

Vibrant



Vibrant Industries Private Limited

Value for Evolving Markets

Corporate Presentation

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Agenda

- A. About Us
- B. Business Units
- C. Quality
- D. Market
- E. Team
- F. Advantage Vibrant
- F. Contact

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A. About Us

- 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 (Composite Pipes), and periodically identifying new & emerging products
- 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”

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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*

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B. Business Units

1. Trading

2. Vishveswarar Farms





Trading – Focus Areas

1. Infra Products

- Focus on sourcing & supply of equipments & materials to construction sites
- Construction sites include Residential, Commercial & Industrial Complexes
- Current Products are: Jindal Multi Layer Composite Pipes, supply and erection for drinking & process water in manufacturing units especially in tyre industries.
- Expansion into Emerging Products for Construction Industry
- 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).
- 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.

2. Emerging Products

- Periodically conducting Market Research to identify new and emerging products for evolving market.



Trading

Infra Products Trading Methodology

- 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

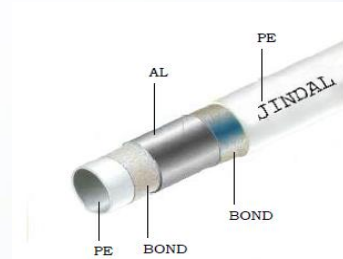
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Trading

Infra Products

Jindal MLC Pipe



- Made by German technology with an Aluminium core tube bonded by adhesive to the interior and exterior tube layers of Polyethylene (HDPE)
- Combines advantages of metal & plastic pipes; Eliminates disadvantages of both the pipes
- Withstands temperature up to 95°C and pressure up to 10 kg/cm²
- Used for plumbing, chilled water lines, compressed, gas distribution
- Major advantages
 - 50 years of working life
 - Excellent Corrosion & Scale Resistance, Hygienic, Toxic Free, Rust Free
 - Low Thermal Conductivity & Low Heat Expansion
 - Bendable – hence less joints and Malleable – easily formed & set by hand

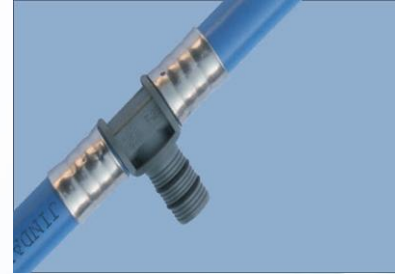
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Trading

Jindal MLC Pipe

Applications



- Cold & Hot Water Plumbing & Distribution
- Under Floor Heating / Cooling System
- Medical, Foodstuff & Chemical Industry's Pipe System
- LPG & Natural Gas Distribution
- Low Pressure Pipe in Air-Conditioning System
- Solar Water Heating System
- Jet Pump Piping & Submersible Pump Piping
- Pneumatics / Compressed Air Line in Textile & Automotive Industry
- Diesel, Petrol & Petroleum Products
- Cable Conduits





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 agriculture competence while boosting employment.

1. Farming

- Coconut
- Mango
- Jack Fruit
- Cash Crops

2. Farm Supplies



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



C. 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

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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



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D. Markets

Infra Products

- Currently Tamil Nadu & Pondicherry
- Expanding to all over India & Overseas





E. Team

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



TEAMWORK

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F. 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



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Contact



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