

RedHerring: The fidelity for quality & customer satisfaction

Within a short span of 10 years, Redherring Plast has carved out a niche as one of the trusted fire hose reel manufacturers and exporters from India. The company is now looking to expand its presence globally. Ongoing innovation and R&D is an important element of the company's growth strategy.

In an exclusive interview, Vikram Aggarwal, Director, Red Herring shares the company's major milestones and future vision and plans.

Excerpts:

Mr. Vikram Aggarwal, CEO
RedHerring Plast India Pvt. Ltd.

Q. Being a key player in the industry, please tell us the company's journey from inception and share some of the milestones achieved?

RedHerring Plast India Pvt. Ltd. came into existence in the year 2005 and was established by Mr. Kamal Aggarwal, a veteran with over 37 years of experience in the field of hoses. We have come a long way since our humble beginnings. At the time of inception we were offering hoses for different applications, including sanitary hoses, welding hoses, washing machine hoses, etc. We introduced fire-fighting hoses in 2010 and in the short span of two years gained the position of the top supplier because of our quality products. Today, we have significantly expanded our portfolio and customer reach and supply products throughout the country through our vast network of dealers and distributors. We also cater to several leading OEM clients across India.

Q. Please brief us about company's infrastructure and quality policy?

Being an ISO 9001:2008 company, RedHerring Plast has a very stringent quality control policy. Our state-of-the-art production facility backed by in-house R&D and quality control department helps us provide quality products to our clients and meet their expectations. We have an installed capacity of 5 lakh meters of hoses per month. To ensure optimal quality, we have a corporate quality policy wherein we have incorporated mandatory quality checks at all the possible stages commencing from raw material, production stage to the dispatch stage.

Q. Brief us about your product offerings. What is your marketing strategy in India?

Our product range includes thermoplastic hoses, rubber hoses, fire hose reel, fire

extinguisher discharge hoses, shut off nozzles, double door hose boxes, landing valves, C.P. Hose, R.R.L Hose, branch pipe and coupling. To tap the Indian market, we are strengthening our network of dealers and distributors and are focused on effectively and efficiently catering to our clients, ensuring utmost satisfaction. We strive to upgrade our products as per the current market trends and constantly conduct R&D activities to keep pace with the evolving trends.

Q. Product innovation through R&D is vital to be a leader in the marketplace. In your opinion, how important is the role of R&D in success?

Any industry requires long-term solutions to stay ahead and this is where research and development comes into the picture and plays a vital role. After all, the road to innovation begins with R&D. In today's world the ability of a manufacturer to innovate and adapt to its customers' requirements is an imperative. Those who fail to do so, face the risk of being left behind. Manufacturing flexibility has never been as important for industry as it is today.

Q. How do you perceive the future of the Fire & safety equipment market in India?

Fire & safety equipment market in India is projected to grow at a CAGR of over 8% during 2016 - 2021 on account of increasing industrialization, commercialization and urbanization. In 2015, firefighting equipment segment was the largest segment in the country's fire & safety equipment market. The segment grabbed a

share of more than 60% in 2015 and is likely to be driven by increasing government focus towards industrialization, infrastructural development and commercial construction. The industrial sector is expected to hold the largest share in the country's fire and safety equipment market through 2021. Western Region dominates fire & safety equipment market in India, driven by increasing demand from refineries, petrochemical, city gas distribution and gas based power plants in the region.

Q. Please update us about the vision for your company in the near future?

By continuing to provide top quality products and ensuring total satisfaction of our clientele, we aim at attaining the position of number one supplier in the field of firefighting equipment in India. We are also committed to strengthen our position in the discerning international clientele as a reliable supplier from India.

Q. In your view, how will GST impact the fire, safety and rescue business?

Fire, safety and rescue industry is not a fashion or luxury product business. It plays a very significant role as it ensures safety of both the life and property. Before the implementation of GST, the taxation applicable was 0% but with GST, the taxation is 28%. This levying of tax is expected to become a hindrance in the adoption of fire safety practices as it will put additional pressure on the end users.

Q. What message would you like to give to the readers?

As products under the category of fire, safety and rescue are aimed at protecting and saving of life, there is no room for negligence. Life is precious and one should not risk it with cheap products. **ISR**

RedHerring
The Perfect Flow