

# ॥ तथस्तु ॥

a promise of eternal trust

TATHASTU - The In-house Newsletter of Angel Pumps (P) Limited  
Volume 16 January, 2019







Greetings, and I wish all of you a Very Happy and Prosperous New Year! A lot has happened since the last edition of Tathastu was published, and I would like to take you through all of it.

It was a moment of immense pride and satisfaction for all of us when we received the coveted ZED Certification over GOLD Rating from The Ministry of MSME (GOI) through the Quality Council of India. The certification is the result of an extremely prolonged and stringent audit conducted upon our processes, systems, people, values and ethics by TQ Cert Services (P) Limited, an authorised Rating Agency appointed by The Quality Council of India for this purpose. The audit took into account 30 different parameters that were assessed and marked. The Certification has a validity period of four years from its date of issuance.

The ZED Programme of the GOI stands for an innovative intent to audit, categorise and certify organisations across India upon two fundamental principles:

(a) Zero Defect

Determining the systems and processes adopted by the organisation to ensure that their products subscribe to conformity to set quality parameters. All the time, and every time

(b) Zero Effect

Determining that the organisation, in principle as well as in practice, maintains its responsibility towards maintaining a non-polluting infrastructure. This includes all forms of pollution and also encompasses the aspect of security and safety of its entire workforce as well as its environmental neighbourhood

The Rating Category "Gold" is an extremely prestigious category in the scheme of things within the ZED Certification Programme. We are the FIRST among all pump manufacturers in India to have acquired this Rating, and the 78th organisation in India to have received ZED Certification.

Towards products, the recently launched range of Open-well Submersibles, namely Mercury, Venus, Mars and Titan have received a huge thumbs-up from the farming community as also domestic users from across the country. Encouraged by the response received, we will very shortly release the higher power versions of Mars and Titan (up to 15.00 HP power rating) as well as the Variable Voltage variants in the entire range.

Very recently, we have launched VISTA, our new range of economic 100 mm submersibles in single phase application, within 0.50, 0.75 and 1.00 HP Power Ratings. The new range will cover pumps up to 15 stages. The VISTA range comes with Aluminium Die Cast Rotors, CED Coated CI parts and a key-way type coupling arrangement. The packaging for this range is in fused double-capsule type. The launch was preceded by extensive sample field tests across the country that proved to be extremely successful.

Now that we have arrived at the final quarter of the current fiscal, we need to pull up our socks at purchase, production, marketing, service and together achieve the set targets for the year. The performance over turnover till date is dot on schedule and I see no reason to disbelieve our conviction that the annual goals shall be met with entirety.

Please keep communicating and collaborating with your inputs, criticism and solutions. I may not be always in a position to react or reply upon those instantaneously, but you have my word that our entire Management Team and I take each of your inputs with due seriousness and act upon them diligently.

To end this communication, I again wish each of you, your families, associates and colleagues A Very Happy and Happening 2019!

Jai Hind!

**Kirit S Adroja**








**Ministry of Micro, Small & Medium Enterprises  
and  
Quality Council of India  
awards**

**GOLD  
R A T I N G**

**under Financial Support to MSMEs in ZED Certification Scheme  
to  
ANGEL PUMPS (P) LIMITED**

Certified Unit Address : G-1604, GATE NO. 2,  
GIDC METODA  
Rajkot, Gujarat - 360021

NIC Code (as per NIC-2008) : 28132

UAM No. : GJ20B0010822

Number of Parameters Assessed : 30

Rating Agency : TQ CERT SERVICES PRIVATE LIMITED



No. 1228132682267

Issued on: 17/11/2018

Certificate Validity:  
Four years from the date of issue  
(Subject to periodic surveillance)

  
Joint Secretary & Additional Development Commissioner  
Office of the DC-MSME, Ministry of MSME

  
Secretary General  
Quality Council of India

This certificate has been awarded after fulfilling the requireds if ZED guidelines and assessment criteria based on the unit's system & processes as on the date of assentment.





A non-profit welfare oriented NGO at Rajkot, The **Samarpan Charitable Trust**, has been in the forefront of many philanthropic activities happening within the city & its surroundings. The Adroja family has since long been committed members of the Trust and have enthusiastically participated in many of the activities undertaken by it.

In an unprecedented undertaking, the Trust Members planned and impeccably executed a mass-wedding ceremony for 22 girls from economically challenged families that have lost their fathers at some point in their lives. The ceremony was aptly named as "Valudi-na Vivah" (The phrase in Gujarati is synonymous to लाडली की शादी in Hindi). The weddings took place on 30 December, 2018. We would like to highlight the most intriguing features on the exercise.

- a) 22 gentlemen (all among the Who's-who at Rajkot) volunteered to give the brides away on behalf of their deceased fathers. They performed the coveted *Kanyadaan* ceremony, and over this gesture, they took responsibility for the girls as their own daughters – a sacred alliance they have vowed to maintain for their entire lives. Mr. Kirit Adroja is one of these 'fathers'.
- b) Nothing in the Trust Members' actions in arranging for the ceremony remotely suggested that they would have done anything differently had it been the wedding of their own offspring.
- c) The sheer scale of the event was baffling. All renowned personalities (and their families) at Rajkot and nearby townships had been invited. The wedding ceremony itself was witnessed by around 7,000 guests.
- d) All rituals were followed to the brim. There were no shortcuts, no side-stepping and no compromises.
- e) The entire focus was upon providing these brides the satisfaction of knowing that though partly orphaned, they are loved and cared for. Every little detail was pursued to ascertain that the obvious misfortune that these girls have experienced in their lives did not in any way smog their craving for a grand wedding amidst unconditional paternal affection.
- f) The most endearing feeling was that although one would have expected the brides and their families to feel overtly indebted and thankful for everything, it was rather the band of 'fathers' that were feeling blessed, honoured and privileged for the opportunity & glory that came their way.

Photographs are attached for everyone to enjoy and appreciate.







## VISTA

100 mm Submersibles  
0.50, 0.75 and 1.00 HP

| Model Code        | Hydraulic | Power |      | Ø | NRV<br>mm | Stage |
|-------------------|-----------|-------|------|---|-----------|-------|
|                   |           | kW    | HP   |   |           |       |
| AVSS/P0050VP00207 | 100002    | 0.37  | 0.50 | 1 | 32        | 7     |
| AVSS/P0075VP00211 | 100002    | 0.55  | 0.75 | 1 | 32        | 11    |
| AVSS/P0100VP00212 | 100002    | 0.75  | 1.00 | 1 | 32        | 12    |
| AVSS/P0100VP00215 | 100002    | 0.75  | 1.00 | 1 | 32        | 15    |

| Model Code        | Hydraulic | Power |      | Ø | NRV<br>mm | Stage |
|-------------------|-----------|-------|------|---|-----------|-------|
|                   |           | kW    | HP   |   |           |       |
| AVSS/P0100VP00310 | 100003    | 0.75  | 1.00 | 1 | 32        | 10    |

| Model Code        | Hydraulic | Power |      | Ø | NRV<br>mm | Stage |
|-------------------|-----------|-------|------|---|-----------|-------|
|                   |           | kW    | HP   |   |           |       |
| AVSS/P0100VP00508 | 100005    | 0.75  | 1.00 | 1 | 40        | 8     |





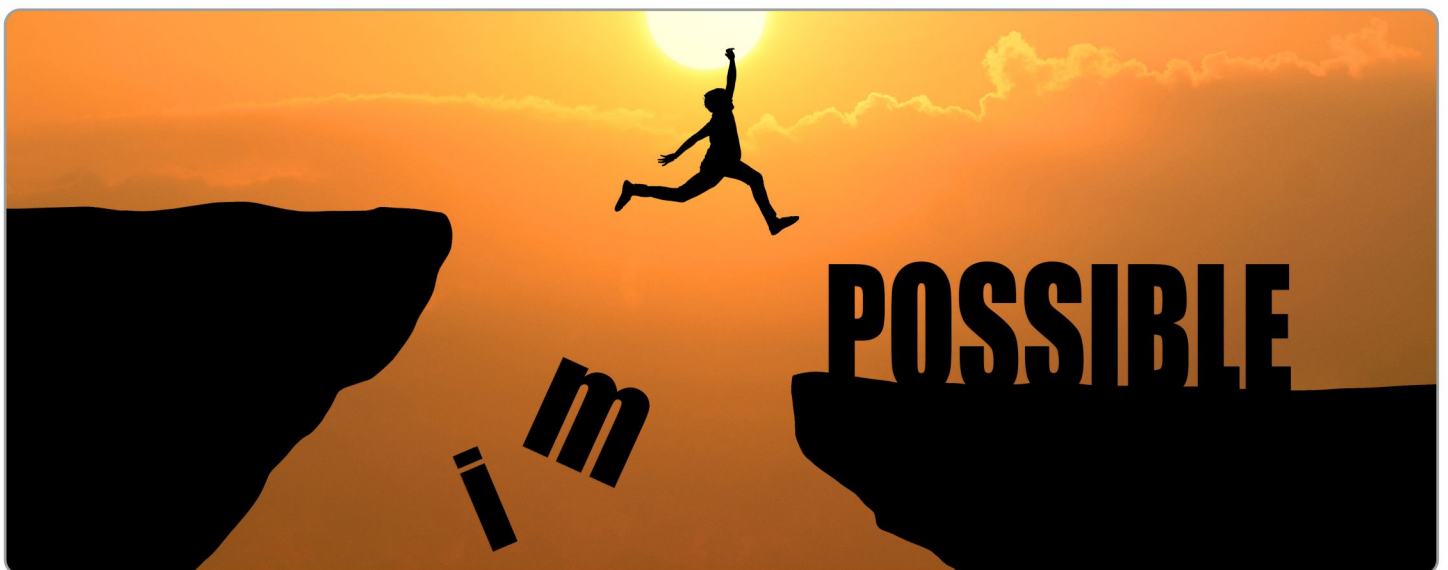
**Towards a sustainable future:** We all are seeing off the year 2018 and welcoming the new-year 2019. When I am using the phrase 'seeing off' – we all must pause here for a moment and ponder-over on it. We must ask ourselves that 'are we really seeing off the year 2018? Or are we still carrying the loads of 2018? As the great Greek thinker Heraclitus said 'there is nothing permanent, except change'. Is it not true that only time is changing but we often remain static. Only numeric values keep on altering but there is no visible, vital and visionary change that is taking place in most of us. The problem with most of us is 'lack of introspection' and 'lack of determination'.

We seldom do check-n-balance analysis. There is an age-old tradition in business that every year at least for once we tally the account balance and settle the receivables on books. Earlier, this practice was performed during Diwali. When the financial year changed to 'from April to March' pattern, we either settle the accounts or we give and take 'balance confirmations'. For financial transactions - we take balance confirmations but what about balance confirmation in case of relationships? As time passes, is it not true that our touch time with our near-ones and dear-ones is reducing? Interest charged on reducing balance is good for borrowing. But Reducing Interest in maintaining relationships can lead to a bitter boredom.

Year 2019 has arrived with new hopes and aspirations. Each day is better than the earlier day. The magic of positive thinking is promising brighter tomorrow. It is a time to forget the past and take control of the present. The time which has gone – has gone forever. It is not going to come again. But the bygone time has given us opportunities to learn, to improve and to forge a flying and colourful future. All we need is to introspect and determine. A throbbing future is eager to embrace those whose vision is all set to take off; taking off for a voyage towards a land unknown and toward a place yet undiscovered.

Well-known Motivational Speaker Shiv Khera says that 'winners don't do different things - they just do things differently'. Skill Development is needed for performing a given task effectively and Will Development is needed for accomplishing the 'taken' task efficiently. According to renowned Management-Guru Prof. Dennis Kimbro 'Life is 10% what happens to us and 90% how we react to it'. Affirmative and Controlled Behaviour is essential to taste the real fruits of success. We all must focus more on actions and less on reactions to shape up a sustainable, enjoyable and stable life.

*Mr. Iliyas Shaikh is our Senior Manager – Marketing at HO, having joined us in December, 2018. Presently 47 Years in age, Iliasbhai holds a Diploma in Business Management and has had an illustrious career till date over Marketing and Operations functions at various Companies, having exposed himself to various markets in Africa, The Middle East, Europe and America. An ardent student of literature, mythology as also music, he is also a prudent Motivational Speaker and writer. This page 'Motivational Bytes from Iliyas' shall now continue to be a permanent feature in all editions of Tathastu where he will share his thoughts, views and motivational inputs with you without being prophetic.*







# East Zone Dealers' Conference - Bali

A Pleasure Trip & Conference at Bali (Indonesia) was arranged for dealers from East Zone. Attended by 42 dealers from West Bengal, Odisha & Bihar. Mr. Kirit S Adroja, Mr. Biswajit Mishra & our Sales Heads from Branches accompanied.







Lalit Kumar Banka  
Jagdamba Sales  
Lakhisarai - Bihar



Vipin Jain  
Arihant Trading Company  
Hissar - Haryana



Alakh Narayan  
A. B. Sanitary  
Garhwa - Jharkhand



Aftab Alam  
Kaif Sanitation  
Ranchi - Jharkhand



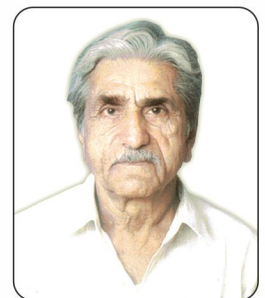
Arbind Kr. Agarwal  
Sonu Machinery  
Nonihat - Jharkhand



Debasis Kumar Basak  
New Geeta Electricals  
Ranchi - Jharkhand



Aniket Ankush Tapkir  
Vishal Electricals  
Alandi (Devachi) - Maharashtra



Anil Fulchand Shah  
Swagat Machinery Stores  
Kurduwadi - Maharashtra



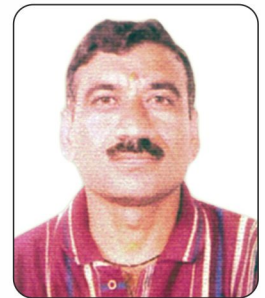
Dharamsing Ajabsing Rajput  
Ekdant Agro Agencies  
Talod - Maharashtra



Dattray Dani  
Krishna Sales Agency  
Erandwana - Maharashtra



Nitin Premchand Doshi  
Nitin Irrigators  
Karmala - Maharashtra



Love Krishna Kathil  
Kathil Machinery Store  
Mauranipur - Maharashtra

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