



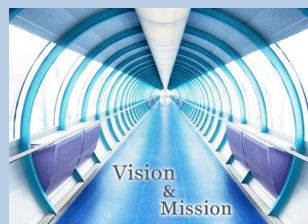
## Overview



- Vibrant Industries was established in 2004
- Vibrant Industries has 2 BUs – Trading and Vishveswarar Farms
- Trading is the core business of Vibrant Industries
- Focus of Trading is on Infra Products (Multi Layer Composite Pipes), supply and erection for drinking & process water in manufacturing units especially in tyre industries.
- Being extremely committed to the environment, Vibrant Industries contribute to environmental friendly atmosphere at all times by targeting green products to the market
- Farming - growing long-term fruit trees and cash crops in southern Tamil Nadu - through a separate division "Vishveswarar Farms"

## Vision

*Value to our Customers  
 with long-term reach  
 satisfying evolving markets*



## Mission

1. Value addition through quality & cost effectiveness
2. Satisfying Consumers & Manufacturers by fulfilling their needs
3. Market Research to identify Emerging Products for Evolving Markets
4. Long-term Reach with Customers through Strong Fundamentals & Business Network

## 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 objectives
2. Client Satisfaction
3. Competence
4. Employee Satisfaction
5. Growth



## Value Proposition that defines Vibrant

- Core business of Vibrant's trading is Infra products covering infrastructure / construction / maintenance projects that are environment friendly and 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 industrial products distributor 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
- Orient 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.

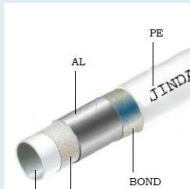
There is a need to promote emerging products at the right time so as to capture the market early and be the leading distributor of these products. Vibrant Industries is prompt in identifying the emerging and innovative products so as to serve the market when there is need.

### Infra Products

#### Jindal MLC Pipe



- Made by German technology with an Aluminium core tube
- Combines advantages of metal & plastic pipes
- Withstands temp. up to 95°C and pressure up to 10 kg /cm<sup>2</sup>
- Used for plumbing, chilled/hot water, compressed air & inert gas
- 50 years working life
- Low heat expansion
- Resistant to chemicals
- Bendable hence less joints
- 30% more flow rate than metal pipes
- Light weight - easy to carry & faster Installation



#### Slag Cements

- Focus on sourcing and supply of slag cements manufactured by the leading manufacturer company in India. The use of slag in concrete has replaced partially the Ordinary Portland Cement (OPC).

#### Steel

- Adding to it, we focus on supply of Steel and TMT Bars, are the finest HYQST (High Yield Quenched and Self Tempered) TMT Bars in India. It is made from virgin iron ore, which gives it the highest grade of purity.



## New Products

Vibrant Industries is venturing into sourcing and supplying of FMCG and Infrastructure Products, 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 Infrastructure & FMCG Products; qualifying for agency business
- Tie-up with manufacturers of shortlisted products and 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



- Identifying new & emerging products that can replace conventional products based on technical superiority and cost effectiveness
- Checking the sales potential of the short listed product based on market survey
- Evaluating the manufacturer's capability to meet quantity & quality requirements
- Establishing the relationship through an agreement indicating the terms & conditions along with roles & responsibilities of both the parties
- Drawing up a marketing & sales plan along with the manufacturer and implementing the same
- Periodically reviewing the progress and making necessary corrective actions

## Vishveswarar Farms

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

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



## Keeping up with Evolving Markets

- We build up an in-depth picture of what customers want, how they behave and which of our marketing approaches work best
- 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 business conditions change continually, our market research is continuous as well
- Understanding where our products are in their lifecycles helps us to work out introducing new products



## Team

- Well defined organisation structure to meet requirement of our Customers – Manufacturers & Consumers
- Established recruitment process to source right resources
- Training to Employees for constant upgradation of skills
- 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



## Markets – Trading BU

### Infrastructure Products

- Current market territory is Tamil Nadu & Puducherry
- Planning to expand the markets all over India and Overseas



## 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 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

- As Vibrant Industries is offering products with end to end solution and introducing new and emerging products for the evolving markets, we hope to satisfy the customers to their utmost satisfaction
- We are offering products and services that will be of value to the customers by reducing the Total Cost of Ownership
- The following are the partial list of our successful project implementations :
  - Slab cooling project for leading Bearings company
  - Installation of LPG risers for several Residential Apartments in Chennai
  - Compressed Air Lines for Auto Ancillary Units & Automobile Service Stations
  - CO<sub>2</sub> Gas Piping for MIG Welding applications
  - Chilled Water Lines for Moulding Machines
  - Hot Water & Cold Water Plumbing applications

## Vibrant Industries Private Limited

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