



**BUZZ**

# HERCULEAN'S MESSAGE

## New Beginnings: Spotlight on Our New Joiners

As we welcome fresh faces into our vibrant community, it's not just about onboarding new team members; it's about embracing the beginning of their unique journey with us. Each individual brings a story, a set of experiences, and most importantly, a profound motivation that propels them forward. In this edition of Herculean Speaks, we're thrilled to shine a spotlight on the newest members of our family, exploring the paths that led them here and the aspirations that fuel their passion. Join us as we delve into their stories and celebrate the diverse motivations that enrich our collective journey.

### Mr. Amar Yashwant Nalawade, Senior Engineer, Quality Control



Completing my first six months in Bajaj Indef's Quality Department has been a fulfilling journey. Joining this team, I bring a commitment to uphold top-notch standards in hoist production. Working alongside dedicated professionals, we believe that quality is not just a process but a mindset.

Together, we celebrate our milestones, highlight key projects showcasing our capabilities, and recognize every team member's hard work and dedication.

We're not just lifting loads; we're lifting expectations and setting new benchmarks. Thanks to team dedication and leadership support, we've achieved milestones like defect reduction and streamlined inspections.

Looking forward, I'm excited to elevate our standards, exceed customer expectations, and maintain our leading position in hoist manufacturing. Grateful to be part of this journey and excited for what's to come.

### Mr. Dhanraj Dagadu Narkar, Manager, Inventory Hub



It's my proud moment to join such an esteemed organization, where the company's commitment to training and learning has been a milestone in my professional development. I am consistently sought to streamline processes and drive positive change within the organization.

I would like to recognize the invaluable contributions of our stakeholders, whose collaboration and support played a crucial role in making this transformative leap possible.

**Mr. Karan Sanjay Katkar, Senior Engineer, Project Management & Customer Support**

My experience with Bajaj Indef since November 2023 has been nothing short of transformative. The initial attraction to the company's strong commitment to innovation and its dynamic work culture has been consistently reinforced.

My perception has shifted positively as I have witnessed colleagues' unwavering pursuit of excellence collaboration and participation in effective team-building activities. I appreciate the opportunity to share my insights.

**Mr. Sagar Sadashiv Ghare, Senior Engineer, Operations**

There was a dream of working with a reputed organisation which is having continuous growth and doing social welfare work. The culture of the organisation should be friendly all these things meet, and I decided to join this organisation.

My 5 months experience with the organisation has very fantastic, getting to learn new models of cranes which were not seen in previous organisations. Overall, it's a great work environment, where people are productive and genuinely enjoy being there.

Thanks for allowing me to work with you all.

**Mr. Sagar Shriram Patil, Senior Engineer, Design & Development**

With over 10 years of experience in special purpose machines, food processing, offshore service, and now material handling, I aim to take on leadership roles and contribute to the company's growth. Working at Bajaj Indef is a continuous learning experience where knowledge and technology insights are shared collaboratively.

With a technically adept team, we strive to achieve the company's goal of Vision 500. The company's six-decade industry experience and Pan India network enhance our ability to thrive in the Indian market and support initiatives like Make in India.

**Mr. Saurabh Yadav, Senior Manager, Sales**

Joining Bajaj Indef was a proud moment for me from a sales perspective. Indef is renowned in the industry for its robust products, and the confidence customers place in the brand comes with a significant responsibility to exceed their expectations.

Since I joined the company, we've initiated various measures to adapt to the changing dynamics of the material handling industry. The growth in the crane market serves as the driving force behind achieving our Vision 500, and collectively, we are striving towards that goal.

**Mr. Shashikant Vaman Rao Prayag, Senior Manager, Design & Development**

With two decades of experience in crane design and development, I've led a team delivering various types of cranes such as STS, RTG, Ship Unloader, Steel plant, and Power plant cranes, aiming to enhance safety and reduce human efforts.

At Bajaj Indef employees have been given full technical ownership & provided a culture to operate freely enabling quality output. Our proactive approach and cross-functional collaboration have significantly reduced design time and enhanced quality.

As we align with Vision 500, I'm committed to contributing to our goal of on-time delivery and customer satisfaction. I'm proud to be part of the team driving this strategic initiative.





**Mr. Vinayak Tamaralli, Deputy Manager, Project Management & Customer Support**

I joined Bajaj Indef with 9 years of experience in Project Management. One thing that impresses me the most is growing towards vision-500. I am experiencing the job satisfaction. Another great thing about working at Bajaj Indef is that there is always something challenging happening and every day is filled with new learning opportunities.

As they embark on their respective roles within our organisation, they bring with them their skills and expertise along with a shared vision of success and progress. Their motivation, aspiration, and dedication serve as catalysts for our continued journey towards realizing Vision 500.

We extend our warmest welcome to each new member and express our gratitude for their contributions, which enrich our organization and propel us forward into a future filled with promise and possibility. Together, let us continue to embrace new beginnings, celebrate diversity, and strive for excellence in all that we do.

## ABP SPEAKS

### From Spark to Success: The More than Two Decades Journey of Gode Engineering with Bajaj Indef

#### A Dream Takes Root

The Gode brothers, Harindra, the visionary, Rajendra, the operational expert, and Ravindra, the ambitious one, shared a common desire: to carve out their own path. In 1995, Harindra spotted an opportunity in the material handling industry while deeply involved in Batliboi's material handling division and suggested Ravindra to pursue business after completing his engineering. Thus began their journey, initially dabbling in different products before focusing on Bajaj Indef's chain pulley blocks in 1998.



#### From One Man to a Family Force

The early years were a solitary endeavor for Mr. Ravindra. He juggled marketing, sales, after-sales service, and finances—a one-man show fueled by sheer determination. Recognizing the burgeoning demands, Harindra convinced Rajendra to join in 2002, who then was working with ISPAT Group. Each brother brought their unique strengths to the table: Ravindra in marketing, Rajendra in operations and after-sales service, and Harindra in administration and finances. Under their combined leadership, Gode Engineering flourished.

#### A Golden Moment to Remember

One of the most cherished memories for us, the Gode brothers, with Bajaj Indef dates back to our trip to South Africa in 2012. It's our South Africa expedition that holds the fondest place in our hearts. It was there that we received our incentive cheques directly for the first time. While incentives typically arrive in the form of credit notes, in South Africa, we were handed actual cheques. Alongside the cheques, they presented us with gold coins, a tangible token of appreciation for our contributions as trusted business partners.

#### THE GODE BROTHERS

Mr. Ravindra, Mr. Rajendra,  
and Mr. Harindra

**FOUNDERS OF GODE ENGINEERING**

**Nagpur**

This experience held profound significance for us, validating our hard work in a manner akin to promotions and appraisals for professionals in other fields. We were elated, feeling on top of the world.

In 2005, an opportunity arose with a company for their expansion plans. They required products worth 1 Crore, a feat beyond our modest means at the time. Self-doubt crept in, especially when the client contemplated sourcing materials directly from Bajaj Indef. However, Mr. Sehgal, the ex-president in an email, expressed unwavering faith in our capabilities.



However, Mr. Sehgal, the ex-president in an email, expressed unwavering faith in our capabilities. He directed the inquiry to us, emphasizing the importance of supporting their channel partner. Despite our financial constraints, Mr. Sehgal's reassurance proved transformative. Despite commencing with a business generating only 50 lakhs, the confidence and support from Mr. Sehgal to execute a 1 Crore order left an indelible mark on us. Emotions ran high during this period. This is a memory we hold dear and will forever cherish.

### More Than Just a Business Partner: A Family Bound by Trust

Gode Engineers, have been honored with numerous awards, including excellence and target achievement accolades, in picturesque locales like Bali and Mussoorie. We hold steadfast confidence in Bajaj Indef products compared to other competitors in the market, bolstering our conviction when promoting and selling them. The Codes attribute Bajaj Indef not only to their business success but also to the shaping of their values and expertise. The training and support they received empowered them to cultivate a highly skilled team. Today, they proudly impart their knowledge, ensuring the flame of excellence continues to burn brightly. Bajaj Indef, for them, transcends mere business partnership—it embodies an extension of their family. Their journey commenced with ambition and blossomed into unyielding loyalty, support, and collective triumph.

Bajaj Indef holds a special place in our hearts. We embarked on our professional journey with them and have since grown together. The notion of severing ties with Indef has never crossed our minds. It's more than just business; it's a familial bond. I take pride in declaring that my inaugural foreign trip was with Bajaj Indef, and every significant milestone has been intertwined with them.

"Bajaj Indef isn't just a company; it's an emotion that resonates deeply within me", says Mr. Ravindra Gode.

## CUSTOMER STORY

During a recent conversation with Vikran Engineering & Exim Pvt. Ltd., a rapidly expanding EPC company in the power sector, we had the chance to explore their collaborative journey with Bajaj Indef, which began back in January 2023.

What was notable from our discussion was their profound reliance on Indef as a trustworthy and esteemed producer of hoists, particularly with our involvement in projects like the Uttar Pradesh Jal Jeevan Mission.

One aspect that particularly resonated with them was the exceptional support they received during the execution of their Chain Pully Blocks order, from our authorised business partner, M/s. Hemdhara Trading and team Bajaj Indef. It's heartening to hear that our network of stakeholders is making a tangible difference in our clients' experiences.

Moreover, the feedback on the quality of our chain pulley blocks, as highlighted by their site Quality team's report, reaffirms our commitment to delivering products of the highest standards. Knowing that our products consistently meet and exceed expectations is a testament to the dedication of our entire team.





# HHL UPDATES

## Cultivating Hope: A Heartwarming CSR Initiative by Hercules Hoists Charitable Trust

In a world often overshadowed by the hustle and bustle of daily life, it's heartening to witness initiatives that sow seeds of change and nurture hope in the lives of those in need. Such is the tale of Hercules Hoists Charitable Trust, a beacon of compassion and empowerment, whose recent collaboration with Sumnagal Disabled Children School in Pen is a testament to the power of collective action and community engagement.

On the occasion of #InternationalCSRDay, we proudly launched the 'Earn and Learn' Nursery program, a heartwarming initiative where we established a brand new 'Earn and Learn' Nursery from scratch, planting the seeds of opportunity with 12,000 saplings. Additionally, we empowered 184 students with invaluable gardening skills. This not only fosters environmental stewardship but also lays the groundwork for a brighter future filled with promise and prosperity.

Furthermore, the trust fortified the school's educational space by providing learning facilities on the terrace, creating an environment conducive to research and learning opportunities. This innovative endeavor speaks volumes about the trust's commitment to holistic education and community development.





But the impact of Hercules Hoists Charitable Trust extends beyond the realm of academics. As part of their dedication to community engagement, the trust organized a drawing competition, showcasing the artistic talents of the children. Moreover, a delightful dance performance, prepared by the students, added a touch of joy and vibrancy to the inauguration ceremony, underscoring the spirit of resilience and celebration.

The event was graced by the esteemed presence of Adv. Shubhangi Zemse, a prominent advocate for child welfare and former member of the Juvenile Justice Board. Her participation in the ribbon-cutting ceremony added significance to the occasion, highlighting the collective effort towards a noble cause.

As we reflect on this heartwarming initiative, we are reminded of the profound impact that compassionate action can have on transforming lives and communities. Hercules Hoists Charitable Trust sets a shining example of corporate social responsibility, inspiring us all to sow the seeds of positive change and cultivate a future brimming with hope and opportunity. Together, let us continue to nurture dreams, empower lives, and make a lasting difference in the world.





# A New Development in Material Handling

## Bajaj Indef ET U Trolley: NEW ARRIVAL A Smart Solution for Easy Lifting

In the world of lifting heavy things Bajaj Indef is pleased to introduce Indef U Electric Trolley. It's like a little cart that works with electric chain hoists to help move heavy stuff around.

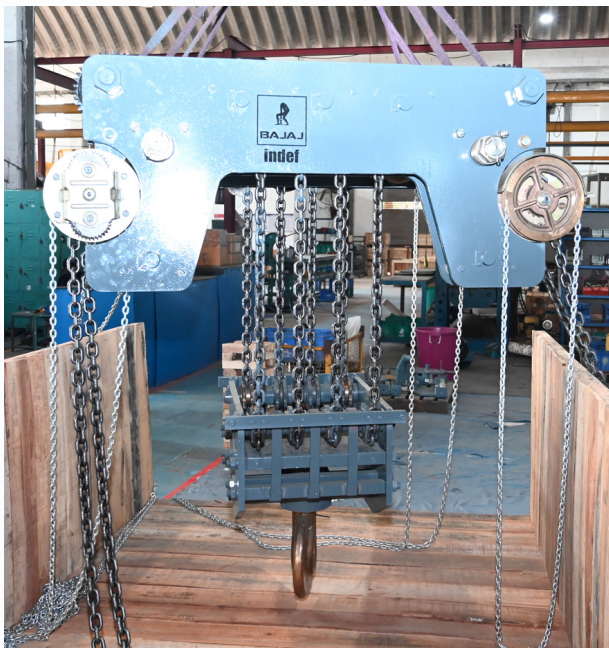
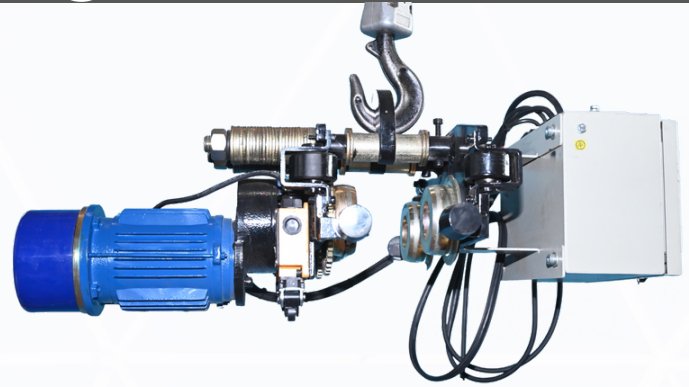
What sets this trolley apart is its compatibility with our EH II (BABY) and HC+ Hoists, enabling it to accommodate weights of up to 3 tons. Plus, it moves pretty fast at 10 meters per minute, which is handy when you need to get things done quickly.

The trolley is powered by a special motor that's tough and has a brake to keep things safe. It's also got helpful rollers that let it move smoothly even around corners. And the best part? You can adjust it to fit different-sized beams, so it works in lots of different places.

Operating it is easy too! There's a control panel right on the trolley, and you can control it with a pendant. So, whether you're lifting heavy boxes or moving machinery, you can do it with ease.

The Bajaj Indef ET U Trolley is built tough, so it can handle the rough and tumble of a busy workstation. It's reliable, sturdy, and ready to get the job done day after day.

With the Bajaj Indef ET U Trolley, lifting heavy things has never been easier. It's a smart solution that's making waves in the world of material handling.



## The Bajaj Indef P USHR:

### Spark Proof Chain Pulley Block

In the ever-evolving landscape of material handling solutions, Bajaj Indef continues to lead the way with developments that redefine industry standards. The latest addition to our lineup, the Bajaj Indef P USHR Spark Proof Chain Pulley Block, represents a groundbreaking leap forward in safety, efficiency, and versatility.

Designed to meet the unique needs of hazardous industrial environments, the Bajaj Indef P USHR is a manual chain hoist engineered for maximum performance and reliability. Its ultra-short headroom design minimizes space requirements, making it ideal for applications where overhead clearance is limited.





## Key Features:

### Universal Trolley with Expanded Capacity:

The Bajaj Indef P USHR features a universal trolley designed to accommodate higher flange widths and lifting capacities of up to 20 tons. This enhanced capacity ensures compatibility with a wide range of lifting requirements, making it a versatile solution for diverse industrial settings.

### Height of Lift and Cross Travel:

With a height of lift reaching up to 14 meters and the ability to cross travel using a geared trolley with a gearbox, the Bajaj Indef P USHR offers unparalleled flexibility in lifting and positioning heavy loads with precision and ease.

### Enhanced Safety Features:

Bajaj Indef P USHR incorporates guide rollers to prevent hoist derailment and a robust design that withstands the rigors of industrial environments. Additionally, the lower hook and trolley wheel are bronze-coated with HTB2 lining, providing spark-proof performance in hazardous environments. .

The Bajaj Indef P USHR, offering unmatched performance, reliability, and safety. Its design and robust construction makes it the ideal solution for demanding industrial applications where safety and efficiency are paramount.

A vibrant graphic celebrating the Holi festival. The background is a deep purple with a subtle pattern of white circles and leaves. In the foreground, there are several circular bowls filled with different colored powders: green, purple, blue, orange, and pink. The text "HAPPY HOLI" is written in a large, white, serif font, with "FESTIVAL OF Colors" in a smaller, white, sans-serif font below it. The word "Colors" is written in a colorful, multi-colored font.

**HAPPY HOLI**  
FESTIVAL OF *Colors*





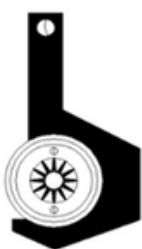
# INDUSTRY TRENDS

## CONFIDENCE PETROLEUM AND BW ENERGY'S ALLIANCE TO REVOLUTIONIZE INDIA'S LPG LANDSCAPE

Confidence Petroleum Limited has secured a significant investment of Rs250 crore from BW LPG, a Norwegian company, resulting in BW LPG acquiring an 8.5% stake in Confidence Petroleum. This infusion of funds is aimed at bolstering Confidence Petroleum's expansion plans in LPG downstream assets, notably the establishment of a substantial LPG storage terminal at Jawaharlal Nehru Port Trust. Furthermore, Confidence Petroleum intends to broaden its reach by enhancing its network of auto LPG and CNG retail stations and bottling units across India. Additionally, Confidence Petroleum has initiated a joint venture with BW Logistics to develop infrastructure for onshore imports and downstream marketing activities.



## BRAITHWAITE RECEIVES RS 180 CRORE ORDER FROM RAILWAYS FOR 500 WAGONS



**ब्रेथवेट एंड कंपनी लिमिटेड**

**BRAITHWAITE & CO. LTD.**

(भारत सरकार का उपक्रम) / (A Govt. of India Undertaking)  
(मिनीरत्न श्रेणी-1 कंपनी) / (A MINIRATNA Category-1 Company)

रेल मंत्रालय / Ministry Of Railways

Braithwaite & Co Ltd, a Central Public Sector Undertaking, has recently clinched a significant contract worth Rs 180 crore to manufacture 500 BCVM-C type wagons for the railways. Braithwaite is further venturing into sectors such as bridge cranes, civil construction, and operation services. By the fiscal year 2025-2026, its objective is to emerge as a Rs 2,500 crore listed CPSU through strategic diversification and expansion initiatives.





**TATA ADVANCED SYSTEMS**

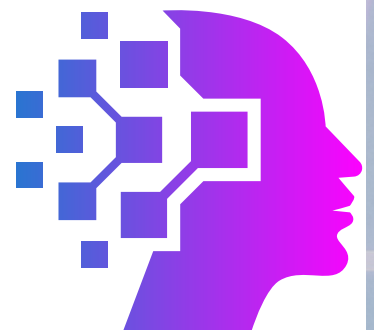
## AIR INDIA & TATA ADVANCED SYSTEMS SET TO INVEST ₹2,300 CRORE IN KARNATAKA

Air India and Tata Advanced Systems have inked a memorandum of understanding (MoU) with the Karnataka government, committing to a ₹2,300 crore investment in the aerospace and defense sectors. As part of this agreement, Air India will set up maintenance, repair, and overhaul (MRO) facilities at Kempegowda International Airport, expected to create 1,200 job opportunities. Additionally, Tata Advanced Systems Limited (TASL) will channel investments into aircraft modification, gun manufacturing, and research and development, paving the way for 450 skilled job openings. This collaborative effort is geared towards propelling Karnataka's aerospace industry forward, fostering employment prospects, and fortifying India's aviation infrastructure.



## IKANNUR TAKES LEAD WITH INDIA'S FIRST SUPERCAPACITOR MANUFACTURING HUB

Keltron in Kannur has set up India's first supercapacitor manufacturing facility, with technical support from ISRO. The facility, constructed at an investment of ₹42 crore and inaugurated in two phases aims to produce 2,100 capacitors daily in the first phase. The supercapacitors, with superior energy storage capabilities, are expected to revolutionize sectors such as automation, renewable energy, space technology, and defense.







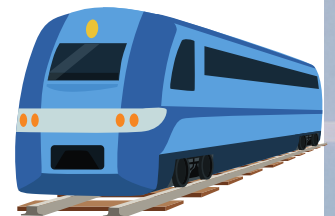
## NTPC AND NALCO FORM STRATEGIC ALLIANCE FOR PROGRESS

NTPC and NALCO have forged an MoU to address the energy requisites of NALCO's upcoming smelter plant expansion in Odisha. NTPC's commitment involves supplying roughly 1200 MW of continuous power using a combination of renewable and non-renewable energy solutions. The primary goal of this collaboration is to promote sustainable energy initiatives, bolster the advancement of the aluminium industry in India, and cater to the escalating demands of NALCO's escalating operations.



## ALSTOM ROLLS OUT FIRST ADVANCED METRO TRAIN FOR MEERUT

Alstom delivered the first indigenously manufactured trainset for Meerut Metro to NCRTC as part of a contract for 210 cars for the RRTS. The Meerut Metro will operate on a 25-km stretch connecting Partapur to Modipuram via 11 stations, with three stations providing connectivity to India's first RRTS. Alstom will supply 30 coaches in a configuration of 10 trainsets of three cars each for this project. Alstom India MD, Mr. Olivier Loison mentioned that this project is a step towards modernizing rail travel in the country.



## EIRICH GROUP GERMANY SETS ROOTS IN PUNE WITH NEW PLANT



The EIRICH Group, a global leader in mixing and processing technology, announced the opening of a new manufacturing plant in Pune, India, focusing on intensive mixers and related equipment for global exports. The plant signifies an important step for Eirich India, enhancing its capacity in key industry segments. Stephan Eirich, the fifth-generation leader, underscores the importance of this expansion in meeting customer needs with top-notch products. With heightened capacity at the Chakan plant, Eirich aims to address escalating demands, providing innovative solutions while bolstering its presence across international territories via the extensive Eirich Group network.

## HERO MOTOCORP ANNOUNCES RS 600 CRORE INVESTMENT IN ANDHRA PRADESH



Hero MotoCorp is investing up to Rs 600 crore in Andhra Pradesh to establish a Global Parts Centre in Tirupati, aiming to enhance operational capabilities and expand its presence. The facility will accommodate 36,700 stock-keeping units and focus on meeting the growing demand in the parts, accessories, and merchandise segment. The company's current Global Parts Centre in Neemrana, Rajasthan, with a capacity of 26,000 SKUs, will see an expansion to cater to upper premium models. Hero MotoCorp is also concentrating on strengthening its premium portfolio through brand-building efforts and innovative customer experiences to maintain a competitive edge.





## PMFAI AWARDS LIFETIME ACHIEVEMENT TO MR. NADIR GODREJ FOR AGROCHEMICAL INNOVATION



Mr. Nadir Godrej, Chairman of Godrej Industries Limited, received the Lifetime Achievement Award from PMFAI for his significant contributions to the Indian Agrochemical Industry. The award acknowledges his efforts in promoting technologies and enhancing agricultural competitiveness. Godrej expressed gratitude for the recognition, emphasizing the team's dedication. He highlighted the company's commitment to innovation and collaboration in providing sustainable crop protection solutions, reinforcing their dedication to excellence and sustainability in agriculture.

## BSNL PARTNERS WITH HFCL FOR RS 141 CRORE ORDER, BOOSTING INDIGENOUS MOBILE SOLUTIONS

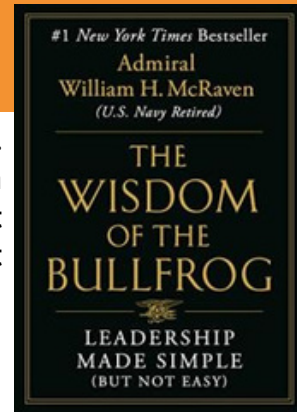


HFCL Limited secured a Rs 141 crore purchase order from BSNL to supply a backhaul system for 4G and 5G networks. The order includes Capex of Rs 119 crore and AMC of Rs 22 crore. HFCL emphasized its leadership in indigenous technology solutions and highlighted the benefits of their backhauling solution for higher data transfer rates, low latency, and enhanced reliability and performance.



# HHL READS

## The Wisdom of the Bullfrog: Leadership Made Simple (But Not Easy)



Leadership might be challenging, but it is not complicated. Admiral William H. McRaven offers tried-and-true leadership lessons from his extensive service as a Navy SEAL in *The Wisdom of the Bullfrog* (2023). He outlines a clear and basic set of traits that distinguish excellent leaders from poor ones and will help present and future leaders navigate difficult times.

**Be a Person of Honor and Integrity:** Leaders must embody honour and integrity, setting an unwavering example for their organization, as these virtues define a legacy of leadership.

**Be Trustworthy:** Trust is built on character and competence; leaders should instill confidence, be decisive, and maintain passion, fostering a workplace where trust is both earned and reciprocated.

**Be Aggressive in Solving Problems:** Leaders must face challenges directly, serving as the face of solutions, and avoiding the pitfalls of inaction, recognizing that proactive problem-solving is a hallmark of effective leadership.

**Encourage Employees to Take Initiative:** Initiative distinguishes great leaders; fostering a culture of action empowers employees to tackle problems independently.

**Develop Detailed Plans:** Success requires boldness backed by meticulous planning, connecting vision, strategy, and detailed implementation plans.

**Listen to Your Employees:** Leaders should engage with and understand their teams, sharing experiences and solving problems collaboratively.

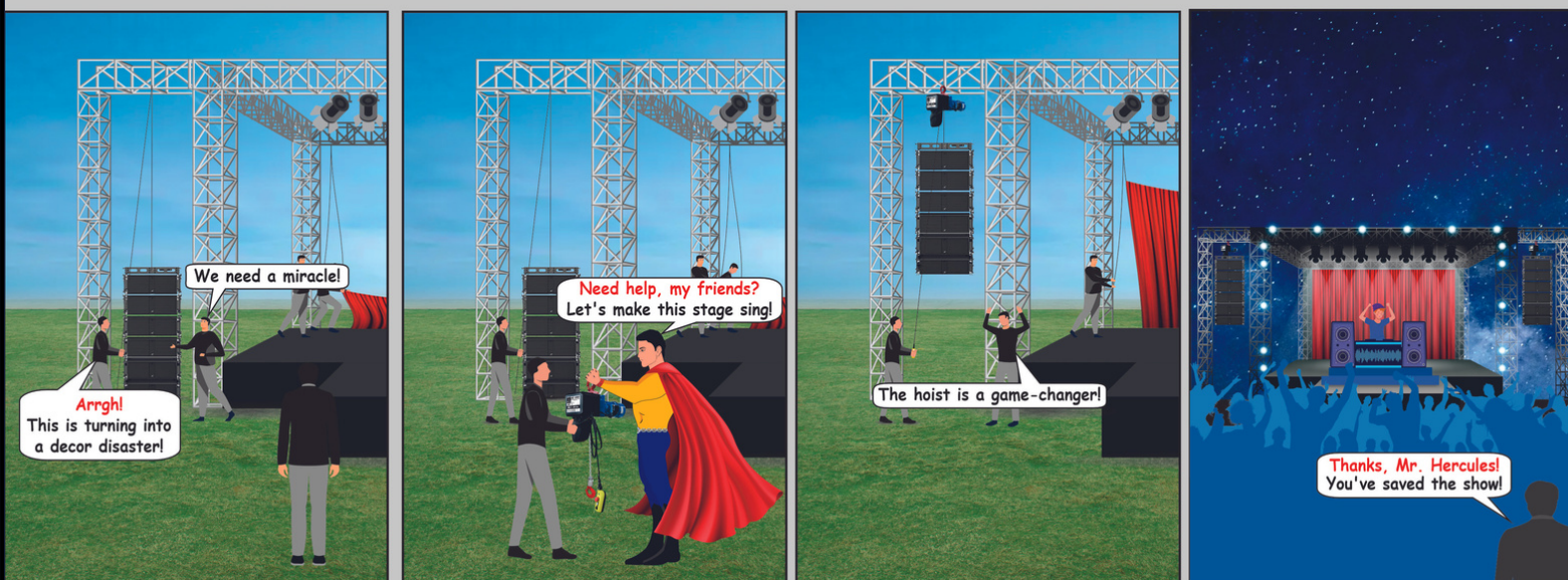
**Schedule Regular Inspections:** Regular inspections maintain discipline, ensuring adherence to high standards and a culture of quality and hard work.

**Work Hard to Overcome Your Shortfalls:** Leaders must work harder after failures, inspiring others and creating new opportunities for success.

**Be Accountable for Your Actions:** Ethical, legal, and moral considerations should guide decisions, positioning leaders on the right side of history.

**Choose a Partner:** Leaders need a trusted partner for support, perspective, tough love, and emotional sustenance in challenging times.

## Comic Strip



© 2024 - Hercules Hoists Ltd. All rights reserved



[www.indef.com](http://www.indef.com)



[enquire@indef.com](mailto:enquire@indef.com)



+91 (22) 489-33303

