



Vibrant Industries Private Limited

Corporate Presentation

Nov 17, 2023



About Us

- Vibrant Industries was established in 2004.
- Vibrant Industries has 3 BUs - Trading, Kavacham & Vishveswarar Farms.
- Trading is the core business of Vibrant Industries.
- Focus is on Steel, Cement & Composite Pipes, periodically identifying new & emerging products.
- Being extremely committed to the environment, Vibrant Industries contributes to 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 our Farming BU, Vishveswarar Farms.



Vision & Mission



Our Vision

Growing long-term reach for our Customers, Satisfying evolving markets

Our 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





Values & COs

Values

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





Business Unit - Trading

Building Materials

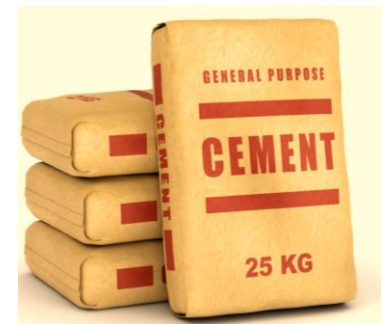
Steel

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



Cement

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



Composite Pipes

- Multi-Layer Composite (MLC) pipes produced with IS:15450 standards. Composite Pipes combine the advantages of metal and plastic pipes.
- Distributor for Jindal Composite Pipes





Business Unit - Trading

➤ Major activities :

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





Business Unit - Kavacham

- Kavacham offers complete range of **Hand Sanitizer**, **Surface Disinfectant** & **Floor Cleaner** products 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





Business Unit - Vishveswarar Farms

- Focuses on Farming activities.
- Fruits and vegetables are being cultivated, viz Coconut, Mango, Jack Fruit & Cash crops
- Aim is to grow India's agriculture competence while boosting employment.
- Planning to acquire Agricultural lands in Tamil Nadu and expand the business.





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 time on Values & Quality
- Participating in activities in promoting green products & environment





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 the Manufacturers





Socio Economic Contribution (S-E-C)

- S-E-C in Vibrant 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





Contact

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