Monthly Newsletter
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indef BUZZ

HERCULEAN'S MESSAGE

West Region in Spotlight: Stories of Passion and Purpose

In this edition, we turn the spotlight on the remarkable contributions of our West Region team. Their dedication, resilience, and commitment to excellence have played a crucial role in driving our company's growth and shaping a legacy of success in the region. From securing key business wins to tackling industry challenges head-on, each team member's story showcases their unique journey, highlighting their passion for achievement and commitment to innovation.

Let's dive into the inspiring experiences of our West ke Pioneers!



Mr. Dhananjay Karande From Sales

Joining this leader in engineering and material handling solutions has been an immensely rewarding journey, instilling in me a deep sense of responsibility to uphold our high standards of expertise. Leading a sales team has allowed me to drive both innovation and creativity in our projects. One of my most memorable experiences here was during a major project launch with a tight deadline. The team's collaborative spirit was remarkable, as we came together to brainstorm and troubleshoot challenges.

Expanding into segments like heavy-duty M8 EOT Cranes and specialized Jib Cranes marked significant milestones. Overcoming the challenge of producing M8 cranes and flameproof cranes (Gas group 2C), particularly for demanding industries like production and steel, was a proud achievement. With the MD's backing, we successfully delivered and commissioned M8 cranes at a leading automotive manufacturer, leading to further orders and a steady flow of inquiries. Major projects last year included a major player in the petrochemical sector, a key defense contractor, a prominent electric vehicle manufacturer, a renowned automotive company, a leading graphite electrode producer, and more.

What motivates me daily is the chance to engage deeply with my work—whether through projects or targets. Every interaction brings opportunities for learning and knowledge-sharing, keeping the work exciting and challenging.

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Mrs. Suman Baliga From Service



At Bajaj Indef, working across multiple departments brings both challenges and opportunities, fueling a sense of pride and excitement in our day-to-day operations. This unique environment offers a platform for constant learning, enabling us to grow both personally and professionally while ensuring our commitment to quality and customer satisfaction remains at the forefront.

A particularly essential area is our Spares and Services Team, where our mission centers around customer satisfaction. We prioritize not only addressing customer needs but also proactively gathering feedback and identifying areas for improvement. By regularly checking in with our customers, we aim to continuously uplift our products and refine our services. This customer-focused approach underscores our commitment to excellence and responsiveness in all that we do.

Through collaboration, innovation, and a relentless pursuit of improvement, Bajaj Indef is dedicated to delivering the best possible solutions for our customers.



Mr. Shripad Daddikar From Sales

In my journey with Bajaj Indef, moving from Senior Engineer to Assistant Manager, I've had the privilege to work across diverse territories in South and West India, which has enriched my understanding of varied market dynamics. One standout memory from my early days was securing my first significant order worth 1 crore from a top multinational tyre manufacturer in Vizag.

Under the guidance of my manager, Mr. Manish Dhar, I successfully navigated the complexities of this deal, a challenging experience that highlighted the value of persistence, relationship-building, and teamwork.

What drives me every day is the chance to create meaningful impacts through my work. Sales is more than achieving targets; it's about truly understanding client needs, delivering tailored solutions, and fostering long-term relationships. Each day brings new challenges and opportunities, and my motivation stems from the desire to exceed expectations and embody our company's values. My goal remains to support our Vision 500 and uphold our esteemed market reputation.

Mr. Pawan Sawarkar From Sales



Working with Bajaj Indef over the past three years has been an incredible journey, filled with personal growth, valuable learning, and memorable experiences. I still remember my first day—excited yet nervous—but my colleagues and managers welcomed me warmly and made me feel comfortable from the very start. Their support has been constant, guiding me through every step along the way.

What truly stands out at Bajaj Indef is its commitment to employee development. My managers and senior colleagues are always available to offer guidance, share insights, and provide mentorship, which has been instrumental in helping me meet my targets year after year. The company's culture fosters collaboration and values open communication, creating an environment where ideas are encouraged and respected.

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With the continuous learning opportunities, I've been able to grow my skills and contribute to our shared goals. As we work towards Vision 500, I'm excited to see Bajaj Indef reach new milestones every year.



Mr. Kuldeep Pomendkar From Service

Joining Bajaj Indef, a leader in material handling solutions, has been a pivotal moment in my professional journey, aligning me with an organization that not only pursues continuous growth but also positively impacts the market.

From the beginning, I was welcomed into a culture built on strong teamwork and collaboration.

Over the past three years, I've had the chance to expand my skill set by working on innovative crane models and learning advanced techniques that were new to me.

The work environment here fosters both productivity and passion, encouraging everyone to contribute meaningfully while enjoying the process. I am deeply grateful for the support I've received from my dedicated colleagues and take pride in being part of an organization that embodies such a forward-thinking and supportive ethos.

Mr. Prashant Joshi From Sales



In my 1.5 years with Bajaj Indef as a Regional Sales Manager for ABP Business in Gujarat, transitioning from a different industry to the Material Handling sector has been a rewarding challenge. Indef's legacy as a trusted brand across industries makes it well-recognized by customers. The strong ABP network serves as the strength, supporting clients with unmatched technical expertise, both in pre-sales and post-sales services.

One memorable experience has been immersing myself in understanding customer requirements and ensuring safety-focused, tailored solutions. This direct market engagement and Bajaj Indef's reputation make the work fulfilling, even when challenges arise. With the support of our skilled ABP network and design team, we tackle obstacles swiftly, maintaining quality and trust.

What keeps me motivated daily is being part of Vision 500. Each day presents a new milestone and a timeline that drives me to deliver better results than the day before, pushing us all to contribute meaningfully to our shared goals.

Mr. Shubham Lonkar From Sales



For nearly two years, I've had the pleasure of working with Bajaj Indef as a Sales Engineer, focusing on channel partner sales across Vidarbha and Madhya Pradesh. With invaluable support from our management and my reporting manager, Mr. Manish Dhar, I successfully introduced and demonstrated the Indef-Hadef Aluflex 360/21+ CPB with overload protection to a key customer.

This led to securing our first order, as the customer was impressed with the product's quality, spare parts availability, and our dedicated service.

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This positive experience not only strengthened their trust in our brand but also highlighted our commitment to excellence. A big thank you to the entire team for their support in making this achievement possible.

Mr. Shankar Padwale From Service



Joining Bajaj Indef has been a milestone in my career, fulfilling my aspiration to work with an organization that not only grows steadily but also makes meaningful contributions to society. The friendly culture and strong sense of teamwork here made me feel welcomed from the start.

Over the past two years, I've had the opportunity to work on innovative crane models and learn advanced techniques that were completely new to me, enhancing my skills and expertise.

The work environment is highly motivating, encouraging productivity and fostering a sense of genuine enjoyment in being part of this dynamic team. I'm grateful for the chance to grow alongside dedicated colleagues and for the continuous support I've received from everyone.



Mr. Vikram Suryavanshi From Service

Joining Bajaj Indef has been a dream come true for me, as I always aspired to work with a company known for its continuous growth and social contributions. I was drawn to the friendly culture here, and after 1.5 years, I can confidently say it has been a fantastic journey.

Learning about new crane models that I hadn't encountered in my previous experience has been both exciting and rewarding.

The work environment is supportive and encourages productivity, making it a pleasure to come to work every day. Thank you for the opportunity to be a part of this wonderful team.



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ABP SPEAKS

Decades of Dedication: Madras Hard Tool Agencies' Success Journey with Bajaj Indef

In this month's edition of ABP Speaks, we're delighted to feature the inspiring journey of Mr. Murtuza Lehary, Director of Madras Hard Tool Agencies. For over five decades, Madras Hard Tool has been a trusted partner of Bajaj Indef, bringing premium lifting solutions to customers and embodying the values of quality and innovation that define our brand.



MR. MURTUZA LEHARY

OWNER OF

MADRAS HARD TOOL AGENCIES

Chennai

A Journey Rooted in Family Legacy

The origins of Madras Hard Tool Agencies trace back to 1930, when the Lehary family first ventured into trading with N. Bardudin & Company. Following a business split, Mr. S. Badruddin Lehary, Mr. Murtuza's grandfather, took a bold step in 1971 and established Madras Hard Tool Agencies in Chennai. From there, a new chapter began with a focus on premium lifting equipment, with Bajaj Indef as a key partner since 1973. After Mr. Badruddin Lehary, his son Mr. Yusuf Lehary took over the reins, and today, Mr. Murtuza proudly carries forward this family legacy. Together, they have nurtured and grown the business with the same dedication and vision that began generations ago.

Building from the Ground Up

Madras Hard Tool Agencies started with a modest turnover of ₹1.2 crores in 1972, and today, their annual revenue has grown to ₹30 crores. With perseverance, they carved out a niche for themselves, specializing in tools and tackles and gradually moving to focus on lifting solutions.

Reflecting on the initial years, Mr. Lehary shares, "We built our business from scratch, with a basic yet strong marketing approach. My grandfather personally visited companies to introduce our offerings, and it was his unwavering commitment that led to our success."

A Commitment to Quality with Bajaj Indef

Mr. Lehary emphasized the vital role of quality, saying, "Our choice to stay with Bajaj Indef is straightforward—they deliver premium products that consistently meet the highest quality standards. Our customers deserve nothing less than the best, and Bajaj Indef reliably fulfills that promise."

A Memorable Experience

One of Mr. Lehary's cherished memories from the early days of their partnership with Bajaj Indef involves his father, Mr. Yusuf Lehary, supplying chain pulley blocks for heavy-duty applications in granite quarries.

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Mr. Lehary recalls, “The demand for Indefchain pulley blocks was immense. These blocks were in constant use, 24 hours a day, under incredibly tough conditions. Yet, they held up exceptionally well, proving the durability and reliability that Bajaj Indef products are known for.”

This unwavering reliability has kept Madras Hard Tool Agencies loyal to Bajaj Indef, with customers continuously opting for Bajaj Indef products over competitors.

Mr. Lehary suggested, “Bajaj Indef can embrace new-age technology, particularly in gears, machining, and casting processes. The industry is evolving, and bringing in more modern technology could enhance our solutions even further.”

Looking Ahead to Greater Success

With confidence and ambition, Mr. Lehary envisions a bright future, setting a goal to reach a turnover of ₹100 crores in the coming two to three years. “with Bajaj Indef’s support, I am certain we will achieve this target,” he shares with pride.

Here’s to continued success and partnership with Madras Hard Tool Agencies. Together, we’re lifting to greater heights!



Mr. Murtuza Lehery with father Yusuf Lehary and Team

CUSTOMER STORY

VA TECH WABAG LIMITED's Partnership with Bajaj Indef – A Testimony of Quality and Dedication

At Bajaj Indef, delivering high-quality lifting solutions is at the heart of what we do, enabling clients to execute projects smoothly and effectively. Recently, we had the privilege of supporting VA TECH WABAG LIMITED, a renowned multinational in water technology, on its ambitious SIBUR 10P160 project in Russia.

Mr. Amit Sutar, Deputy Manager of Projects at VA TECH WABAG LIMITED’s Pune office, shared his appreciation for the Bajaj Indef team's support throughout the order’s execution.

In his words, "We are truly grateful for your team’s outstanding dedicated support during this order execution. Your cooperation and efficiency in meeting deadlines while maintaining the quality of the product are highly appreciated and contribute significantly to the smooth operation of our business."

Mr. Sutar extended special thanks to key members of our team: Mr. Karan Katkar from the Contracts Department, Mr. Nitin Ambavane in Production, and Mr. Asim Khan from Quality Control. Their efforts and attention to detail were vital to the project’s success.

He concluded his message with words that inspire our commitment to excellence: “Thanks for being our valuable partner. Your efforts are greatly appreciated.”

As we look forward to supporting VA TECH WABAG LIMITED in future projects, we remain dedicated to providing reliable and efficient hoist solutions, helping them address water challenges worldwide.

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INDEF UPDATES

Bajaj Indef Elevate Elite Club 2024: An Unforgettable Spanish Sojourn

Bajaj Indef recently wrapped up the exciting Elevate Elite Club 2024 in the vibrant cities of Barcelona and Madrid, Spain. This exclusive journey celebrated the outstanding achievements of our top-performing employees and Authorized Business Partners (ABPs), whose exceptional contributions earned them a place in the prestigious Elevate Elite Club.

Barcelona: A Blend of Culture and Adventure

The journey began in Barcelona, where our team immersed themselves in the city's captivating spirit. From a guided city tour showcasing the architectural wonders of Barcelona to the rhythmic allure of a Flamenco show, each moment was designed to offer a unique experience. Members explored Montjuïc via cable car, witnessed the grandeur of the Sagrada Familia, and enjoyed a thrilling La Liga match, Visit to Montserrat—each activity bringing them closer to Spain's rich heritage.



Gala Event and Awards Ceremony

During the Gala event, our leadership team shared invaluable insights and celebrated our growth. The Managing Director emphasized the importance of continuous improvement across all areas, while the Vice President of Sales highlighted a renewed commitment to customer-centricity. Operational updates from the Head of Operations set the stage for upcoming advancements, and the Head of ABP Sales celebrated the significant contributions of our Authorized Business Partners, whose dedication fueled impressive growth in FY23-FY24.



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The Design Head showcased product development and improvement updates, while the Head of Direct Sales shared remarkable milestones achieved in this financial year and future aspirations. Looking ahead, the Head of Marketing unveiled key initiatives that would fuel business growth.

Additionally, our beloved Chairman Shri Shekhar Bajaj addressed the audience live, emphasizing continuous improvement and encouraging leaders to motivate their teams toward leadership roles. These collective insights set the tone for a growth-oriented journey ahead.



Madrid's Timeless Charms and Toledo's History



The excitement continued as the group travelled to Madrid. Here, they explored the city's timeless beauty and indulged in a guided tour of Toledo, uncovering its historical and cultural treasures. This segment of the journey offered a serene blend of heritage and leisure, leaving everyone with lasting memories of Spain's charm.



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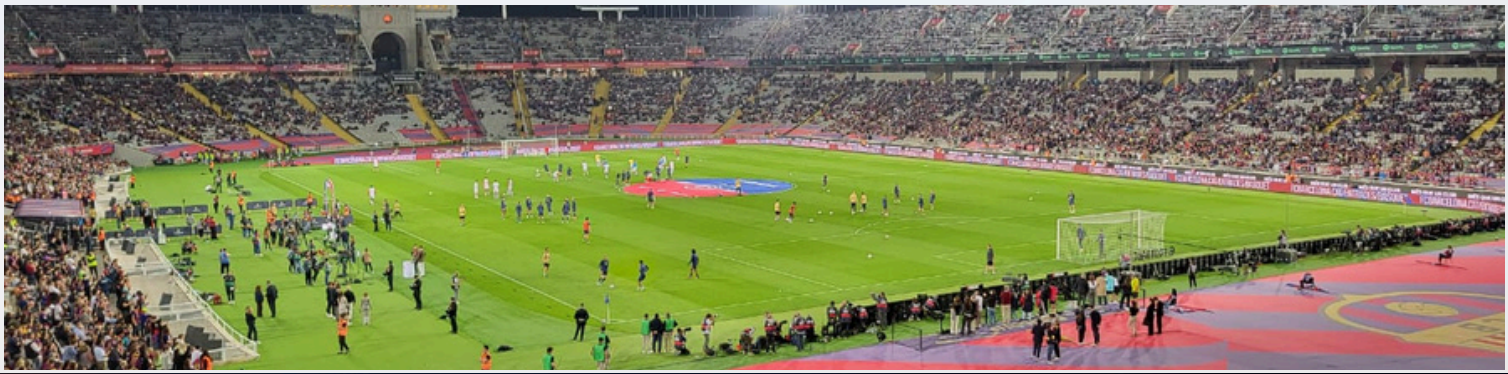




Elevate Elite Club Meet 2024 – Celebrating Success, Creating Memories

The Elevate Elite Club Meet 2024 wasn't just an event; it was an experience where milestones were honored, and unforgettable memories were made. As Bajaj Indef continues its journey toward new heights, we celebrate the shared achievements of our employees and ABPs, who embody the spirit of excellence and inspire us all to reach further.





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Bajaj Indef Secures Gold at Quality Convention 2024

Bajaj Indef is pleased to announce that our team secured the prestigious Gold Award at the 2nd Chapter Convention on Quality Concepts (CCQC) - Thane Chapter, held on September 28th, 2024, at B.K. Birla School in Kalyan.

Competing against 150 teams and 650+ delegates from top organizations across India, including industry leaders like JSW, RCF, Century Rayon, Mother Dairy, CEAT, Parle, Adani, POSCO, Asahi India Glass Limited, Godrej and many more, Bajaj Indef stood out for their commitment to quality and innovation.

Represented by Mr. Rahul Mahajan, Mr. Rajesh Sarode, and Mr. Aditya Kulkarni, our team's case study was selected for the national competition, NCQC 2024, to be held in December in Gwalior, Madhya Pradesh. This recognition is a testament to our dedication to quality excellence and positions us among the best in the industry.







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Lighting Up the Atmosphere with Dussehra and Diwali Celebrations

This October, we celebrated the vibrant festivals of Dussehra and Diwali, bringing everyone together in the spirit of tradition and joy. Team members were dressed in beautiful Indian traditional wear, adding a festive touch to the atmosphere. Each of our offices held a puja, where we came together to offer prayers, followed by the distribution of prasad as a sweet reminder of the occasion. The offices were transformed with colourful rangolis and festive decorations, creating a warm and welcoming environment for all.



To mark the celebrations, we enjoyed a delicious lunch that added to the festive spirit. Everyone received gifts and sweets as a token of appreciation, spreading joy throughout the team. We captured these special moments with group photos, creating memories to cherish. These celebrations truly brought us closer, filling our hearts with gratitude and happiness as we look forward to more moments of togetherness.













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INDUSTRY TRENDS

JINDAL GROUP SETS SIGHTS ON CZECH STEELMAKER VITKOVICE IN €150 MILLION DEAL

The Jindal Group is negotiating to acquire a 100% stake in Czech-based Vitkovice Steel through its subsidiary, Jindal Steel International, in a move aimed at enhancing its European presence and aligning with carbon border adjustment mechanism (CBAM) regulations. This deal, valued at approximately 150 million euros, will be Jindal's first acquisition in Europe, with completion expected by the end of the fiscal year. The acquisition is part of a broader strategy to establish a foothold in the European market, particularly as the region emphasizes sustainable steel production.

CEAT WILL ENHANCE TYRE PRODUCTION WITH CHENNAI FACILITY EXPANSION

CEAT is enhancing its production capacity at its Chennai plant with expansions in both truck and bus radial (TBR) and passenger car radial (PCR) tyres. Following the completion of Phase I for TBR, Phase II will increase production from 45,000 units monthly over the next six to nine months. For PCR, CEAT aims to boost daily output from 20,000 to about 27,000-28,000 units as part of a Rs 1,000 crore capital expenditure plan addressing rising demand.

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EUROGRIP GEARS UP FOR EVS WITH NEXT-GEN FUEL-SAVING TYRES

TVS Srichakra, a leading tyre manufacturer in India known for its Eurogrip brand for two and three-wheelers, is focused on creating next-generation fuel-efficient tyres specifically for electric vehicles (EVs). The company aims to reduce tyre rolling resistance by 10% within the next year, allowing vehicles to achieve greater distances with the same amount of energy. Currently, TVS Srichakra offers a product range of 250 tyres, with 12 designed for the EV market.



MAHARASHTRA DISCOM TO RECEIVE 1,200 MW SOLAR-WIND POWER IN NEW JSW ENERGY AGREEMENT

Power purchase agreements (PPAs) have been inked by JSW Energy's subsidiaries JSW Renew Energy Six Ltd and JSW Renew Energy Thirty Ltd to provide Maharashtra State Electricity Distribution Company Ltd (MSEDCL) with 1,200 MW of solar-wind hybrid power. The agreements, covering two 600 MW projects, are set for 25 years at a tariff of Rs 3.60/kWh and are expected to be commissioned within 24 months.



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BAJAJ AUTO ANNOUNCES $10 MILLION INVESTMENT IN FIRST OVERSEAS PLANT, BAJAJ BRAZIL

Bajaj Auto Ltd announced a $10 million investment in its subsidiary, Bajaj Brazil, to support growth and meet rising operational demands in the Brazilian motorcycle market. The investment, approximately ₹84 crores, will be phased based on business needs. Since its establishment in March 2022, Bajaj Brazil has generated around ₹250 crores in revenue from approximately 9,000 motorcycle sales, primarily under the 'Dominar' brand. The company recently inaugurated its first overseas manufacturing facility in Manaus, which has an initial capacity of 20,000 units per year and the potential to expand to 50,000.

TAPFIN AND IIT BOMBAY COLLABORATE TO REVOLUTIONIZE ELECTRIC VEHICLE FINANCING

TapFin, a sustainability tech platform, has established a Memorandum of Understanding with IIT Bombay's EV Powertrain Lab to tackle challenges in electric vehicle (EV) financing and enhance EV ownership accessibility. The collaboration aims to integrate academic research with industry expertise, providing IIT students with practical project experience and facilitating knowledge exchange. Both TapFin's CEO, Mr. Aditya Singh, and Prof. Sandeep Anand from IIT Bombay expressed enthusiasm for the partnership, underscoring its significance in driving innovation and shaping the future of electric mobility.

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INDIA'S FIRST HYDROGEN-BASED STEEL FACILITY BY GENSOL AND MATRIX GAS

The first green hydrogen-powered steel plant in India will be developed by a consortium led by Gensol Engineering Limited and Matrix Gas & Renewables. The project would cost ₹321 crore, with 50% of the funding coming from the Indian government. Using direct reduced iron vertical shaft technology, this facility will manufacture 50 tons of sponge iron per day as part of the National Green Hydrogen Mission, which aims to replace fossil fuels with green hydrogen and eradicate CO_2 emissions.

MATRIX Gas & Renewables

GENSOL

TATA STEEL AND TENOVA PARTNER IN £1.25 BILLION GREEN STEEL INITIATIVE AT PORT TALBOT

Tata Steel has partnered with Italy's Tenova to implement an electric arc furnace at its Port Talbot plant in Wales, transitioning from traditional blast furnace production. The £1.25 billion initiative, supported by £500 million from the UK government, aims to reduce carbon emissions at the site by 90% by 2027 and is projected to cut annual steelmaking emissions by 5 million tonnes of CO2. The electric arc furnace is expected to be operational by late 2027, following public consultations and a planning application submission in November 2024.

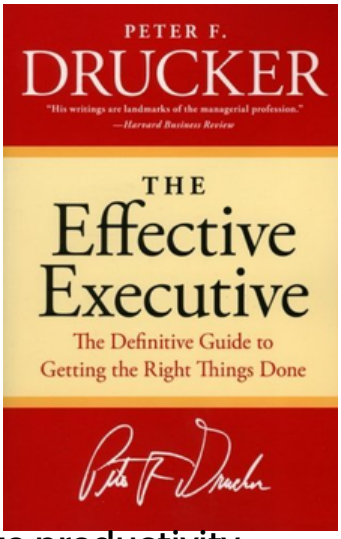
TATA STEEL tenova

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INDEF READS



The Effective Executive : The Definitive Guide to Getting the Right Things Done



The Effective Executive by **Peter Drucker** is a classic management book that focuses on the essential qualities and practices needed to be an effective leader. Drucker argues that effectiveness is a skill that can be cultivated through specific habits, enabling executives to make better decisions, maximize their strengths, and drive meaningful results in their organizations.

Key Takeaways:

Focus on Results: Prioritize high-impact tasks that add value to the organization.

Manage Time Efficiently: Identify time wasters and protect time for priority work.

Leverage Strengths: Build on personal and team strengths to maximize productivity.

Set Clear Priorities: Avoid multitasking by focusing on a few essential goals.

Make Disciplined Decisions: Use a structured approach to make informed, long-term choices.

Concentrate on Key Areas: Focus efforts on areas where you can make the most difference.

Ensure Clear Communication: Foster alignment through consistent, clear communication.

Embrace Continuous Learning: Seek feedback and adapt to improve effectiveness.

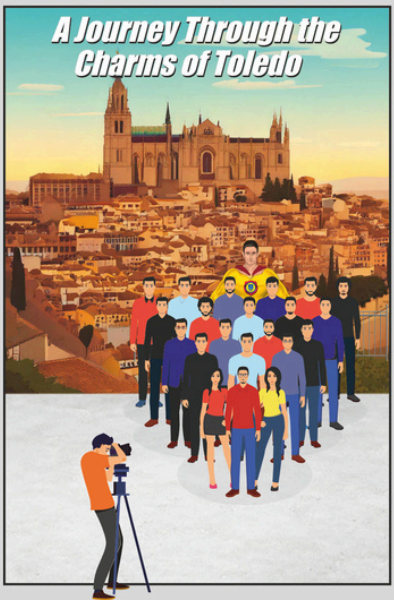
In **The Effective Executive**, Drucker presents a blueprint for becoming a more effective leader through habits of time management, decision-making, and strength-based strategies. The book underscores that by developing these practices, any executive can significantly enhance their impact and contribute to the long-term success of their organization.

Comic Strip









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