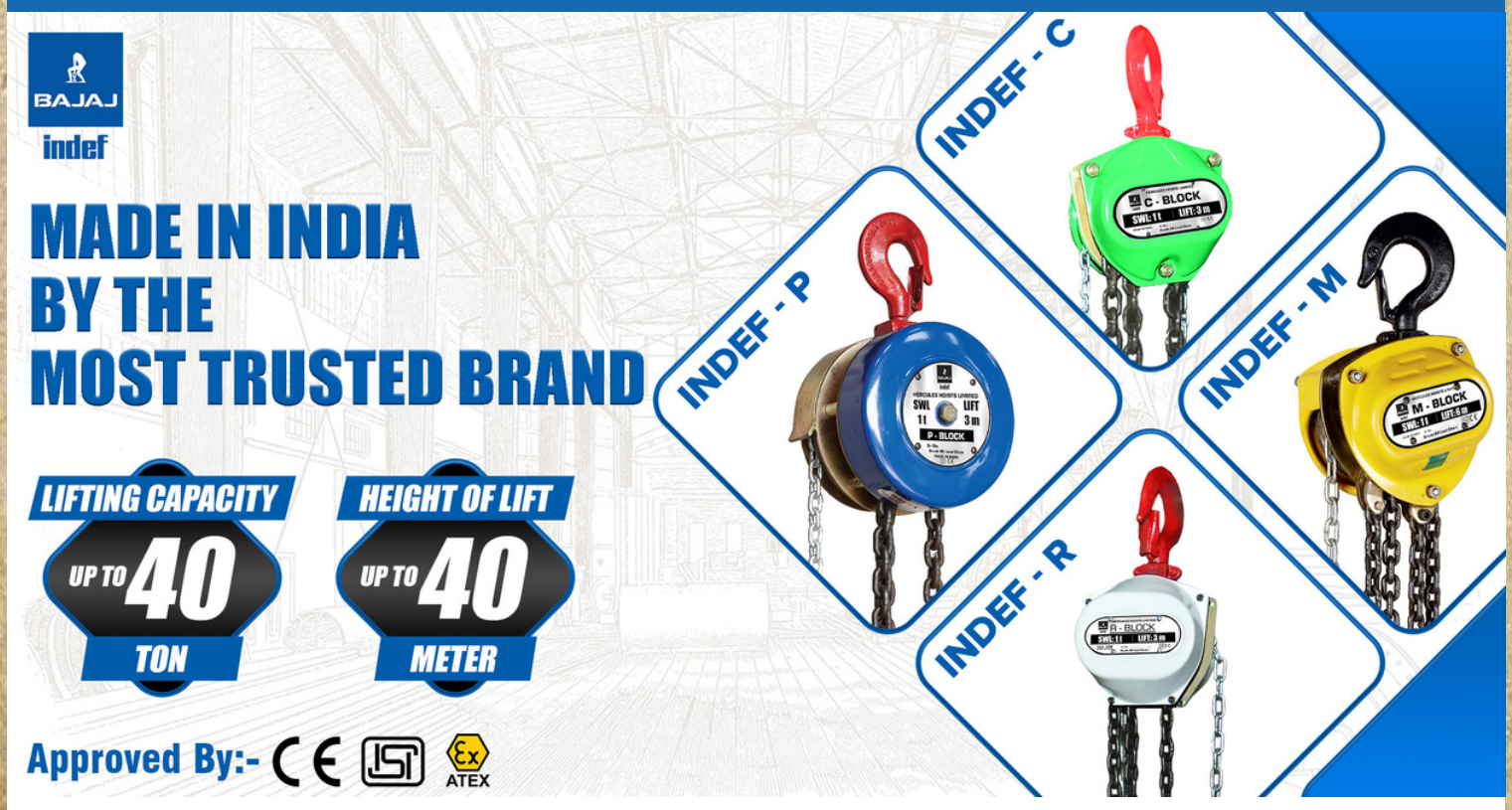
Extended ISI License for Chain Pulley Blocks

We are delighted to have received the renewed ISI endorsement from the Bureau of Indian Standards, for our range of Chain Pulley Blocks. The certification has been officially extended to August 26, 2024, reaffirming our commitment to adhering to the highest quality standards in the industry.

At Bajaj Indef, we don't just manufacture Chain Pulley Blocks; we craft enduring solutions known for their rugged quality and reliability. With over six decades of experience, we have seamlessly integrated evolving technology, fostering unbreakable bonds of trust with our customers. Indef isn't just a brand; it's a synonym for Chain Pulley Blocks, a name synonymous with unparalleled expertise and unmatched product durability.

Our heavy-duty material handling products are a testament to our commitment to excellence. Coupled with our unparalleled customer service, INDEF stands as a sentinel, ensuring your requirements are met with precision and promptness.

It reflects our ongoing efforts to maintain the highest standards in our products. We are dedicated to delivering excellence to our customers, and this endorsement is a testament to our continuous pursuit of quality.



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Empowering Growth through Enhanced Reach: Welcoming our New Authorized Business Partners

In a significant stride toward enhancing our reach in the market, we are thrilled to introduce five esteemed partners who have recently joined the Bajaj Indef family as authorized business partners. These collaborations mark a pivotal moment in our organization's journey, strengthening our connections and fuelling our commitment to unparalleled service in the realm of material handling.

- **Fisher Automation – Kanpur, Uttar Pradesh**

Fisher Automation, based in Kanpur, Uttar Pradesh epitomizes innovation in the fields of pneumatics, hydraulics, material handling, and machine tools. With a focus on cost-effective solutions, Fisher Automation offers a diverse range of world-class products tailored to meet unique customer requirements. Their expertise and reach amplify our capabilities, ensuring that our clients receive cutting-edge solutions for their material handling needs.

- **Superb Bearing Stores – Singrauli, Madhya Pradesh**

Superb Bearing Stores, a trusted name in the industrial safety sector, is based in Singrauli, Madhya Pradesh. Their extensive product range includes engineering and industrial safety tools. With their expertise and our shared commitment to customer relationships and innovation, this partnership is poised to significantly enhance our business reach and impact.

- **Raj Marketing – Patna, Bihar**

Raj Marketing, located in Patna, Bihar offers a comprehensive array of products and services, including steam boilers, hot water generators, thermic fluid heaters, heat pumps, filtration systems, sewage treatment plants, and more. Their expertise in sales, service, and spares strengthens our commitment to providing holistic solutions to our clients.

- **Thermodynamic Services - Kanpur, Uttar Pradesh**

Thermodynamic Services in Kanpur, Uttar Pradesh, is a professionally managed sales and service channel. They specialize in solving intricate problems related to heat, energy, air, water, solar applications, and grain processing. Their commitment to customer support and problem-solving aligns seamlessly with our mission, ensuring that our clients receive tailored solutions for their specific challenges.

- **APS Cranes – Bangalore, Karnataka**

APS Cranes is a well-recognized manufacturer of EOT cranes from Bangalore, Karnataka. Their expertise in the segment will help us aggressively penetrate the market with our hoisting solutions.

With the addition of these five dynamic partners, we are poised for exponential growth and ready to cater to the evolving needs of our clients. Together, we look forward to a future of shared success, innovation, and exceptional service. Stay tuned to witness the transformative contributions these partners bring to our organization.



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Imparting Knowledge and Elevating Service Standards for Customer Satisfaction

In a recent initiative aimed at empowering our clients, Bajaj Indef conducted two highly successful service seminars — one at a prominent food processing unit and another at a leading tyre manufacturing company. These seminars were meticulously crafted to provide invaluable insights into the intricate world of lifting machinery, focusing on enhancing reliability, optimizing maintenance, managing spare parts, and addressing pertinent challenges faced by industry professionals.

The primary focus of these seminars was to facilitate comprehensive discussions on critical aspects such as proper equipment inspection, effective hoist maintenance strategies, identification of spare parts categories, and the essential practice of maintaining a well-organized spare parts inventory. By delving into these key topics, we aimed to equip participants with actionable knowledge to enhance the longevity and efficiency of their lifting machinery.

Beyond mere discussions, these seminars served as a robust skill development program for the employees of our esteemed clients. Through interactive sessions and hands-on demonstrations, participants gained invaluable skills, empowering them to operate and maintain lifting machinery with precision and expertise. This approach not only enhances operational efficiency but also contributes significantly to workplace safety and overall productivity.

Together, let's build a future where industries thrive through knowledge, expertise, and collaboration.



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INDUSTRY TRENDS

SMALL INDUSTRIES SET TO BENEFIT AS IIT MADRAS PARTNERS WITH FIFTH GENERATION TECHNOLOGIES FOR AI-BASED MANUFACTURING SOLUTIONS

Advanced Manufacturing Technology Development Center of IIT Madras has entered into a strategic partnership with Fifth Generation Technologies India to spearhead the creation of innovative smart manufacturing solutions tailored for small and medium manufacturers (SMM). The ultimate goal of this dynamic partnership is to harness the power of AI and Machine Learning to enable real-time optimization of various machining processes within SMM facilities, promising substantial reductions in operational costs and remarkable gains in overall efficiency.

MARITRONICS INDIA TAKES ON THE DEFENSE SECTOR WITH SPECIALIZED EQUIPMENT PRODUCTION



Maritronics India, a trusted marine equipment and spare parts supplier, has unveiled its strategic expansion into the specialized equipment manufacturing domain for the defense sector. The company disclosed plans to establish its dedicated manufacturing facility in Chennai, with production slated to commence within the coming year. This move signifies a pivotal effort to mitigate the reliance on defense sector imports, a vulnerability susceptible to geopolitical fluctuations, ultimately bolstering self-sufficiency and stability within the industry.

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TATA POWER RENEWABLE ENERGY PROJECT RECEIVES DFC APPROVAL FOR $425 MILLION

The Board of Directors of the U.S. International Development Finance Corporation (DFC) has given its approval for TP Solar Limited, a division of Tata Power Renewable Energy Limited (TPREL), to receive up to USD 425 million in financing. This funding will facilitate the establishment of a pioneering 4.3 GW solar cell and module manufacturing plant, located in Tamil Nadu's Tirunelveli district, India. TPREL is set to commence module production by the end of this year, with the first cell production anticipated in the first quarter of FY 24. This initiative represents a significant step towards advancing renewable energy manufacturing capabilities in the region, supported by America's development finance institution, DFC.



NTPC GROUP ACHIEVES IMPRESSIVE 73,824 MW IN INSTALLED CAPACITY

India's prominent integrated power producer, NTPC, has marked a significant milestone as its Group's installed capacity has surged to an impressive 73,824 MW. This achievement is underscored by the successful completion of the trial operation for the first unit, generating 800 MW, at the Telangana Super Thermal Power Project. Notably, NTPC Limited's installed capacity stands at 57,838 MW, while the cumulative capacity of NTPC Group now reaches 73,824 MW. By 2032, the company plans to have 60,000 MW of renewable energy capacity, reinforcing its pivotal role in India's power generation landscape.

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FOXCONN

FOXCONN AND STMICROELECTRONICS COLLABORATE FOR NEW SEMICONDUCTOR PLANT IN INDIA

Foxconn Technology Group has joined forces with STMicroelectronics NV in a strategic move to construct a semiconductor factory in India. The collaboration is aimed at securing state support to expand their presence in the burgeoning South Asian market. The proposed facility will be specialized in the production of 40-nanometer chips, a well-established chip technology with versatile applications spanning industries such as automotive, photography, printing, and an array of other electronic devices.

"To lose patience is to lose the battle."





HITACHI ENERGY INDIA STEPS UP TO ENERGIZE 300 MW SOLAR PROJECT IN RAJASTHAN

Hitachi Energy India has secured a significant contract from Ayana Renewable Power, a major player in the renewable energy sector, to deliver a grid connection solution for their forthcoming 300 MW solar photovoltaic power plant situated in Bikaner, Rajasthan. Under this agreement, Hitachi Energy will take charge of the engineering, procurement, and construction (EPC) management package, thus ensuring the seamless integration of power into the national transmission system. With a target commissioning date set for March 2024, this project stands as a testament to India's ongoing commitment to expanding its renewable energy infrastructure and reducing its carbon footprint.

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PEPSICO ANNOUNCES $95 MILLION INVESTMENT INITIATIVE IN ASSAM REGION



PepsiCo India is investing $95 million in a new foods manufacturing plant in Nalbari, Assam, set to operate by 2025 and employ 500 people, with a strong focus on diversity and women's representation. A community learning center will be established at Women's ITI campus in Nalbari to upskill women. The plant will benefit 5,000 local farmers, sourcing 50,000 tonnes of potatoes for Lay's production and driving demand for 60,000 tonnes of cold storage capacity, marking a transformative initiative for the region's development.

TATA STEEL JOINS FORCES WITH ABB INDIA IN PURSUIT OF CARBON-NEUTRAL FUTURE



Tata Steel Ltd and ABB India have joined forces to reduce carbon emissions in steel production. The partnership will assess energy efficiency, decarbonization, and circularity options, including hydrogen as fuel and electrification. Tata Steel's goal is to reach 40 million tons in capacity by 2030, aligning with environmental commitments. The global steel industry contributes 7-9% of global fossil fuel CO_2 emissions, as per the International Energy Agency.

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HHL READS



The One-Hour Strategy:
Building a Company of Strategic Thinkers

The One-Hour Strategy: Building a Company of Strategic Thinkers" offers a refreshing and practical approach to strategic planning within organizations.

One of the book's key strengths lies in its **ability to demystify strategy and make it accessible to employees at all levels of an organization**. By involving everyone in the strategic process, it underscores the importance of collective wisdom and engagement in fostering agility, a crucial asset in today's disruptive business landscape. Kraaijenbrink argues that traditional strategic planning is often too complex, time-consuming, and top-down. This can lead to strategies that are out of touch with the realities of the market and that are difficult to implement. Instead, Kraaijenbrink proposes the One-Hour Strategy, a simple and effective approach to strategic planning that can be done by anyone in the organization, regardless of their level or role.

The One-Hour Strategy consists of four steps:

- **Identify your purpose:** What is your company's reason for being? What value do you provide to your customers?
- **Assess your current situation:** Where are you now? What are your strengths and weaknesses? What opportunities and threats do you face?
- **Develop a strategic plan:** What do you want to achieve in the future? How will you get there?
- **Take action:** Implement your strategic plan and track your progress.

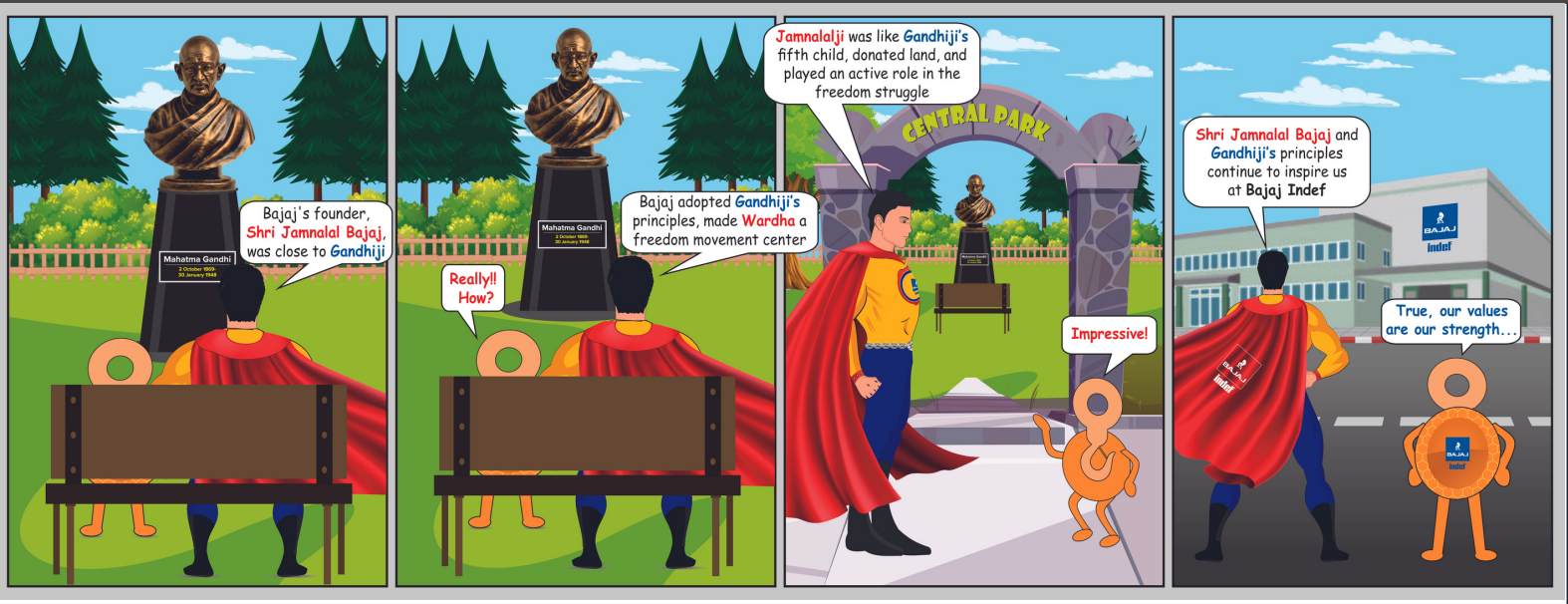
The One-Hour Strategy is designed to be done on a regular basis, such as once a month or once a quarter. This allows you to stay agile and responsive to changes in the market.
Kraaijenbrink provides name of the few companies **Waters & Flows, ING, Philips, KPMG, The Dutch Ministry of Defense** that have successfully used the One-Hour Strategy to achieve their goals. He also includes few practical tools and resources to help you implement the One-Hour Strategy in your own organization, like **The One-Hour Strategy Canvas, The One-Hour Strategy Playbook, The One-Hour Strategy Community, SWOT analysis, Balanced Scorecard, OKRs (Objectives and Key Results)**

Here are some of the key takeaways from the book:

- **Strategy should be everyone's job, not just the job of senior leaders**
- **Strategic planning should be an ongoing process, not a one-time event**
- **Strategy should be simple and actionable, not complex and theoretical**
- **The best way to learn about strategy is by doing it**

In summary, "The One-Hour Strategy" is a valuable resource for leaders and managers seeking to break free from traditional, cumbersome approaches to strategy and embrace a more inclusive, agile, and action-oriented method. It offers a clear path to integrating strategic thinking into an organization's DNA and driving real results.

Comic Strip



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