



An Interface with **Mr. Vikram Aggarwal** CEO, RedHerring Plast India (P) Ltd.

and checks are performed at all stages starting from receipt of raw material to the dispatch stage.

What are the products offered by your company?

We offer the following products:

- ☐ Thermoplastic Hoses
- ☐ Rubber Hoses
- ☐ Fire hose reel
- ☐ Fire extinguisher discharge hoses
- ☐ Shut off nozzles
- ☐ Double door hose boxes
- ☐ Landing valves
- ☐ Hose delivery
- ☐ C.P. Hose
- ☐ R.R.L Hose
- ☐ Branch Pipe and Coupling

What is your marketing strategy in India?

We are strengthening our network of dealers and distributors to effectively and efficiently cater to the utmost satisfaction of our clients. We constantly conduct R&D activities to upgrade our products as per the current market trends. We aim at offering products in line with the market trend.

Product innovation through R&D is vital to be a market leader as you are, tell us how much of a role does R&D play to help you achieve that goal?

Any industry requires long term solutions to stay ahead and that is why there is a high emphasis on research and development. Manufacturing flexibility has never been as important for industry as it is today. In today's world the ability of a manufacturer to innovate and adapt to his customers' requirements is vital. For many manufacturers, the road to innovation starts with R&D.

Being the key player in the hoses industry, please brief us company's journey from inception and share some of the milestones achieved?

The company was established in the year 2005 by Mr. Kamal Aggarwal a veteran with over 37 years of experience in the field of Hoses. At that time we were offering hoses for different applications. Initially, we offered Sanitary hoses, Welding hoses, washing machine hoses etc. We introduced fire fighting hoses in the year of 2010 and because of our quality products, we had acquired the position of the top supplier in the short span of just two years. We supply our products all across the country through our network of dealers and distributors today. We also cater to several leading OEM clients across India.

Please brief us about company's infrastructure and what are the technological additions you have made in order to stay ahead of the competition?

Our ISO 9001 : 2008 company has a very stringent quality control policy. Our state of the art production facility backed by our in-house R&D and quality control department helps us provide quality products to our clients. We have an installed capacity of 5 lac meters of hoses per month. We have strict quality control norms

Quality standards are benchmarked by the product performance ; please brief us to how you ensure sustained quality control along your product range.

We have a corporate Quality Policy wherein we have incorporated mandatory quality checks at all the possible stages commencing from the receipt of the raw material in the stores department to various production stages culminating in the dispatch stage. We are an ISO 9001:2008 certified company precisely because we adhere to the established quality norms and practices.

How do you perceive the future of the industry?

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, the fire fighting 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.

What is your vision for your company for near future?

By providing top quality products and also ensuring total satisfaction to our clientele we aim at attaining the position of number one supplier in the field of fire-fighting equipment in India and also establishing ourselves as a reliable brand in the eyes of discerning international clientele.

What in your view, is the impact of GST on the fire, safety and rescue business?

Fire, safety and rescue industry is very different from the fashion or luxury product industry. It plays a crucial role as it works towards providing safety of life and property. Before the implementation of GST the tax applicable was 0% but after the implementation of GST the tax applicable is @ 28%. This levying of tax puts undue pressure on the end user and this could actually discourage end users from investing adequately in safety related products and services which could be harmful for both the industry as well as the end user himself.

What message would you like to give to our readers?

As is well known, products under the category of Fire, Safety and Rescue are aimed at protecting and saving of LIFE. Life is precious and one cannot risk lives by opting for cheap products.

****end****

faster than sparks!

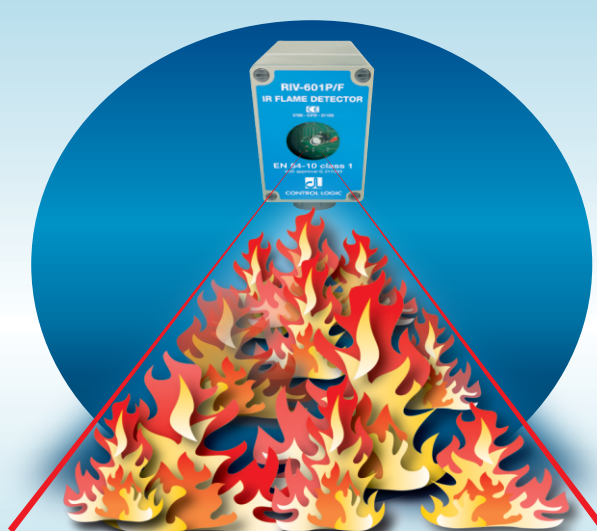
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highly sensitive infrared sensor with no false alarms
it needs no periodic inspection

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20137 Milano - Via Ennio, 25
Tel.: +39 02 5410 0818 - Fax +39 02 5410 0764
E-mail: controllogic@controllogic.it - Web: www.controllogic.it



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ISO 9001

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