



Industrial Newsletter



FROST & SULLIVAN

2010 BEST PRACTICES AWARD

Market Leadership - Industrial Batteries
India Back-up Power Industry
Excellence Awards

A Quarterly Mailer on **SF** Industrial Batteries

Directorial



Our new Green Industrial logo is finally in place, in line with our overall corporate policy to forge an overall Clean and Green Environment. We owe it to our next generation to hand over an unpolluted environment. At SF - Industrial, we take special care to keep the environment in and around our factories clean.

We had launched our SF - Industrial web-site some time back, and are glad to learn that our channel partners and stake-holders have appreciated it very much. We conducted various Dealer Meets in the country. Of late, we have also gone for Radio Advertisements in specific towns to promote our Home - UPS batteries.

With Best Wishes,
Gautam Chatterjee - Director (Industrial)



launches its New Green Logo to highlight its environment friendly goals

In tune with its focus on **Clean** and **Green Environment**, SF Industrial has recently initiated its new SF Industrial Logo. The New SF Industrial Logo features the element "Industrial" written in green, along with a leaf over the letter "I" symbolizing our concern for nature and the environment. Apart from contributing to several green causes and maintaining the natural beauty around our manufacturing plants, we employ the best pollution control equipment to keep the environment clean. We also undertake research for more efficient, low pollution batteries and participate in the making of green vehicles. We shall be using this New Logo in our Leaflets, Brochures, Pamphlets, Posters, Banners and other promotional Material. We are also shortly introducing the use of the new SF Industrial Logo in our batteries, warranty cards, cartons, etc.



Most of our readers are already aware of our exclusive website for SF Industrial - www.sfindustrial4u.com. The new website has come as a shot in the arm for our channel partner community and customers. We have received enthusiastic feedback from various quarters including our dealers on the usefulness of this website. We look forward to your pointers on how we can improve this site, and make it more practical and helpful for our customers and dealers.



A dealer meet was organized with our SF Industrial distributor in Varanasi M/s Krishna Mohan Agencies. In this meet, dealers from Jaunpur, Azamgarh, Ballia, Renukoot, Bhadohi were present besides the dealers of Varanasi. Our Area Manager - Varanasi, Mr. Shiv Shankar Tripathi discussed with the dealers regarding our SF - Industrial range of batteries. There are various pockets in Eastern Uttar Pradesh having frequent power outages. Mr. Tripathi discussed that our "Inverter Ka Dost" battery - Stan tubular is especially suitable for withstanding long

and frequent power outages. He also discussed various battery maintenance procedures with the assembled dealers.

This Meet also featured a lucky draw. There was assured gifts to dealers who lifted batteries from the distributor during FY 2009-10. The surprise wins in the luck draw included a Toshiba laptop, Microwave ovens, Nokia mobile handsets, suitcases and suit lengths from Raymonds. The prizes were organized by our happy distributor, M/s. Krishna Mohan Agencies as part of his off-season scheme. The prizes were distributed by Mr. Shiv Shankar Tripathi.



Our Area Manager – Varanasi, Mr. Shiv Shankar Tripathi during the SF Industrial Meet at Varanasi. He is flanked by members of Varanasi distributor M/s. Krishna Mohan Agencies and dealers from various districts.

SF Media Promotions by Eastern Region



Our Eastern Region participated in Ad – Band Advertisements in Television Channel “24 Ghanta” for the months of November and December. The Ad – Bands were done for our “Inverter Ka Dost” Battery – the Stan Tubular 500. This helped generate awareness for the Tubular Inverter battery.



Our Eastern Region also released Radio Advertisements through BIG FM in the month of November. The advertisements were done for our Stan Tubular and Stanqueen batteries. The jingles described how essential these range of batteries are for power outages at Hospitals and Homes, especially for education of Children, and for general domestic appliances usage such as television, etc. The jingles ran in Bangla in Kolkata and Asansol (covering neighboring Bolpur and Siuri) stations; in Oriya for Bhubaneshwar (covering neighboring Cuttack) and Rourkela stations (covering neighboring Sambalpur); in Hindi for Ranchi and Jamshedpur stations; and in Assamese for Guwahati station. The Radio advertisements were targeted for Tier B and Tier C cities in the Eastern Region



Every inverter needs a powerful friend!

When you buy a Stantubular battery, you can be sure of two things. Years of trouble free service. And that your inverter will love it!

Inverter ka dost

SF Division (Industrial), 59E Chowringhee Road, Kolkata - 700 020, Phone: (033) 2283 2120

Our Stan Tubular advertisement featuring in various widely read magazines such as Outlook, Outlook Hindi etc.

STAN TUBULAR

the INVERTER KA DOST

The Stan Tubular 500, 550 and 650 are next generation Tubular batteries designed specially to withstand long and frequent power outages. It has a special deep cycle tower type design and a very long life. This battery range is resistant to abuse and is user-friendly. The Acid Volume per Ampere-hour is 30% more than ordinary tubular batteries. This acts as a coolant and also ensures very low maintenance. A consumer buying these types of batteries is assured of consistency in quality.

The spines in the Stan tubular batteries are cast in special HADI high pressure spine casting (at 100 bars) machines which is not commonly available. The spines thus cast are highly resistant to corrosion. The superior fine grain structure in the spines ensures the strength, long life and high reliability. Stan tubular batteries can thus withstand long and frequent power outages.



Our Power Junction Addresses

(NORTH) M/s. Krishna Mohan Agencies, D-38/23, Houz Katora, Bans Fatak, Varanasi, U.P, (M) 99180 88884

(SOUTH) PAE Limited, #44-38-12/31, 80 Feet Road, Akkaayapalem, Visakhapatnam - 530 016, Ph. (0891) 250 4239

Service Network

Mr. Asit Kumar Nandi, Head - All India Service - FMIB
e-mail: akn@exide.co.in
Mobile: +91 99320 54192



Regional Service Network - Industrial

NORTH	Rajesh Awasthi	+91 99992 04446
EAST	Raja Roy Chowdhury	+91 98368 83300
WEST	D.K. Saha	+91 93233 64828
SOUTH	Selva Kumar	+91 95000 77130



Please address your queries & comments to :

Head Office

Kolkata SF Division (Industrial), 59E Chowringhee Road, Kolkata - 700 020, Phone (033) 2283 2120/33/36/50/51/71/ 2238/39, Fax (033) 2283 2632/37

Corporate Marketing Office

Kolkata 6A Hatibagan Road, Entally, Kolkata - 700 014, Phone (033) 2286 6158/6159, Fax (033) 2286 6186

Regional Offices

New Delhi 3E/1 Link Road, Jhandewalan Extension, New Delhi - 110 055, Phone (011) 2362 7095/96/98, Fax (011) 2333 5703

Chennai Industrial Marketing Division, Economist House, 2nd Floor, Western Wing, S-15, Thiru Vi-Ka Industrial Estate, Guindy, Chennai - 600 032, Phone (044) 2250 0726, 1326, 1216, Fax (044) 2250 1216

Mumbai 'RAHEJAS', 5th Floor, 8C Main Avenue, V P Road, Santacruz (West), Mumbai - 400 054, Phone (022) 2646 5283/84, Fax (022) 2646 5042

Kolkata 6A Hatibagan Road, Entally, Kolkata - 700 014, Phone (033) 2284 3137/3168/3169, Fax (033) 2289 7455

Branch Offices

Cuttack Ph.: (0671) 2686151

Guahati Ph.: (0361) 234 2500/2341119
Fax (0361) 234 5097 (PP)

Jamshedpur Ph.: (0657) 229 3022/0785
Fax (0657) 229 0894 (PP)

Patna Ph.: (0612) 257 0415, 645 8102/03
Fax (0612) 252 9902 (PP)

Siliguri Ph.: (0353) 253 8321, Fax (0353) 252 3731

Chandigarh Ph.: (0172) 500 0014, Fax (0172) 265 4395

Dehradun Ph.: (0135) 324 7766

Ghaziabad Ph.: (0120) 411 7952, 416 4419

Jaipur Ph.: (0141) 229 3799/04, Fax (0141) 229 2877

Jalandhar Ph.: (0181) 223 7870, 653 4983, Fax (0181) 245 9571

Lucknow Ph.: (0522) 404 1896/1899
Fax (0522) 221 8089

Varanasi Ph.: (0542) 250 1680, Fax (0542) 250 1296

Bengaluru Ph.: (080) 4081 0807 / 0808
Fax (080) 2574 4226

Coimbatore Ph.: (0422) 222 1846 / 222 1408, Fax (0422) 222 0858

Hyderabad Ph.: (040) 6516 3958

Kochi Ph.: (0484) 414 9351, 414 9352, Fax (0484) 414 9311

Ahmedabad Ph.: (079) 6510 8207, Fax (079) 2676 9932

Indore Ph.: (0731) 654 2293

Mumbai Ph.: (022) 2646 5283/84, Fax (022) 2646 5042

Nagpur Ph.: (0712) 253 9972/9973
Fax (0712) 253 8348

Pune Ph.: (020) 3230 4041-45
Fax (020) 2443 0094

Vadodara Telefax: (0265) 235 4240

SF Industrial Division, Industrial Marketing: 6A Hatibagan Road, Entally, Kolkata - 700 014, Phone: (033) 2286 6158/6159