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HERCULEAN'S MESSAGE

Regional Team's Perspectives - Inspiring Stories from Our North Region Team

Welcome to the latest edition of Herculean Speaks, where we celebrate the remarkable achievements and unwavering commitment of our North region team. From navigating complex negotiations to forging vital relationships and achieving groundbreaking deals, our North Ke Daredevils have shown extraordinary resilience and drive. Join us as we explore their memorable experiences and discover the motivations that propel them to deliver exceptional results every day.



Mr. Dheeraj Singh from Sales

Working with Bajaj Indef for the past seven years has been an incredible journey. Throughout this period, I have gained a wealth of knowledge and skills that have significantly contributed to my career growth. Being part of the North region team, I have witnessed remarkable progress, with our sales increasing from 12Cr to 30Cr and maintaining an impressive growth rate of 25%-30% annually.

A standout moment for me was securing an order worth nearly 2Cr, marking the first locally completed order through my solution-oriented approach. This achievement was made possible by the unwavering support and encouragement from the Indef team.

The positive atmosphere and growth-oriented environment at Bajaj Indef have been key motivators for me to consistently deliver exceptional results. The journey has been challenging, but the collaborative spirit and dedication of my colleagues have made overcoming obstacles a rewarding experience. It is truly a great place to work, fostering both personal and professional development.

Mr. Mayur Sehgal from Sales

In my six years at HHL, one experience that stands out is the development of our new motivational culture under our CEO's leadership. This culture values hard work and ensures that no matter the level, dedication is recognized and appreciated. Being selected for the Elevated Club 2021-2022 was a memorable achievement, underscoring this positive shift.



Challenges are part of the job, especially in Sales where pricing, terms, and complex product requirements can be hurdles. However, what keeps me motivated is the learning culture fostered by our CEO.

I firmly believe in the mantra: "You will win some and you will learn some; there is no chance of losing in Bajaj Indef." The interdepartmental coordination has also strengthened significantly through regular company coordination, which helps us align towards a common goal.

Despite the obstacles, the collaborative spirit and customer-centric approach at HHL ensure that every challenge is met with a solution. The support and willingness of every team member to help each other succeed is what drives me to deliver exceptional results.



Mrs. Deepti Srivastava from Project Management & Customer Support

My journey with Bajaj Indef began in October 2015, starting with the challenging task of collecting form "C" and outstanding payments from the North and East regions. With determination and focus, our team successfully collected over 80 Crores in the form "C" and avoided penalties under the CST act. This achievement reinforced my result-oriented approach.

Collaborating with the Sales, Design, QA, Logistics, SCM, and Production teams, we've secured a 40 Crore Crane business deal and received an Enlistment letter from Engineers India Ltd. Our next goal is to reach 100 Crores, and I am energized and confident to continue on this path.

Meeting deadlines motivates me, as it gives me a sense of accomplishment and drives me to exceed expectations. I am committed to accomplishing my tasks with dedication and determination, always aiming to exceed expectations.

Mr. Surender Dhiman from Service

Working with the company has been an incredible journey filled with memorable experiences and unique challenges. One of my most unforgettable moments was during a project with one of India's most preferred battery brands. We faced a significant issue with the timing mismatch of the brakes, which impacted the hoist gearbox and caused damage. After careful analysis, I suggested using a single brake for hoisting, which successfully resolved the problem.



Another notable experience was at the largest producer of structural steel tubes in India, where we frequently encountered hoisting brake failures on a pillar-mounted jib crane. By identifying the lack of an additional brake contactor and connecting it separately from the VFD supply, we effectively solved the issue.

However, my most memorable experience was representing GE Power on an international site visit to Cambodian Energy Ltd in Cambodia. The satisfaction of overcoming these challenges and continuously delivering exceptional results keeps me motivated.

Mr. Saurabh Yadav from Sales

During my time with Bajaj Indef, one of my most remarkable experiences was securing a significant order for 22 cranes from a prominent customer. The major challenge was balancing the customer's expectations with the company's interests. By thoroughly understanding the customer's problem and offering a simple solution to a complex issue, we achieved this balance.

We collaborated closely with our technical team in brainstorming sessions to explore feasible options, ensuring we remained commercially viable while gaining a technical edge.



Our commercial team also played a crucial role in analysing the terms and mitigating potential risks, ultimately leading to the successful acquisition of the order.

This achievement marked a major breakthrough, establishing a direct relationship with one of the top two Indian corporates and paving the way for numerous future opportunities. The unwavering support from management and the esteemed brand names "Indef" and "Bajaj," coupled with a healthy work-life balance, have been instrumental in maintaining momentum and turning successes into reality.

Mr. Ashish Rana from Sales

Closing a major deal after months of negotiations has been my most memorable experience with Bajaj Indef. Overcoming the challenges and adapting our strategy to meet the client's needs was incredibly rewarding. In Punjab, I'm dedicated to enhancing our brand reputation and raising product awareness.

My motivation stems from a deep pride in my work and the importance of building strong relationships. As a senior sales engineer, I believe that providing a personal touch is crucial for fostering trust and loyalty among our clients. This dedication has been key in maintaining and growing our presence in the region.



Mr. Jangbahadur Singh from Sales

My most memorable experience with Bajaj Indef has been seeing the company's clear and ambitious vision translate into exponential growth in business results over the past few years. The company's positive approach to feedback from ABPs and its swift actions are particularly motivating, creating a positive atmosphere that encourages us all to strive for even better results.

What truly drives me is the market presence, product quality, and customer trust in Bajaj Indef. These factors motivate me to put in extra effort to capture more market share. Knowing that my hard work and perseverance contribute directly to my professional success keeps me going. I believe that aligning the company's Vision 500 and values with my own goals is the key to achieving success.

Whenever we face any challenges, with the coordination of Dheeraj Sir and the Indef team, we take corrective action within company guidelines and follow fair business policies.

स्वतंत्रता दिवस
की हार्दिक शुभकामनाएं



ABP SPEAKS

Success Through Customer Satisfaction: The Journey of Shree Laxmi Industrial House

In this edition of ABP Speaks, we highlight the journey of SHREE LAXMI INDUSTRIAL HOUSE, a prominent Authorised Business Partner of Bajaj Indef.



Mr. Ramesh Chandra Saha, the Managing Director, shares their story of growth and dedication in serving the industrial needs of Odisha.



From Ambition to Reality

After completing his Engineering and MBA, Mr. Ramesh Chandra Saha harbored ambitions of becoming an industrialist. Despite his mentor's advice suggesting Odisha was not ideal for industrial success, he founded SHREE LAXMI INDUSTRIAL HOUSE in 1994. With a vision to cater to all types of industries by supplying quality products and spares during projects and operations, they quickly became a trusted name in the industry.

Today, SHREE LAXMI INDUSTRIAL HOUSE stands as a leading supplier of industrial products in Odisha, with a head office in Angul and branches in Jharsuguda, Bhubaneswar, and Kalinga Nagar Jajpur Road. Their well-equipped infrastructure enables them to provide not only quality products but also prompt and effective after-sales service.

They are proud to be authorized business partners for leading manufacturers in India and abroad, all while striving to achieve their goal of "Success Through Customer Satisfaction."

**MR. RAMESH CHANDRA
SAHA**

**MANAGING DIRECTOR OF
SHREE LAXMI INDUSTRIAL HOUSE**

Odisha

A Decade with Bajaj Indef

The fruitful association between SHREE LAXMI INDUSTRIAL HOUSE and Bajaj Indef began in 2015. Over the years, this partnership has thrived, driven by mutual trust and a shared commitment to excellence.

Motivation Behind the Partnership

Mr. Saha attributes the success of their long-term association with Bajaj Indef to several key factors:

- **Product Range:** Bajaj Indef, offers a diverse range of products, including hoists, cranes, winches, and other material handling equipment. These products cater to various industries, including construction, manufacturing, and logistics.
- **Quality and Innovation:** The company's commitment to quality and continuous innovation stands out. Their investments in R&D enhance the efficiency, safety, and durability of their products.



- **Strong Market Presence:** Bajaj Indef has established a robust brand reputation and a wide customer base, both domestically and internationally.
- **Sustainability Initiatives:** Increasingly, Bajaj Indef focuses on sustainable practices, ensuring that their operations and products align with environmental standards.
- **Customer Support:** The exceptional customer service and after-sales support provided by Bajaj Indef ensure customer satisfaction and foster long-term relationships.
- **Financial Stability:** Demonstrated consistent financial performance reflects the company's stability and growth potential, making it a reliable partner for investors and stakeholders.

Memorable Milestones:

Mr. Saha fondly recalls receiving the "INDEF COVID CHAMPION" award, which acknowledged their resilience and business growth during the challenging pandemic. He also values the insightful and engaging experiences at the Elevate Elite Club conferences hosted by Bajaj Indef.

Future Aspirations :

Looking ahead, Mr. Saha wishes Bajaj Indef continued success and growth. He hopes to see the company achieve new heights in innovation, sustainability, and customer satisfaction. His best wishes extend to their endeavors to expand their global footprint and inspire trust and reliability in all future ventures.

In conclusion, the journey of SHREE LAXMI INDUSTRIAL HOUSE, characterized by their dedication to quality and service, and their enduring partnership with Bajaj Indef, exemplifies the power of commitment and the value of strong brand alliances in achieving success.



Mr. Ramesh Chandra Saha With Family and Team

CUSTOMER STORY



Customer Story: Successful Collaboration with NRP Projects Pvt Ltd

In a recent conversation with Mr. M. Bhuvaneshwaran, Procurement Manager at NRP Projects Pvt Ltd., we delved into the impressive journey of their company and their successful association with Bajaj Indef. NRP Projects Pvt Ltd., a stalwart in the construction industry, specializes in building storage tanks, cross-country pipelines, and horizontal directional drilling (HDD) projects.



NRP Projects
Private limited

For the past two years, NRP Projects Pvt Ltd. has been associated with us. Our Electric Overhead Travelling (EOT) and Hand Operated Travelling (HOT) cranes have enhanced their operational efficiency. Mr. Bhuvaneshwaran shared that our cranes have consistently delivered reliable performance, significantly contributing to their project success. He further particularly praised the seamless and efficient communication between our teams, which has fostered a strong, collaborative partnership. Mr. Bhuvaneshwaran highlighted the mutual respect and understanding that have been key to our successful collaboration.

At Bajaj Indef, we are committed to providing high-quality solutions and exceptional customer service. The positive feedback from Mr. Bhuvaneshwaran and NRP Projects Pvt Ltd. reinforces our dedication to supporting our clients in achieving their goals. We look forward to continuing our partnership with NRP Projects Pvt Ltd. and contributing to their ongoing success in the construction industry.

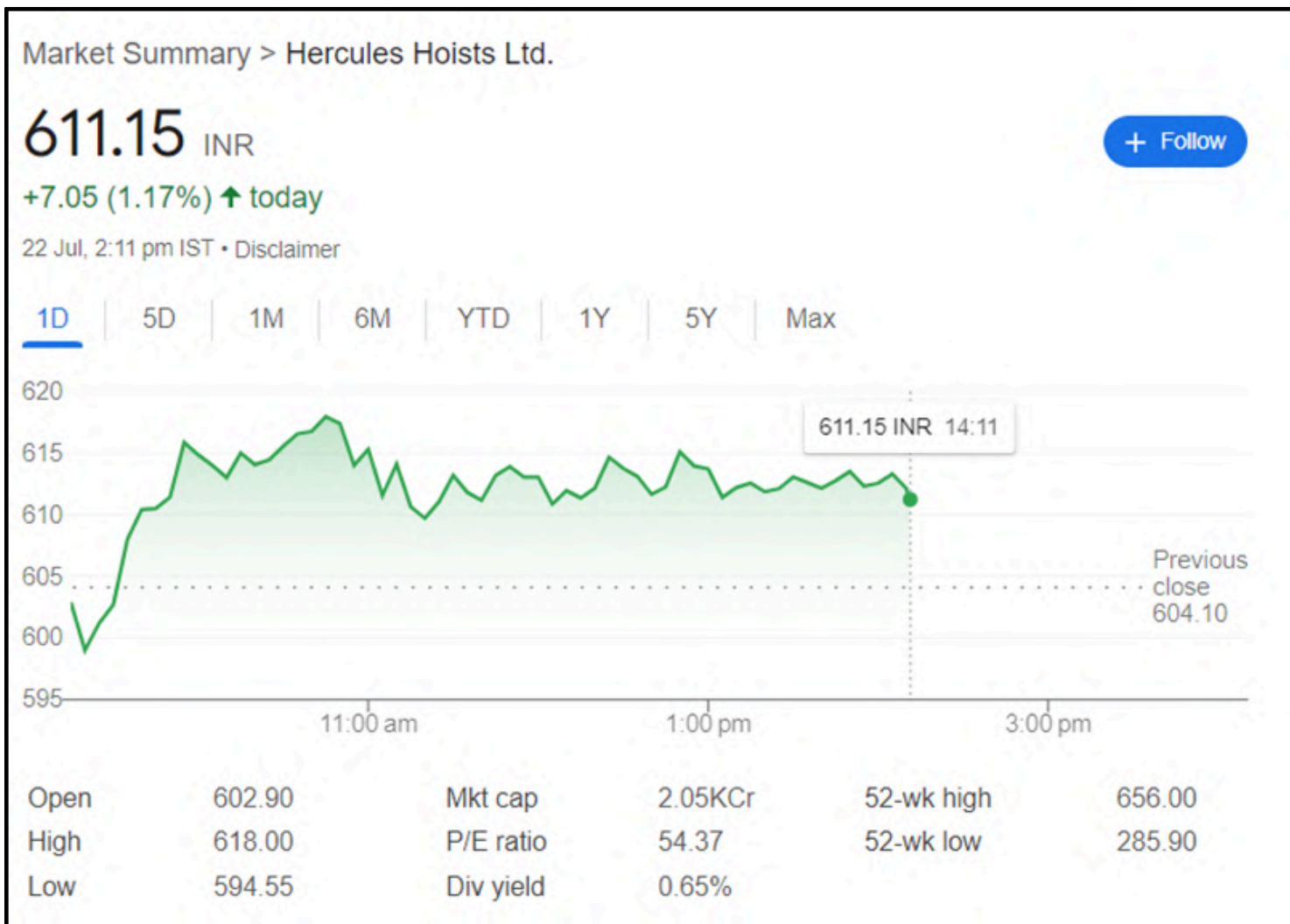


HHL UPDATES



Celebrating a Milestone: Reaching a INR 2000 Crore Market Capitalization

We are pleased to announce that in July 2024, we reached a market capitalization of 2000 Crore, marking the highest-ever valuation in our company's history. This achievement is a testament to our unwavering commitment to excellence and innovation.



Our journey began in 1962 when Hercules Hoists Ltd was incorporated in collaboration with Heinrich de Fries GmbH, Dusseldorf, Germany. In 1964, we proudly listed on the Bombay Stock Exchange, laying the groundwork for our growth and expansion. Our progress continued with our listing on the National Stock Exchange in 2001. In 2009, our current manufacturing facility at Khalapur became operational, followed by the new crane manufacturing facility at Chakan, Pune, in 2014.

Our consistent growth culminated in a total income of 201.9 Crores for the fiscal year 2023-2024, the highest in our history. Each of these accomplishments paved the way for our latest success - reaching a market capitalization of 2000 Crore.



To achieve this milestone, we set higher and well-defined goals, strengthened relationships with key customers, launched new products and solutions, optimized pricing strategies, improved service policies, streamlined sales processes, and integrated the latest tools and technologies. Additionally, we invested in brand-building efforts to enhance our market presence and foster recognition and trust among our customers.

Looking ahead, Bajaj Indef is poised for strong growth and expansion, fueled by strategic priorities and ambitious goals for the future. Vision 500 is central to our goals, aiming to reach 500 Crore in the next few years. Key strategic initiatives include increasing our domestic and international market presence, emphasizing R&D to improve product offerings, integrating innovative technologies, and optimizing production processes through lean methods. Our commitment to innovation and excellence has allowed us to meet and exceed our customers' expectations, driving our growth and strengthening our market position.

We extend our heartfelt gratitude to our customers, authorized business partners, and employees. Your support and trust have been pivotal in our journey, and we look forward to achieving even greater heights together. Thank you for being a part of our success story.

Latest Certification Extensions: Highlighting Our Commitment to Quality

Our commitment to quality, safety, and excellence has been recognized once again through successful certification surveillance audits. These certifications reaffirm our dedication to maintaining high standards and ensuring that our products meet rigorous industry requirements. Here's an overview of our latest certifications:

Our Atex certification surveillance audit for the Spark Proof Chain Pulley Block, Flameproof Chain Electric Hoist (EH II), and Flameproof Wire Rope Hoist (iR) has been successfully completed, with certification extended until July 11, 2025. Similarly, our CE certification surveillance audit for the Spark Proof Chain Pulley Block, Regular Model Chain Electric Hoist (EH II), and Flameproof Chain Electric Hoist (EH II) has been successfully completed, extending certification until June 23, 2025.

In addition to these accomplishments, we have been successfully assessed for ISO 14001:2015 certification, covering the design, manufacture, and supply of unitized material handling equipment. This certification, demonstrating our adherence to environmental management standards, has been extended until March 20, 2025. Furthermore, we have also met the requirements for ISO 45001:2018 certification, which pertains to occupational health and safety management systems for our unitized material handling equipment. This certification has also been extended until March 20, 2025. These certifications reflect our unwavering dedication to excellence and safety in our operations.



Highlights from Bajaj Indef's connectXperience in Collaboration with Techno Vijay Engineering

We are pleased to share the highlights of our recent connectXperience Event in collaboration with Techno Vijay Engineering Pvt. Ltd., held on 19th July 2024 in Aurangabad. Designed to foster strong relationships with our esteemed customers, the event was both enlightening and rewarding.

Senior management from both Techno Vijay Engineering and Bajaj Indef were present, contributing to a collaborative and successful gathering. The event hosted over 50 customers from various industries, including automotive, engineering, manufacturing, plastics and agriculture. It provided a valuable platform for networking with industry experts, experiencing the offerings firsthand, and gathering crucial feedback on service support.

The insights and feedback we received were invaluable, helping us to enhance our products and services. Overall, the event was a tremendous success, reaffirming our commitment to customer satisfaction and the importance of continuous engagement. We eagerly anticipate future events and the opportunity to further strengthen our customer relationships.



INDUSTRY TRENDS

JSW AND MG MOTOR JOIN FORCES TO INJECT ₹3,000 CRORE INTO INDIAN MARKET BY 2025

JSW MG Motor India, a joint venture between MG Motor and the JSW Group, plans to invest Rs 3000 crore in India by the end of 2025 to boost its production capacity and introduce five new vehicle models, including electric options. The investment aims to triple the manufacturing capacity at its Halol, Gujarat facility to 300,000 units per year, involving the construction of a second plant expected to be completed by next year.



INDIA IS SET TO DEVELOP 12 NEW INDUSTRIAL CITIES TO ADVANCE ITS MANUFACTURING SECTOR



The government plans to establish 12 new industrial smart cities across various states, increasing the total to 20, with eight already under development. Key locations for new cities include Andhra Pradesh and Bihar, complemented by existing sites like Dholera in Gujarat and Auric in Maharashtra, Vikram Udyogpuri in Madhya Pradesh, and Krishnapatnam in Andhra Pradesh where trunk infrastructure has been developed. This initiative aims to enhance domestic manufacturing, create jobs, and increase the share of manufacturing in GDP.





GOOGLE MAPS AND STATIQ WORK TOGETHER TO INCREASE EV CHARGING IN INDIA

Statiq, a major player in India's EV charging network has launched a new integration with Google Maps that allows users to access real-time information about EV charging stations in India, aiming to lessen range anxiety and enhance the driving experience as the electric vehicle market grows. Co-founder, Mr. Raghav Arora emphasized that this initiative supports current EV owners and encourages more people to switch to electric vehicles. Statiq plans to expand its network to 20,000 charging stations by the end of 2025.



STEEL SECTOR TO ATTRACT ₹30,000 CRORE BY 2029, SAYS STEEL SECRETARY

India's steel sector is projected to attract ₹30,000 crore in investments by FY 2029, boosting production capacity by 25 million tonnes, according to Mr. Nagendra Nath Sinha, Secretary of the Ministry of Steel. By March 2024, 57 MOUs worth ₹14,600 crore have already added 3 lakh tonnes of capacity. The sector supports domestic industries, exports, and infrastructure, aligning with the National Steel Policy 2017's target of 300 million tonnes capacity and 160 kg per capita consumption by 2030.

ADANI WILMAR'S ₹600 CRORE INVESTMENT TO ENHANCE EDIBLE OIL AND SOLAR CAPACITIES

Adani Wilmar, an equal joint venture between Adani Group and Wilmar of Singapore plans to invest ₹600 crore to expand its edible oil processing and launch new food products, in addition to an ongoing ₹3,400 crore expansion. It reported a net profit of ₹313.20 crore for Q1, compared to a loss last year, with revenue rising to ₹14,229.87 crore from ₹12,994.18 crore. The company further plans to enhance solar power generation capacities to 15 MW from 8 MW.



DTDC TEAMS WITH SKYE AIR FOR DRONE SERVICE

DTDC Express has partnered with Skye Air Mobility to launch last-mile drone-based deliveries, marking a significant milestone as the company embarks on its 35th year in service. The inaugural drone delivery successfully took place from Bilaspur to Gurgaon in 3-4 minutes, in contrast to the usual 15-minute road delivery. The drone system is designed to be eco-friendly, helping to reduce carbon emissions and traffic congestion. DTDC plans to expand this service throughout India, focusing on regions where drone deliveries can provide the most benefit.



ULTRATECH SECURES MAJORITY STAKE IN INDIA CEMENTS FOR ₹7,000 CRORE

UltraTech Cement has approved acquiring a 32.72% stake in India Cements from its promoters for ₹7,000 crore. UltraTech aims to enhance its market position and capacity, with the transaction pending regulatory approval. Chairman Mr. Kumar Mangalam Birla sees this as a step toward achieving 200 million tonnes per annum production capacity and strengthening India's infrastructure.



HHL READS



Leading Change: Why Transformation Efforts Fail

"In **Leading Change** (2012), **John P. Kotter**, a distinguished Harvard Business School professor, presents a renowned framework for implementing and sustaining organizational change. Kotter's process is designed to help organizations improve efficiency, success, and competitiveness through a structured approach to transformation.

Establishing Urgency: Leaders must create a compelling case for change to overcome complacency and mobilize action.

Building a Strong Team: A dedicated team with decision-making power is essential for guiding and sustaining change.

Aim for Monopoly: Create unique offerings to avoid competition.

Crafting a Clear Vision: A clear and compelling vision guides the organization and motivates stakeholders.

Effective Communication: Regular, clear communication of the vision helps keep the organization focused and engaged.

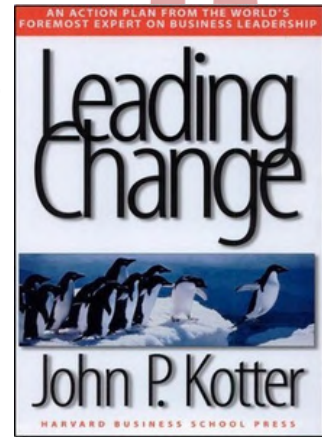
Removing Barriers: Identifying and addressing obstacles empowers staff and aligns their efforts with the change vision.

Achieving Short-Term Wins: Early successes build momentum and demonstrate the value of the change.

Building on Gains: Leveraging initial successes to drive further change strengthens the transformation.

Embedding Change in Culture: Ensuring that new practices become part of the organizational culture secures lasting change.

Kotter's book provides a methodical approach to leading successful transformations, emphasizing the need for leadership that is adaptable, visionary, and skilled in navigating both the challenges and opportunities of change.



Comic Strip

