



HERCULES HOISTS
Material Handling. *Delivered.*

BUZZ

HERCULEAN'S MESSAGE from the CEO

Dear all,

On behalf of all Herculeans, I want to share the pleasure and excitement of starting a monthly newsletter- "INDEF BUZZ". This is the first edition of the magazine to start in August 2022, and there cannot be a better time to do it. This year, India is celebrating 75 years of Independence (Aazadi ka Amrut Mahotsav) and Indef is celebrating **60 years of leadership** legacy. The objective of the magazine is to "Accumulate and Communicate" the key highlights with a focus on "People, products, and progress."

There is a lot of wisdom and legacy with our employees, ABPs, customers,

and suppliers that our teams will make an effort to accumulate and communicate with the Indef family. Similarly, there are a lot of product, service, and process-related improvements that will be shared for everyone's benefit.

Let me congratulate team marketing and all content contributors on this first edition! We have started with a fantastic effort and will make sure that "Monthly Newsletter" becomes the most awesome content magazine for all stakeholders with contributions and encouragement from all of you!



MR. AMIT BHALLA
CEO & President



Felicitations of our first CEO and whole-time director, Shri. H. A. Nevatia



Best department trophy went to the Hoist design team.

HHL CELEBRATES 60 YEARS OF LEGACY

15th-16th June, 2022; Radisson Blu, Lonavala



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INDUSTRY TRENDS

BY 2026, THE GOVERNMENT PLANS TO MAKE INDIA A WORLDWIDE MATERIAL-HANDLING HUB

In 2020, the Indian Automated Material Handling (AMH) Industry was estimated to be worth **USD 1353.8 million**.

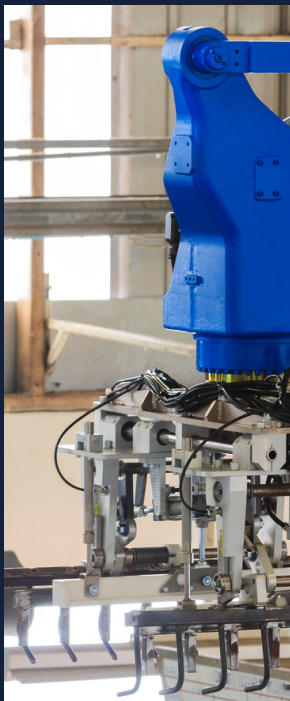
At a CAGR of 12.7%, the market is estimated to reach **USD 2739.34 million by 2026**.

Increased state infrastructure spending and industrial expenditures, as well as the 'Make in India' campaign, are expected to drive demand for AMH systems.



Domestic aviation transport in India is predicted to increase four to sixfold.

RESEARCH ADVANCES SMART WAREHOUSE TECHNOLOGY AND MATERIAL HANDLING OPTIONS.



Industrial robots in warehouses will soon be sophisticated enough to know who has the right of way in congested aisles.

Rochester Institute of Technology researchers are working on an intelligent materials handling system for warehouses that incorporates smart technologies.

New research focuses on advanced avoidance and communication tactics for numerous warehouse robots and humans.

WiFi and cellular network technology are feasible options. New cellular technology standards enable higher individual cellular communication between individual devices.

NTPC WILL RECEIVE SIX ELECTRIC LOCOMOTIVES FROM BHEL FOR MATERIAL HANDLING OPERATIONS



For the first time in the country, BHEL announced that it has won an order from NTPC for six electric locomotives to be utilized in industrial applications.

The locomotives will be manufactured at the company's facility in Jhansi, Uttar Pradesh.

BHEL has achieved a breakthrough in the rolling stock industry by securing an order for 6,000 HP electric locomotives from NTPC, the country's first for material handling operations.

According to the firm, BHEL's efforts to develop eco-friendly electric locomotives for the industry would provide a relatively clearer and alternative option to diesel-electric locomotives.

They have supplied about 450 electric locomotives of various ratings to Indian railways, all of which are operational.



ADANI AND RIL ARE DEVELOPING A BIOGAS BUSINESS, WITH EACH SPENDING RS 600 CRORE



NOD TO TATA POWER JV'S ACQUISITION OF UP TRANSMISSION CO.



IOC HOPES TO MEET 10% OF ITS REQUIREMENTS WITH GREEN HYDROGEN BY 2030.



STEADY RECOVERY WAS SEEN IN THE TYRE INDUSTRY, WHERE THE LONG-TERM OUTLOOK IS FAVORABLE, SAID THE GOODYEAR CHAIRMAN.



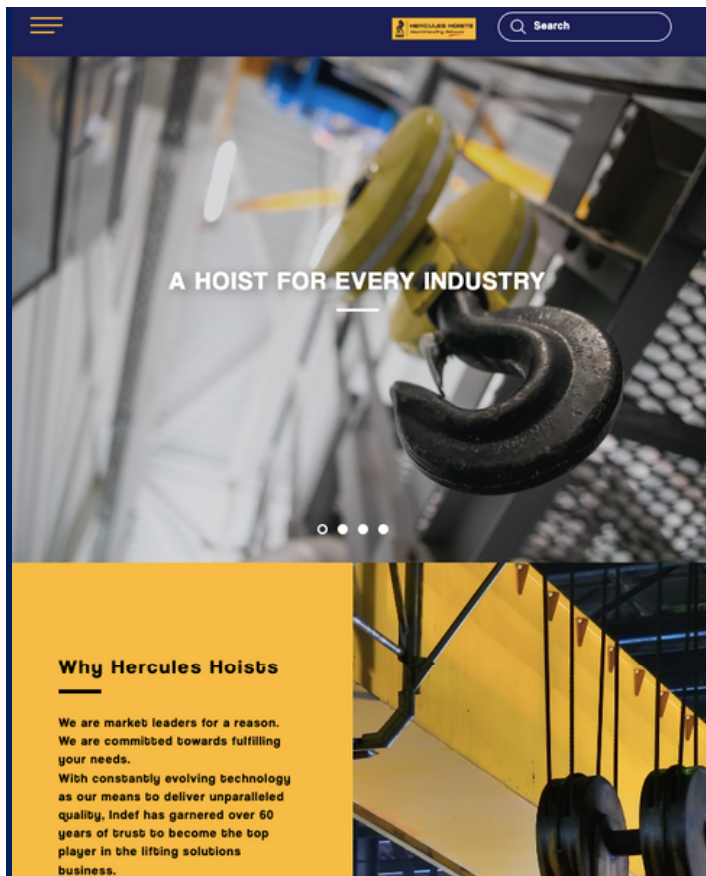
TATA POWER GREEN HAS COMMISSIONED A 225 MW HYBRID POWER PROJECT FOR MUMBAI CLIENTS



INDEF-C Launch

We thank our customers who have made INDEF a synonym for chain pulley blocks in the Indian market. Understanding the needs of our customers and current market dynamics, we are proud to introduce our new favorite, the **Classy / Compact / Convenient** Indef C series chain pulley blocks.

Our indigenously developed **CE and ISI certified** blocks come with up to 20 ton capacity and a lift height of up to 40 m designed to boost your productivity and efficiency.



WEBSITE LAUNCH & updated contact number

We are excited to announce the launch of our brand-new website, which features a *sleek new design, updated content, cutting-edge technology products, and an improved user experience* :- www.indef.com.

For all our stakeholders, we have introduced a new contact number:

022-48933303, making it easier for them to reach out with their queries, be it sales, service, or any other general query



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ATEX and CE certifications obtained

ATEX and CE certifications have been obtained for the:-

IR flame-proof wire rope hoist, EH II (BABY) flameproof electric chain hoist, and spark-proof chain pulley blocks.



This certification will attest to the quality of our products, which are indigenously developed by us, and that meet European market standards, and will benefit our valued clients from the oil and gas, chemicals, pharmaceuticals, mining and minerals, paint, and power industries, where the operating environment is prone to flames and sparks

HHL UPDATES

Improvisation of product: HC+ Series Chain Electric Hoist

We have improved our bestselling HC+ Series chain electric hoists with a new blue colour epoxy paint. This makes the product body water resistant, prevents rusting, adds exceptional durability at high temperatures and low humidity, and will improve the product's life for the benefit of our customers.



We proudly sponsored multiple manufacturing-segment-oriented events in June 2022 with a focus of contributing to the evolution of India becoming dominant in the global manufacturing platform. The Pro MFG Next Wave Leadership Conclave, with the theme "Becoming Agile, Resilient, and Global," was held on June 10th in Pune, and the 2nd CII Manufacturing Excellence Summit, with the theme "Building India, the Global Hub of Best-in-Class Manufacturing," was held on June 23rd and 24th in New Delhi. We look forward to many more similar engagements in the coming future.



HEAR FROM OUR CUSTOMERS



"Indef products like the HC+ Series Chain Electric Hoist and IR Series Wire Rope Hoist are technologically advanced and superior in quality than those of others. The low maintenance and plug & play parts ensure our service is seamless and infrequent."

Mr. Chander Tejwani
Deputy General Manager
Bharat Bijlee Ltd.

"We have been using INDEF products for many years now. The INDEF Flameproof hoists are rugged, robust, and value for money. The brand is customer-centric and always on top of its game for service and maintenance. INDEF is truly a mark of trust and superior quality."

Mr. K. Prabhakar Reddy
General Manager
COVALENT LABORATORIES Pvt Ltd



"Our relationship with INDEF goes back many years and we have never had a chance to complain about their offering. We are a rough use industry and their products fit very well within our daily use. Not to mention the customer support is very helpful and always willing to lend a hand."

Mr. Ganesh Shetty
General Manager
JSW Steel

**MR. AJAY SUREKA**

**MANAGING DIRECTOR
ELEQUIP TOOLS PVT. LTD.**

ABP SPEAKS

"Teamwork begins by building trust," says our Authorised Business Partner (ABP), Mr. Ajay Sureka, who has been with us for 53 years. Late Shri. N.K. Sureka, his father, began the collaboration with us in 1969, and Indef was their first business brand, and it is the only brand they distribute to this day. Mr. Ajay Sureka began managing the business in 1980 and continues to do so with the help of his sons.

"Everyone feels the eastern zone is such a dismal zone in sales," Mr. Sureka says. Nonetheless, "From then until now, they have retained a strong position as top marketers." He also recalled their ABP meeting in Switzerland, adding the compliments he received for the same. They have faith in their partnership with Indef and the customer.

"Indef does everything we want without hesitation to please us, and we reciprocate," he continued

One of the key reasons for our great results is our strong relationship with Indef. He wanted to tell us that his father had told him that we should always choose and stick with one brand. Only by working together will we be able to succeed as a brand and distributor. If established, both can grow and fly high. They are proud to do business with Indef, and their third generation oversees the company. Furthermore, they firmly believe that Indef's product quality is outstanding, and its choice is extensive, which no other company offers, in addition to trouble-free service.

Finally, he explains, Indef is like an ambassador car that can be utilized in any remote place, and if something goes wrong, we can quickly get a mechanic to repair it and reach the desired destination. Indef is similar in this regard. Everyone can afford and purchase the goods, and if a buyer purchases an Indef product, they become regulars. **"That is what Indef is".** Mr. Surkea stressed on the long lasting relationship stating, "Indef's distributor network is its USP and all have a strong emotional relationship with the brand. We are looking forward to celebrating the 65th anniversary of Indef with more than 500 crores turnover."



*ELEQUIP TOOLS team
with Mr. Ajay Sureka*



HHL READS

THE POWER OF POSITIVE THINKING

-Norman Vincent Peale

"... it is really wonderful the way this method has changed me. It has helped my business too. For how can you expect to make a sale if you approach a customer thinking you're going to fail..."

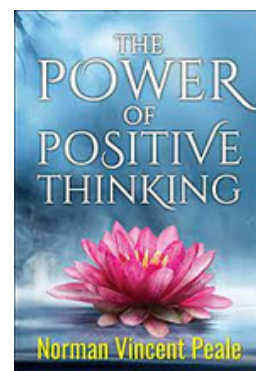
Written by Norman Vincent Peale, 'The Power of Positive Thinking- A Practical Guide to Mastering the Problems of Everyday Living' is a self-help non-fiction book that contains lessons on how to build trust, make life goals clearer, how to deal with problems of modern life and about the power of thought in influencing reality. Published in October 1952, it continues to be the author's most widely read work.

The question facing us today is – where has human evolution taken us? With the increase in science and technology, we can say our lives are at utmost ease. But are we happy with this ease? Even after having this level of ease, are we experiencing good mental health? Have we kept all the negativity and stress at bay?

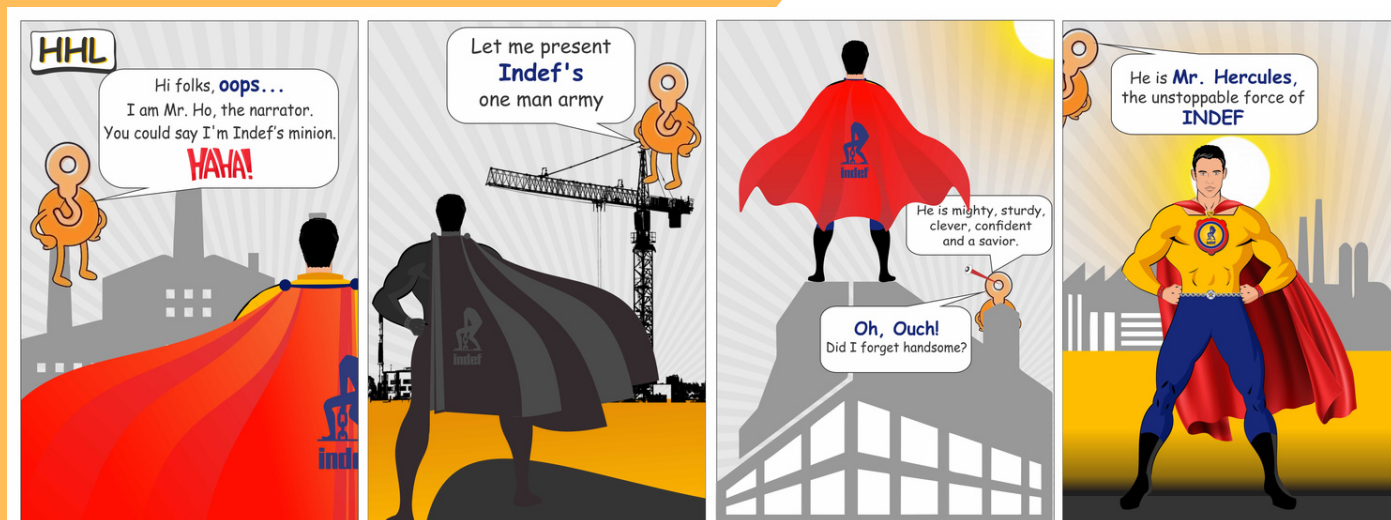
The book contains certain interesting cases and stories, some of which are truly soul-stirring.

It also portrays human struggles meant to show that failure isn't forever or constant. Even if you don't find the author's arguments in the book convincing, across the pages- you may find that confidence, optimism, and gratitude for those around you are the keys to a happy life.

As you read further, you can find chapters that talk about being strong, developing confidence, etc. It talks about inner peace that a person should and must have. The author narrates vivid, lively situations and the effective methods of coming out of those woes. This novel is insightful and inspiring. It motivates the readers and helps in being strong and facing battles head-on. Overall, it is a good read for all those who are feeling stuck in their lives and looking for a guiding light, we recommend to at least read it once.



ENTERTAINMENT CORNER



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HERCULES HOISTS
Material Handling. Delivered.

CELEBRATING 75 YEARS OF INDEPENDENCE ...

75
आज़ादी का
अमृत महोत्सव



... AND 60 YEARS OF INDEF

bajaj group

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