



# Vibrant Industries Private Limited

## Corporate Presentation

Dec 20, 2022



## About Us

- Vibrant Industries was established in 2004
- Vibrant Industries has 3 BUs - Trading (Building Materials), Kavacham (Cleansing) & Vishveswarar Farms (Farming).
- Trading is the core business of Vibrant Industries
- Focus of Trading is on Composite Pipes, periodically identifying new & emerging products
- Being extremely committed to the environment, 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 a separate division “Vishveswarar Farms”





## Vision & Mission

### 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 & Corporate Objectives

## 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*







## Business Unit - Trading

### Building Materials

- Focus on sourcing & supply of equipments & materials to construction sites
- Construction sites include Residential, Commercial & Industrial Complexes
- Distributor for Jindal Composite Pipes
- Expansion into Emerging Products for Construction Industry
- 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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