

## “In a Highly Competitive Market, Quality is the *Mantra* of our Success”

- Sarvesh K Tyagi, Director, Neha International

*From springs to parts used in scuba gear, Delhi-based Neha International has created a niche for itself as supplier of high quality, high tech products and components to industries as diverse as medical, boating, engineering, defence, aerospace, electronics, scuba diving, marine and communications, to name a few. Sarvesh K Tyagi, the dynamic, young director of the company responded to an e-Questionnaire from IPF, speaking about the company and its activities. Excerpts*

**Let's start at the beginning: how did this enterprise begin?**

Originally, Neha International was a trading company, which turned itself into a manufacturing firm. There are several things behind its origin. Though the idea was conceptualised while I went to the United Kingdom to do my MBA, it progressed when I came in touch with Andrew Swointkowaski, who was about to finish his tenure as Commercial Councilor at the Embassy of Poland. I would rather say he was the main source of inspiration behind its inception, though it really gained momentum when a leading British company showed keen interest in dealing with us. I still remember the very first product that we manufactured and exported was collets.



**There are many companies engaged in this activity. How does Neha International differentiate itself?**

It's through our international sourcing or various exotic raw materials, the high tech machines at our factory and above all, the minimum lead time we offer to our customers. As I said earlier, Neha International was originally a trading company as our website address [www.locateexporters.com](http://www.locateexporters.com) suggests. This helped us learn to source the cheapest raw materials, which has been an integral part of our supply chain. We are a rapidly growing company with an excellent international customer base.

**Please elaborate on your products range and the user industries. What is your main market: domestic or exports?**

As mentioned earlier, we are OEM manufacturer for various assembling parts used in sailing boats, scuba diving industry, electronics, construction, flow measurement, electronic muscle stimulation, aeronautics, metal detectors, telecommunications, telescopic slides, etc. Almost all of our products are exported to European and American market. It is very recently that we have entered the domestic market.

**You seem to have a global footprint in exports, including the so-called developed world. How did you convince your buyers?**

In a highly competitive market, quality is the *mantra* of our success. It's the quality of our products that attracts and binds our customers to us. Most of the goods we have been producing go to the developed, western countries. We are very proud to have Vertue, Nokia, OTIS (USA), etc., among our customers. Besides, we do participate in various trade shows to find new customers.

**What is the scale of your operations and the manufacturing**

**facilities you have built?**

Though we are still a small scale company, our current manufacturing facilities are spread over an area of 4000 sq.m. To expand, we are in the process of acquiring about 300,000 sq.m area in Uttranchal. We also have our Sales Representative in the United Kingdom.

**Is everything done in-house or do you sub contract?**

We have about 70% production in house and the rest 30% is sub-contracted to our vendors spread in over nine States of India.

**What about the issues of quality and certification?**

Just quality certification of your company is not enough. Quality is an approach, which must be followed and improved continuously. Though the company is ISO 9001 certified, there are a few OEM products, which are not certified, but they are compatible to any quality certification. We have well established quality certification installed in place and have 0.5% rejection level. By the end of next year, we hope to bring it down to 0.3%

**The inevitable question: how do you compete with the Chinese?**

But, that is not the end of the world. We never debate on the price issue. Our unmatched quality standard, 24 hours customer support, and our capability to work almost in any material are just some of the benefits customer gets from us. And our customer understands if they want better services, they will have to pay. The team of skilled people, the mindset of working on low tolerances, and our way of thinking are a few things, which our competitors find almost impossible to copy. We are not scared of the Chinese, as we are quite capable of competing with them. We have gained so much expertise today that the Chinese can never beat us in prices or on quality of our products. No wonder today the top brands of America are with us in the scuba industry.

**What does the future look like?**

The future looks great. I was in for Europe recently to work out on some plans to expand. Currently we are in the process of chalking out plans to go in collaboration with a leading manufacturer of valves in Europe. Due to the boom in the IT industry, most of the people prefer to join software instead of engineering which creates a lack of skilled people in the engineering industry. If India is to catch up with others (the so called developed countries) the aspect of quality education and adequate supply of engineers and technicians is required. But still, the future is not so dull. ■