Monthly Newsletter

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indef BUZZ

NEW

HERCULEAN'S MESSAGE

from the Head- CSG & Service

I am thrilled to share my journey from **being a user of Bajaj Indef products to becoming the user experience protector** for the brand.

During my 15 years of professional experience, I have used many of the products of BAJAJ Indef and have always been satisfied with the product quality, performance, and service support.

It is my privilege to be associated with Bajaj Indef because of the legacy and the trust built through the customer-centric approach. The same has been experienced by me in my last three months journey, as I have witnessed the way the entire organisation functions on a day-to-day basis with a high level of cross-functional collaboration and a single objective of keeping customer needs first.

There is **no match in the industry for the rugged product offering and customised solutions** provided by BAJAJ INDEF.

As an organization, we are committed to providing best-in-class quality, building trust, innovation, customer satisfaction, and user safety.

Ensuring a best-in-class customer experience is our priority, and we are committed to making the user journey as smooth as possible, starting from the stage of business requirements to getting the product delivered and the after-sales support. To achieve that, we are working on a transformation journey to bring in automation and digitalization to reduce turnaround time and ensure regular status updates for customers about their orders.

As part of our service focus, we have established a network of over 40+ INDEF clinics across India via our authorised business partners to meet customer service needs, as well as a team of regional service engineers. Still, there is a long way to go, and **we are focusing on streamlining our processes as well as our offerings and capability building, as we don't want to leave any stone unturned when it comes to the safety and productivity of our users.**

Mr. Bhushan Patil
AGM- Support & Service

Under the leadership of Mr. Amit Bhalla and with support from the highly experienced team, we look forward to **making Vision 500 a reality** in the coming years, with service as the distinguishing factor in this growth journey.

I wish a very happy new year to all my BAJAJ INDEF teammates, customers, ABPs, and vendor partners. May this year bring lots of opportunities and help you reach new heights.

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ABP SPEAKS

SHRI ARVIND MISHRA

DIRECTOR
BALAJI INDUSTRIALS

The journey of collaboration between Balaji Industrials and INDEF started with Shri Arvind Mishra getting associated by the inspiration and guidance from his father Shri Lakshmi Narayan Mishra.

Mentioning about the journey so far, Shri Arvind Mishra says, “initially there was a miniscule amount of pre-commitment thoughts, projections, risk exposure analysis and an abundance of eagerness and enthusiasm. But the leap of faith that we took turned out to be a game changer and has benefited us leaps and bounds.”

When asked about the most memorable moment in this journey, he mentioned about the Elephant Award that they received from the hands of Shri Shekhar Bajaj in Budapest in the first year of their association with Indef.

Shri Shekhar Bajaj’s appreciation to them during the same meet for having 8.5% of the total turnover being contributed through spares sales and his suggestion to focus on spares as the best promotional strategy helped them gain mileage in business as well as after sales support became a differentiator for them.

After that also they have received many recognitions every year consecutively in BUDAPEST, RUSSIA, VIETNAM, SRI LANKA, AUSTRALIA, BHUTAN and the recent Elevate meet in BALI. They have received many awards like the Marketing Champion, Champions Club awardee, Bronze Award, Award for consistent growth for 5 years, Royalty Award and so forth.

Talking about recent business success, Shri Mishra, says, “we have achieved our yearly target within the first three quarters of the financial year 2022-23 with a growth rate of 23.6% up till the end of 3rd quarter vis-à-vis the 3rd quarter ending of F.Y 2021-22.”

“Our keen attitude towards achieving the targets set by INDEF and our own organizational goals has made us stand where we are and we look upwards from here with the objective to multiply it 5x, being in line with the vision of INDEF. This motivation comes from the support that Indef has been providing us. **We had demanded two major things in the past and really happy to see those demands being fulfilled by Indef. One major thing is including BAJAJ in the brand name and the second is the Genuine Indef App that helps in identifying genuine spares and recording service specific information,**” he continued.

The commitment towards meeting client deadlines and giving maximum efforts towards client service and support especially in emergency and breakdown scenarios has always helped the team to create a strong bond with their clients that are beyond the normal transactional relations.

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We show our gratitude towards every individual that has been a part of our journey. **We still possess the same hunger and stride with which we started and shall work with the motive to add value to each consumer with our sole focus on understanding their needs and providing solutions accordingly.**

Our faith in Indef business is growing stronger day by day with the growth journey we have witnessed in the past and looking forward to witnessing the 75th anniversary of Indef as the Global Leader in material handling solutions with innovative offerings and a wider reach.

BALAJI INDUSTRIALS TEAM

CUSTOMER STORY

Mr. Somvir Singh of Indo Autotech Ltd., one of our beloved customers, has lauded Indef and their association with us. He began his chat by saying, "Indef offers the right application requirement for our product." He remarked, "***We have even tried and compared several brands, but we got the perfect and proper solution from Indef, along with being reasonably priced.***"

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And he went on to say that "the service we give to our consumers is very dependable, and the products are user-friendly."

Furthermore, he expressed his satisfaction with the products and how pleased he was with them while using them.

He signed off by wishing us all the best for our team, future endeavors, and company growth.

HERCULES HOISTS
Material Handling. Delivered.
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NOW IN A NEW AVATAR

BAJAJ
indef

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INDUSTRY TRENDS

BRIDGESTONE APPOINTS STEFANO SANCHINI AS HEAD OF INDIA OPERATIONS

Stefano Sanchini is currently VP Region Middle-East and Africa, (MEA). Satpute will relinquish his current charge on January 1, 2023 and Sanchini will assume his role from the same date, the company said

JK TYRE STRENGTHENS RETAIL PRESENCE, INAUGURATES 70TH OUTLET

The facility, spread across 4,000 sq ft, provides end-to-end solutions for truck and bus tyres. It is equipped with trained technical advisors, wheel servicing equipment, range of tyres for trucks and buses among others, a company statement said.

JK TYRE TOTAL CONTROL

KALPA-TARU POWER TRANSMISSION LIMITED

KPTL BAGS RS 1,397-CR NEW ORDERS IN INDIA, ABROAD

KPTL is one of the largest engineering procurement and construction (EPC) companies engaged in power transmission & distribution, oil & gas pipeline, railways and civil infrastructure business.

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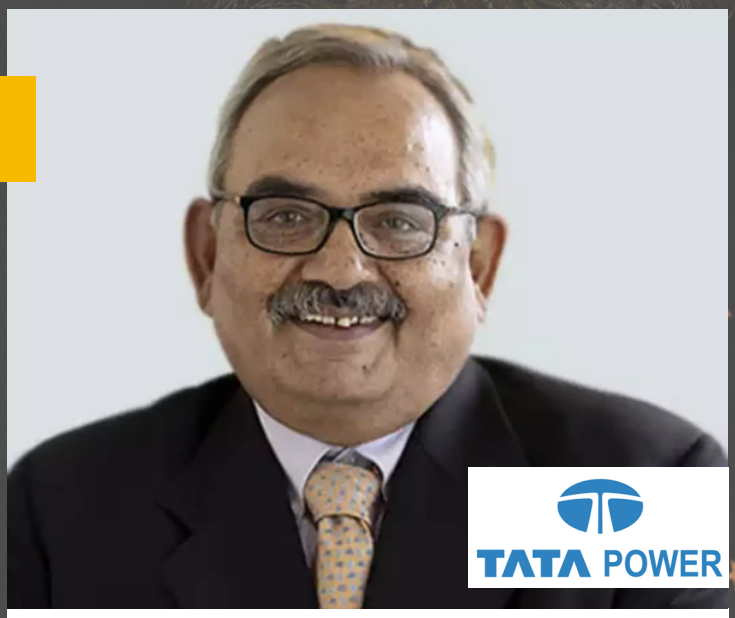
HEALTHY DISCOMS, ROUND-THE-CLOCK GREEN ENERGY TO FUEL 24X7 POWER SUPPLY FOCUS AREAS IN 2023

As part of efforts for 24x7 power supply, Singh said the focus will be mainly on rural areas as urban areas are already getting almost round-the-clock supply of electricity. In 2012, the electricity shortage was around 9 to 10 per cent and it came down to 4.5 per cent in 2013, in energy terms. It is just 0.4 per cent in 2022, meaning there is no shortage, Singh pointed out.



TATA POWER GETS SHAREHOLDERS' NOD TO APPOINT RAJIV MEHRISHI AS INDEPENDENT DIRECTOR

Tata Power has received shareholders approval to appoint former Union home secretary Rajiv Mehrishi as an independent director on its board. The special resolution for the appointment of Mehrishi as an independent director was passed with requisite majority, according to a regulatory filing on Tuesday.

INDIA TO FIRE UP NUCLEAR POWER PRODUCTION IN GREEN SHIFT

The thrust will be on small modular nuclear reactors (SMRs) that require less space at capital costs lower than traditional nuclear power plants.

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HHL UPDATES

Rebranding: INDEF in a new AVATAR!

We have a major announcement to make:

Indef has undergone a change in its brand identity; capitalizing the opportunity of bringing uniformity across all companies driven by Bajaj Group.

Talking about the same, our President & CEO, Mr. Amit Bhalla mentioned, "We're thrilled to unveil our fresh new brand identity. While this is a significant change, our fundamental convictions, such as customer needs being our first priority, ensuring best-in-class product quality & service support, and always delivering value driven by performance, have not altered and will only strengthen from here. Over the last few months, we have poured our hearts and souls into creating a new image that would accurately depict who we are, at our core as a team. With standard type, refined colors, and our most distinctive component, the logo, it will now have an enhanced professional, youthful, and assured new appearance."

Bajaj Indef is also an expression of Indef's strong foundation and long-term vision, which has been built over the last 60 years on the principles of integrity, honesty, transparency, and Bajaj Group's legacy of 96 years. The stability and trust that comes with this rich experience meshes perfectly with the brand's desire to always remain current in order to face changing times.

Together Bajaj Indef bridges the past and present and gives Indef a rich heritage, reflecting a sense of balance and continuity.

To sum it up, we can say- "Brand Indef is now Bajaj Indef".

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HHL UPDATES

Standardization of product: INDEF P Chain Pulley Block

We are glad to announce that we have standardized our flagship product, INDEF P Chain Pulley Blocks effective 20th Dec'22. Based on inputs from our channel partners and customers, we have decided to make INDEF P ISI blocks as a standard offering. Our Indef P Chain Pulley Block is a rugged German Design introduced in the year 1962 and highly accepted across industries. Its rugged design allows the product to be used in conditions where the load symmetry is unknown, there is a lack of skilled labor and improves the productivity with a design concept of built to last. At some of our client sites the product in usage since last 40 years, and this is a testament to the quality and performance. Indef P has its own fanbase in the industry and the users of this never switch to any other makes. This s the product which made Indef a synonym to Chain Pulley Blocks and the reason behind our market leadership in this segment. This step will provide our customers with a better accredited product offering at a fair price point.

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Christmas Celebration at INDEF

At INDEF, we celebrate all the festivities with great enthusiasm. It's a break from the regular stuff and gives opportunity for the employees to open up and come closer. With all the holiday cheer and festive enthusiasm in the air, we celebrated Christmas 2022, leaving some of the best memories to cherish for a long time.

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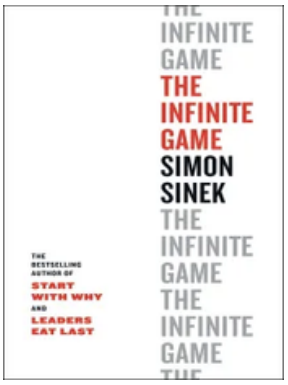
HHL READS

THE INFINITE GAME
-Simon Sinek

"When leaders are willing to prioritize trust over performance, performance almost always follows."



Simon Sinek is a leadership expert who has identified clear patterns in the way companies and politicians excel over the long term

The Infinite Game explores the concept of "infinite thinking" and how it can be applied to businesses and organizations. The book argues that organizations that adopt an infinite mindset – one that is focused on long-term goals, continuous improvement, and a commitment to making a positive impact – are more likely to succeed in the long run. In the book, Sinek introduces the idea of "finite" and "infinite" games, with finite games being those with a clear end goal and a winner, and infinite games being those with no clear end and no clear winner.

Throughout the book, Sinek explores the principles of infinite thinking and how they can be applied in practice, including the importance of leadership, trust, and purpose. He also discusses the role of culture in shaping the behavior of organizations and how leaders can create a culture that fosters growth, innovation, and resilience. Most leaders are utilizing a finite mindset in the infinite game of business. Doing this means that they lose trust, cooperation, and innovation along the way. In contrast, infinite-minded leaders create much more reliable and competitive organizations. They even shape our future and leave behind resilient organizations and legacies that last generations. Overall, The Infinite Game provides a framework for thinking about the long-term goals and values of an organization, and it offers practical advice on how to create a culture that fosters growth, innovation, and resilience.

The Infinite Game describes how you can create a business that will stand the test of time and challenge modern capitalism.

ENTERTAINMENT CORNER

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BAJAJ

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