

a promise of eternal trust

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TATHASTU - The In-house Newsletter of Angel Pumps (P) Limited

Volume 15 August, 2018



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Our Brand Mascot



TATHASTU

Greetings! And welcome to the latest edition of "Tathastu"

While the Company's turnover in the first quarter of the year has surpassed all previous records, I understand that many of our dealers are aggrieved in not getting their ordered material on time. The unprecedented surge in orders from the network, coupled with severe labour shortage at the plant level doubled up to put us all in quite a fix, due to which we fell short in our commitments of timely dispatch to many of you. My apologies.

The order intake continues to remain undeterred at our end and now that we have made necessary preparations in our ability to cater to those orders, dispatches will not be delayed any further.

At the plant level, I am happy to announce that we have started with the field tests for our new range of Vertical Open-well Submersibles that we have named 'Titan'. The new range comprises of superior class Cast Iron Motor Shell and winding system, coupled with completely re-drawn hydraulics and flawless bearing systems, both radial and axial. We will be shortly launching this group with motors running up to 20.00 HP power rating. I am placing the raw photograph of the new model later in the magazine for your perusal.

The "Mercury", "Venus" & "Mars" models meanwhile have created ripples across the markets and we are happy to announce that very shortly we will be expanding our range in "Mars" to cover 10.00 HP, 12.50 HP and 15.00 HP in succession.

Our Marketing Design Team has come up with a Brand Mascot. The mascot is essentially portrayed upon a very young, male plumber. We have named the mascot as USTAAD. This mascot will henceforth appear in almost every communication presented by the Company (like advertisements, signage, in-pack declarations, all manifests, etc.). The Company Logo, The Brand Emblem and The Brand Mascot will form the triangle of identification for the market at large and representations to that effect will hereafter be made.

In marketing again, the Team has come up with their drive concept for 2018-19, that will focus all efforts towards gaining the confidence, love and trust of the Customer. They have named this endeavour as ॐM, and have even created a logo for it. All our congregations in 2018-19 are being held under the banner and theme of ॐM.

The Monsoon, though initially predicted to be deficient by 6%, is now gaining steam and God willing, the deficiency shall be covered in time. We are expectant of plentiful sowing across the country and are prepared to meet the farmers' demands by way of design, quality and production capability.

We are confident that the surge in turnover that we have seen in the first quarter shall continue its course and we will continue on our growth for the balance quarters too.

I wish each of you, your family and friends a Very Happy Janmashtami. God bless!

Jai Hind!

Jignesh S Adroja

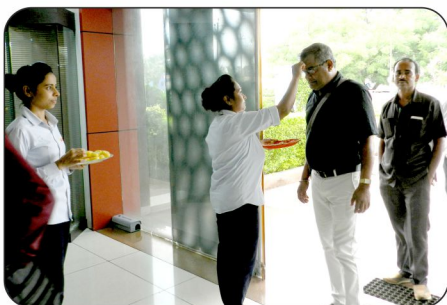




Chhattisgarh Dealers: 25 Dealers from Chhattisgarh were brought in for a trip to Puri where a Conference was also held with them.



West Bengal Dealers: 23 Dealers from West Bengal were brought in for a visit to Works & Conference at Head Office. This was accompanied with a trip to Somnath Temple.





Marketing – Plumbers' & Mechanics' Meets

Plumbers' Meet - Bihar



Plumbers' Meet - Digha (West Bengal)



Mechanics' Meet - Yavatmal (Maharashtra)





Rajasthan Dealers: 13 Dealers from Rajasthan were brought in for a visit to Works & Conference at Head Office. This was accompanied with a trip to Dwarka



Titan (Vertical OWS)

We have successfully launched our New Range of Vertical Open-well Submersible Pumps that we have named TITAN. The Titan Range is innovative in many senses:

- a) The Motor body is essentially of Cast Iron (FG 200 as per IS:210)
- b) All Cast Iron parts are in Green-sand execution
- c) The Bearing assembly is over imported Carbon
- d) Detachable shaft allows for independent purchase of Pumps/Motors
- e) All Rotors are 100% Copper
- f) Highly improved & advanced aesthetics

The Range will initially be available in 5.00 HP through 12.50 HP Power ratings in 3Ø application. Shortly, the range will be developed up to 20.00 HP.

Outlet size & stage definitions will be commensurate with the Power/Head/Discharge parameters.

Marketing will shortly circulate the Launch Circulations towards The TITAN Range.





USTAAD (Our Brand Mascot)

We are pleased to present before you our new Brand Mascot – USTAAD (Leader, Teacher, Connoisseur – someone that is learned, with expertise and one that commands respect). The mascot comprises of a young semi-toon male model essentially depicting a plumber. He has a casual but job-ready outlook and holds a spanner as a prop. We have dressed him up in denim hues to go by the times we live in. He has a jacket that displays our logo upon the left side of the chest and our emblem at the back.

Ustaad, as is the case with mascots, will be the representative spokesperson on behalf of the Company in all visual communication henceforth. This will cover signage, in-pack declarations, all manifests, etc. The mascot shall be useful in reducing text input through illustration that is more universally understood.



The Mascot as such is dynamic & can be modified as required towards pose, expression, attire, gesture, etc. However the overall presentation shall remain fixated against the basic structure as shown in the illustration herein.

We have also suitably modified our Product Group illustration so as to include The Mascot. The old & new versions are produced below:



OLD



NEW



Mangal Prasad
Hindustan Machinery Store
Arrah - Bihar



Rupesh Kumar Gupta
New Gupta Paint & Hardware
Mahammadpur - Bihar



Sunil Kumar Prasad
Bihar Machinery
Dumrao - Bihar



Hara Prasad Rout
Shanti Steel & Sanitary
Jubuli - Odisha



Chanddeep Singh
Attar Singh Enterprises
Sriganganagar - Rajasthan



Khushbindar Singh
Attar Singh Enterprises
Sriganganagar - Rajasthan



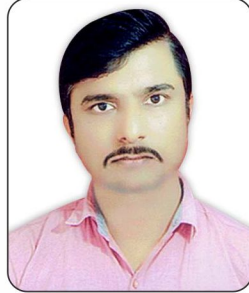
Nilesh Nandkumar Dhole
Om Krishi Sewa Kendra
Amravati - Maharashtra



Shravan Prakash Chaudhari
Shravan Electric & Rewinding
Pahur - Maharashtra



Narhari Ashruba Age
Mauli Machinery Stores
Telgaon - Maharashtra



Bhupendra W Sontakke
Sai Agro Agencies
Shegaon - Maharashtra



Vaibhav Prakash Bora
Bora Sales
Wagholi - Maharashtra



Indubai Anil Kale
Dnyaneshwar Motors
Chandwad - Maharashtra



Gajanan Pandit Jadhav
Aman Sales & Services
Dhamangaon Badhe - Maharashtra



Savitri Raju Patil
Bharti Agro Agency
Pachora - Maharashtra



Yuvraj Gulab Pawar
Shree Samarth Krupa Traders
Raver - Maharashtra



Ajay Kantilal Jain
New Vardhman Electrical
Fattepur - Maharashtra



Rajendra Shivram Pangare
Rajendra Sales Agency
Pune - Maharashtra



Manoj Pravinchandra Kothari
Jil Borewells & Pumps Spares
Dahisar (W) - Maharashtra



Ramakant Shelke
Shree Balaji Agencies
Jalgaon - Maharashtra



Vitthal Keshav Vir
Ambika Sales Corporation
Bhosari - Maharashtra



Aaditya Chandrakant Choudhari
Samruddhi Traders
Khandala - Maharashtra

Feedback Mechanism:

With immediate effect, we have put to place a Feedback Mechanism towards products & technical issues thereof at HO for Dealers at large across the country towards the following:

- Towards defects/shortcomings noticed in any of the products, & suggestions thereof towards corrective & preventive action.
- Towards new products required. This will need to be supplemented with
 - Bench-marking of any competitor model (with price)
 - Approximate volumes expected in the first year of implementation.

This data may be sent by any of you through post, whatsapp or E-mail at the following contact:

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Please use this platform to register your needs against products & receive a feedback on the same.

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