

## About Us



- Vibrant Industries was established in 2004, Member of the Chennai based Valingro Group
- Vibrant Industries has 3 Business Units namely Trading (Building Materials), Kavacham (Cleansing) and Vishveswarar Farms (Farming).
- Trading & Distribution is the core BU of Vibrant Industries.
- Focus of Trading is on Steel, Cement & Composite Pipes. We periodically identifying new & emerging products.
- Being extremely committed to the environment, Vibrant Industries contributes to an environmental friendly atmosphere at all times by targeting green products to the market.
- Kavacham offers complete range of **Hand Sanitizer, Surface Disinfectant & Floor Cleaner** products with its modern disinfectant liquid and fresh fragrances.
- Farming - growing long-term fruit trees and cash crops in southern Tamil Nadu - through a separate division "Vishveswarar Farms".



## Vision

*Growing long-term reach for our customers,  
satisfying evolving markets*

## Mission

1. Value-addition through quality & cost effectiveness
2. Developing strategic market presence
3. Identifying emerging products for evolving markets
4. Long-term approach thru Partnerships & Compliances

1. Business Ethics - defines us as a Company
2. Professionalism - defines us as Individuals
3. Citizenship - defines our Contribution to Society

## Corporate Objectives

1. Profit - earnings that enable achieving our other 4 objectives
2. Client Satisfaction
3. Competence
4. Employee Satisfaction
5. Growth



## Value Proposition that defines Vibrant

- Trading business of Infra products covers Infrastructure / Construction / Maintenance projects that are environment friendly & give Value to the end users.
- Most of the products are sourced directly from overseas & domestic manufacturers, thus ensuring that our products supplied are competitively priced in the market.
- We are fully committed to be one of the leading independent products distributors in the years to come.



## Quality Policy

- Short listing products for Trading mainly on the Product/Manufacturer Quality System/Process
- Understanding & complying with Customers' requirements properly

- On time delivery of products
- Supplying products that are approved by Certifying Bodies / Consultants
- To orient our Employees at all times on Values & Quality
- Participating in activities in promoting green products & environment

## Quality Focus

- Vibrant Industries is focused on promoting Quality Products with ISI / ISO Certifications
- Ensuring QC Check / Pass mark for every batch of products being supplied
- Project Execution / Installation with Basic Service Assurances - On-time service and Estimation of Time & Cost before commencing work.



## Trading

- Trading being the core of Vibrant's business, Infra Products form main focus of our trading. We promote green products for a greener tomorrow. Our current set of Products being green already; our new range of Products are also green products.
- There is a need to promote emerging products at the right time so as to capture the market early and be the leading distributor of these products. Vibrant Industries is prompt in identifying the emerging and innovative products so as to serve the market when there is need. Project Execution / Installation with Basic Service Assurances - On-time service and Estimation of Time & Cost before commencing work.

## Current Product categories under Trading BU:

### Building Materials

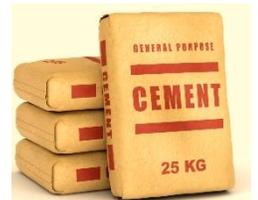
#### Steel

- Focus on Steel
- Focus on sourcing & supply of equipments & materials to construction sites



#### Cement

- Focus on Cement
- Construction sites include Residential, Commercial & Industrial Complexes
- Expansion into Emerging Products for Construction Industry



#### Composite Pipes

- Focus on Composite Pipes
- Multi-Layer Composite (MLC) pipes produced with IS:15450 standards. Composite Pipes combine the advantages of metal and plastic pipes.
- Current Products are Jindal Composite Pipes



## New Products

Vibrant Industries continually explores sourcing & supplying Building Materials, which are new & upcoming and that can substitute the conventional products being used in construction of Industrial, Commercial & Residential Buildings

Following are the major activities :

- Identifying and evaluating new Building Materials
- Tie-up with manufacturers of shortlisted products & prepare marketing / sales strategy
- Promoting products as per the sales strategy
- Periodically adding more products based on Vibrant's sourcing strength and market potential

## Kavacham

Kavacham offers complete range of **Hand Sanitizer, Surface Disinfectant & Floor Cleaner** Each product comes with its modern disinfectant liquid and fresh fragrances.



Specially formulated to meet wide range of uses, gives everyone the trusted protection against germs.

- **Hand Sanitizer** : Alcohol-based waterless hand sanitizer, can instantly use anywhere you need it most
- **Surface Disinfectant** : versatile cleaning solution disinfects & deodorizes in 1-step. Eliminates odour-causing-bacteria leaving behind fresh clean scent.
- **Floor Cleaner** : perfumed disinfectant cleaner for all types of floor & hard surfaces.
- Available in 50ml, 100ml, 200ml, 500ml, 1Ltr & 5Ltrs
- Fragrances: Lemon Fresh, Gentle Rose, Soothing Sandalwood, Morning Lavender, Sweet Jasmine, Citrus Treat, Soft Pine.



## Vishveswarar Farms

Vishveswarar Farms is a division of Vibrant Industries that focuses on Farming activities. Currently Fruits & Vegetables are being cultivated in Vishveswarar Farms. Aim is to grow India's farming competence while also boosting employment.

Vishveswarar Farms is planning to acquire Farming lands in southern Tamil Nadu and expand the business.



## Keeping up with Evolving Markets

- We thoroughly understand the requirement of every Customer with our in-depth marketing skills and provide the best workable solution & products.
- Identifying emerging products for the evolving markets and offering them to the customers
- Need to keep cultivating relationships in the area and building a rapport with potential customers
- As the business conditions change continually, our market research continuous as well
- Understanding where our products are in their lifecycles helps us to work out introducing new products.



- Well defined organization structure to meet the requirement of our customers, both Manufacturers & Consumers
- Train Employees for constant Skill up-gradation
- Dedicated Sales team for every category of products
- Project Execution team with sound technical knowledge
- Customer friendly Service team
- Support team to back our Core team.
- Providing Long-term career growth opportunities to Employees



## Advantage Vibrant

- Supplying new generation products
- Sourcing quality products at competitive pricing
- One stop solution for end Customers
- Extensive sales network
- Concept sales and ability to promote new products.
- Provides wide reach for manufacturers.
- Exclusive distributor for Jindal Composite Pipes in Tamil Nadu



## Socio Economic Contribution (S-E-C)

S-E-C in Vibrant Industries is primarily done by One-to-One Mentoring as each person encourages & motivates the other, towards a more purposeful & effective lifestyle. Towards this, there are 3 areas that each of us can assist by making these a part of our day to day approach :

1. Following discipline in any and everything we do
2. Providing a helping hand to people around us in any way we possibly can
3. Showing the right path forward to people around us



## Summary

- Vibrant Industries offers products with end-to-end solution by introducing new and emerging products for the evolving markets.

