Chapter - IV

Profiles of Companies
PROFILES OF COMPANIES

The information were collected from icidirect.com and the records of the Registrar of Companies, Coimbatore. These profiles throw more light on the nature of the companies’ activities.

Arya Vaidya Pharmacy (Cbe) Limited

The company was founded by late Vaidyan P.V.Rama Variar, a renowned physician trained in the age old Ayurveda traditions of Kerala. The company has established an international institute of Ayurveda for research and the same has been recognized by the Department of Science and Technology, Government of India. The Ayurveda institute is identified as a place for doctoral research and projects by Jawaharlal Nehru University, The Banaras Hindu University and the Bharathiar University. The company has three production facilities in Kerala where over 450 different types of classical Ayurveda medicines are manufactured. It is an unlisted company.

The company plans to enter into a joint venture with Yemen based YTAC group to start ayurvedic clinics in Yemen. Arya Vaidya Pharmacy also is planning to set up big and small manufacturing units in Yemen. The company’s OTC medicine is sold under the brand name of ‘Heal’. The ‘Heal’ range of products include skincare products, pain balm and soap. The company does not go for big advertisement campaigns in order not to dilute its brand equity and to avoid the problem inability to supply big demand. The company has marketing centers in Delhi, Rajasthan and Gujarat.

Arya Vaidya Pharmacy plans to promote ayurveda by tying up with hotels and resorts in India and abroad. Many hotels of Taj Group have already tied hands with
the company in South India. The company has endorsed Hindustan Lever’s Ayush range of products. Also it plans to bring out an ayurvedic Fair & Lovely.

**AVP Marketing and Exports Limited**

The company markets ayurvedic medicines produced by Arya Vaidya Pharmacy (Coimbatore) Limited. The company also exports the ayurvedic products to Malaysia, Singapore and other South East Asian countries. It has drawn up plans to export its products to Europe, Africa, the Gulf countries and USA. The size of the company is about Rs.20 crores.

The company markets ayurvedic products like ‘dasamoolarishtam’, ‘balarishtam’ and Cogent db tablets. The company markets dasamoolarishtam and balarishtam in 450mm pack bottles and the Cogent db tablets in packs of 50 numbers.

The quantitative details of the sales of the company are,

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dasamoolarishtam (450 mm bottles)</td>
<td>4,974</td>
<td>1,72,630</td>
</tr>
<tr>
<td>Balarishtam (450 mm bottles)</td>
<td>3909</td>
<td>1,17,126</td>
</tr>
<tr>
<td>Cogent db tables (50 nos packs)</td>
<td>---</td>
<td>68,369</td>
</tr>
</tbody>
</table>

**Chandra Textiles Limited**

Chandra Textiles Limited is a 29000 spindle ISO 9001 certified company. It is an unlisted company. It manufactures cotton yarn of fine counts with high quality. The company has state of the art manufacturing facilities in spinning, doubling, singeing and mercerizing. The company’s vision is to establish itself as the benchmark in the fine count yarn market and carve a niche in the value added yarn segment.
The company manufactures 100% cotton combed yarn, single and double yarn, gassed, mercerized, bleached and dyed yarn. The yarns are manufactured both in cone and hand forms. The company produces about 75 tons of yarn per month. The company is planning an expansion of 23000 spindles thus taking the total spindleage of the company to 52000 spindles.

**Coimbatore Popular spinning Mills Limited**

The company was originally a private limited company incorporated during 1978. The company was converted into a public limited company during the year 1994.

The company’s main business activity is spinning of cotton and blended yarn of high counts and concentrates in exporting its yarn manufactured. The company had an initial capacity of 2400 spindles at the time of commencement of business during 1979 but gradually expanded its capacity and carried out modernization on a continuous basis for improving the quality of yarn manufactured. The company’s present capacity is 24018 spindles and open ended spinning machines with 336 rotors. At present, the company is an unlisted company.

The company markets the yarn produced mainly through yarn brokers situated in various parts of the country. The company has also appointed consignment agents in Maharashtra and West Bengal. In some parts of Maharashtra the company has opened its own yarn depots for sales within the state of Maharashtra. These depots are managed by depot keepers who run the sales operations on commission basis and are reimbursed of their expenses.

**Elgi Building Products Limited**

Elgi Building Products Limited is an unlisted company. This company belongs to the Elgi Group of companies based at Coimbatore. The company manufactures and
sells vinyl windows and doors under the brand name “Elgi Visage”. These polymer windows and doors are manufactured with technical collaboration from Technoplast, an Australian company. These products manufactured by Elgi Building Products Limited conform to the RAL standards meant for the building materials in Europe.

The company markets its products through franchisees in Bangalore, Hyderabad, Chennai, Kochi and Pune. The company supplies the polymer reinforced extrusions from its central production facility at Coimbatore to its franchisees, who in turn fabricate the customized doors and windows as per the requirements of the customers, suiting to their tastes and specifications. The company provides back up technical and marketing support to its franchisees.

Elgi Building Products Limited believes that with wood becoming scarcer, and its cost rising sharply over the years, the potential for standardized/quality polymer based windows and door profiles would go up.

**Elgi Electric Industries Limited**

The company offers customized engineering solutions for the Rotating Machinery and Textile Industry. The company is in this line of activity for over four decades. Rotating Machinery Division produces high efficiency electric motors, alternators and diesel generator sets. The company also offers AC/DC motors and traction changing pointing machines to the Indian Railways. The company offers customized solutions to spinning and weaving mills. The company also produces yarn conditioning systems, centralized vacuum cleaning systems, metal ad spark diversion systems, pneumafil waste collection systems etc. The company has obtained ISO 9001-2000 certification and exports to more than 25 countries in the world. The company has computerized test set up to analyse the performance of its products. All the measuring and monitoring instruments are being calibrated and traced to
national/international standards. Calibration system is monitored through computerization. It is an unlisted company.

**Elgi Tread Limited**

The Company was established during 1981. It manufactures Precured Tyre Treads, Cold Curing Cushion Cold Curing Cement and Cold Curing Envelopes.

The Company has entered into a technical collaboration agreement with Oliver Rubber Co., U.S.A. Under this agreement Oliver Rubber Co., U.S.A. were to supply to the Company technical information, data, documentation and specification relating to machinery, installation and commissioning of the required plant and machinery and furnish chemical formula or process for the manufacture of licensed articles.

In view of the open sky policy of the Government, the Company has diversified to introduce retreading of aircraft tyres.

The electric power generated by the company's wind mills was 3.77 million units during 2007. The Company continuously maintains its debt free status.

**Gangotri Textiles Limited**

Gangotri Textiles Limited is a listed company, listing its shares in Bombay and Madras Stock Exchanges. The company has installed open-ended spinning and ring spinning machineries. It manufactures yarn and garments. The company’s yarn spinning plants are located at Palladam, Udumalpet and Avanasi in Tamilnadu and Kolhapur in Maharashtra. The garment manufacturing plant is located at Perundurai, Tamilnadu. The company manufactures ready made garments under the brand name of Tibre. By way of diversification and to meet its power requirement, Gangotri Textiles has installed two wind mills of 1.65 MW each at Udumalpet, Tamilnadu.
Gangotri’s mission includes ‘delivering total customer satisfaction by ensuring quality goods and services cost-effectively and fulfilling career aspirations and economic needs of the employees’.

**Glenburn Tea Limited**

Glenburn Tea Limited manufactures and sells black tea. Black tea is also called made tea in the tea industry. The company has tea plantations and a tea factory in Kotagiri, Nilgiris, Tamilnadu. The company manufactures made tea or black tea from the green tea leaves grown by itself in its tea plantations. Also, green tea leaves are purchased from other tea plantations located nearby whenever the need arises.

The objects in of the company include manufacture and trading in tea, coffee, cardamom, chincona, rubber and pepper, trading in blended and packet tea and coffee and manufacture and trading in instant tea. However, at present the company deals only black tea. The installed capacity of the tea factory of the company is 9,00,000 kilo grams of made tea. The company has produced about 8.84 lakh kilo grams of made tea during the financial year ended 31.3.2000 and 7.40 lakh kilo grams of made tea during the financial year ended 31.3.2005.

Almost the entire tea produced by the company is sold in bulk through the tea auctions conducted at Coonoor and Cochin. Recently the company has started experimenting retail sales of packeted teas directly to the consumers in a small way and hopes to improves the retail business in the years to come. The company has also recently modernized its tea factory by adding some balancing equipments with the assistance from the Tea Board. It is an unlisted company.

**Lakshmi Electric Control System Limited**

The Company was incorporated during 1981 by Lakshmi Machine Works Limited group. It manufactures and deals in electrical control systems, contractors,
thermal overload relays etc. The company has technical collaboration with Sprecher & Schuh AG Aarau, Switzerland for manufacturing and assembling of electrical contractors. It has also an alliance with Allen Bradley India Limited, part of Rockwell Automation for the supply of contractors, overload relays and control relays.

The Company has modernized its Plastics Shop by installing four sophisticated Engel (Austria) injection moulding machines. Automation of various processes across the plant is an ongoing activity to enhance quality of production and reduction of costs. The Company also is developing new products, such as 4 pole contractors upto 120 A, Autoswitch and ATS Controller in its line of business.

**Lakshmi Machine Works Limited**

The Company was incorporated in 1962. It is one among the three companies in the world to manufacture the entire range of textile spinning machinery. The Company is the largest supplier of ring frames in the world and has earned Rs.132.54 crores in foreign exchange during the year ended 31st March 2007.

It has entered into collaboration with Rieter Machine Works Limited to manufacture open end spinning machinery during 1980 but this agreement has ended during the year 1995. The Company started manufacturing CNC lathes and CNC machinery centres from 1986 in collaboration with Movi Seuki Company Limited, Japan. The Company has collaboration with Schubert and Salzer, West Germany for the advanced technology for the manufacture of open end rotors spinning machines.

LMW also manufactures Grey Iron Castings for captive consumption and for sales. It also holds long term partnership with Mikron, Switzerland for manufacturing universal milling and boring machineries. LMW made innovation to introduce the
automatic bale plucking machine. During 2006-2007, LMW has spent 1.86 per cent of its turnover on Research and Development.

**Lakshmi Mills Limited**

The Company was incorporated during 1910 with the objective of manufacturing cotton yarn, staple fibre yarn and cloth. It has a subsidiary company called United Bleachers Limited which produces cotton cloth.

Lakshmi Mills operates around 1.55 lakhs ring spindles in three locations and 245 looms at one location. It has installed imported autoconers and high volume cotton testing instruments to cater to the needs of the export market. The Company has undertaken a modernization programme for modernizing its Palladam unit consisting of 42,000 spindles. The Company has an agreement with Das Lagerway Wind Turbines Limited for use of power generated in 40 wind turbines.

As a diversification, the company has taken up the marketing of Micro Modal Garments under the brand name TYCHE LIFE.

**Lakshmi Ring Travellers (Cbe) Limited**

Lakshmi Ring Travellers (Cbe) Limited is one of the leading manufacturers of Ring Travelers in the world. It is the pioneer in the field of Ring Travellers manufacturing in India. The company also specializes in offering services in the field of CNC machining, Heavy Turning, CNC Profile Cutting and Fabrication and Grounded Shafts upto 2m length. The company has modern manufacturing facility for CNC Flame Cutting machines. It has a wide range of Travellers to meet the spinning requirements of any count or material. The company manufactures over 1500 types of Ring Travellers, each with a varied weight of, wire section or shape to meet the requirements of the spinners of different yarn counts. The company also manufactures
application tools required to insert the Travellers in the ring frames. Thus, the company is an one shop source for all its customers.

Lakshmi Ring Travellers has two units for manufacture of Ring Travellers, one in Hosur and another in Anamalai. It is an unlisted company.

**Nilgiri Monarch Tea Limited**

Nilgiri Monarch Tea Limited manufactures and sells black tea. The company has tea plantations and a tea factory in Kotagiri, Nilgiris, Tamilnadu. The company manufactures made tea or black tea from the green tea leaves grown by itself in its tea plantations.

The objects in of the company include manufacture and trading in tea, coffee, cardamom, chincona, rubber and pepper, trading in blended and packet tea and coffee and manufacture and trading in instant tea. However, at present the company deals only black tea. The installed capacity of the tea factory of the company is 12,00,000 kilo grams of made tea. The company has produced about 9.24 lakh kilo grams of made tea during the financial year ended 31.3.2000 and 6.34 lakh kilo grams of made tea during the financial year ended 31.3.2005.

Almost the entire tea produced by the company is sold in bulk through the tea auctions conducted at Coonoor and Cochin.

**Nilgiri Textiles Limited**

Nilgiri Textiles Limited manufactures 100 per cent cotton yarn. It is an unlisted company. The required raw material, cotton is sourced through the buying agents who procure cotton for the company from the cotton growers mainly hailing from Maharashtra and Andhra Pradesh. Recently, the company has imported cotton from Korea and South Africa and found the imported cotton as cost effective, given the superior quality of imported cotton.
The company has a licensed capacity of 12,240 spindles for the production of cotton yarn. It has installed 11,000 spindles and is in the process of an expansion of its capacity to 23,000 spindles by adding 12,000 spindles at a cost of about Rs.25 crores. The bankers of the company have sanctioned a term loan of Rs.18 crores for the expansion. This term loan is being borrowed under the Technology Up gradation Fund Scheme (TUF) at a concessional rate of interest.

The company has produced about 8.39 lakh kilo grams of cotton yarn during the financial year 2000 and about 13.10 lakh kilo grams of cotton yarn during the financial year 2005. The yarn produced is sold mainly through the brokers. The company also sells through its sales depots located in Maharashtra.

By way of diversification and to reduce the cost of power, the company has installed during 2005 and 2006, two Wind Energy Converters (wind mills) with capacities of 6 KW and 8 KW at a total cost of about Rs.7 crores.

**Precot Mills Limited**

Precot Mills Limited was established during 1962 for the production of cotton yarn under the name of Premier Cotton Spinning Mills Limited and the commercial production started during 1964. The Company has its mills in Kerala and Andhra Pradesh. The Company has a 100 per EOU for the production of cotton yarn in Kerala with 10,080 spindles and 384 rotors.

The Company has invested Rs.2511 crores during 2006-2007 for setting up weaving and dyeing units and for the installation of compact drafting systems and autoconers in the spinning division. The Company has purchased a complete spinning unit in Philippines and is in the process of relocating the plant in India. The total spindle capacity available with Precot Mills is more than 1 lakh spindles and it operates about 1500 open end rotors to manufacture low count cotton yarns.
Precot Mills Limited is a four decade old spinning company. It has an installed capacity of 2,00,000 spindles, 1536 rotors and 124 looms. It is a recognized Export House. The company gives utmost care to the quality of its products and has obtained ISO 9001:2000 certification and installed state of the art fibre and yarn testing instruments like HVI, AFIS, UT4 evenness tester and Tensomax, yarn conditioning equipments to maintain precise moisture levels in the yarn to ensure contamination-less yarn, yarn singeing machines to produce quality gassed yarn and autoconers.

The company produces combed cotton yarn of p/c blends, modal/cotton blends, doubled yarn on TFO, gassed yarn, compact spun yarn for weaving and OE yarn of 2's -10's. It also produces polyester sewing thread on TFO of bulk cones and mini cones. The company also produces fabrics under the brand name of ‘Gartika’, which means ‘weavers workshop’ in Sanskrit.

It is an unlisted company. The company has implemented Enterprise Resource Planning system of SAP. The entire process of manufacturing, logistics and Accounting modules.

The name of the company has been changed to Precot Meridien Limited.

Premier Fine Yarns Limited

The company belongs to the well known Premier Group of companies in Coimbatore. It is an unlisted company. The company produces cotton yarn of higher counts and ready made garments. It has an installed capacity of 58,704 spindles and produced 36.42 lakh kilo grams of cotton yarn and gassed yarn during the financial year 2000 and 34.52 lakh kilo grams of cotton yarn and gassed yarn and about 11,000 pieces of ready made garments during the financial year 2005.
The objects of the company include the manufacture and sale of cotton yarn, synthetic yarn and viscose yarn, texturising, twisting, bleaching, warping, sizing, mercerizing and dyeing of yarn and the manufacture and sale of sewing threads.

The company follows the industry practice of selling its yarn mainly through the brokers who in turn sell them to upcountry consumers in Maharashtra, West Bengal, Gujarat and Tamilnadu. Yarn is also exported to Bangla Desh. Ready made garments are sold through wholesalers as the company does not have retail outlets at present.

The company has installed wind mills for the generation and captive use of electricity for its mills.

Premier Mills Limited

The company is an unlisted company. It has installed 18 nos. of Picanol Delta 190 cms Air Jet looms, 30 nos. of Sulzer 390 cms. Projectile PV machines and 296 nos. of Ruti-C Automatic Shuttle looms for the manufacture of 100 per cent combed cotton yarn and fabrics. The company has also a processing capacity of 1,00,000 metres per day including bleaching, dyeing and printing of cotton and synthetic woven fabrics.

The product range of cotton yarn ranges from 20s to 150/2s. Also the company produces coarse yarn of counts ranging from 6s to 10s count by using open end rotors. The range of cotton yarn produced meets the requirements for both knitting and weaving as well as high quality gassed yarn.

The range of cotton fabrics produced includes premium quality cottons, loom state grey as well as fiished fabrics. The following are the types of fabrics produced:

- Superfine grey fabrics for shirtings
- Super fine sheetings in loom state grey in widths upto 130s
- Superfine shirtings-pin point Oxfords, poplins and twills
• Superfine sheetings upto 400 thread count in widths upto 130 inches
• Specialised dobby patterns in viscose filaments on cotton
• Superfine voiles upto 320 centimeters grey width
• Printed satins, poplins and lawn fabrics
• Piece dyed poplins, twills satins and lawn fabrics

The company produces knitted fabrics also. The knitted fabric range includes single jersey, interlock, cross tuck and rib fabrics in 30 inches and 34 inches diameter.

Premier Polytronics Limited

The company was originally incorporated as Premier Textile Instruments Limited and the name was changed later as Premier Polytronics Limited. It is an unlisted company. The company manufactures textile testing equipments, cotton yarn and cotton fabrics. The textile division of the company which manufactures cotton yarn is a 100% EOU (100% Export Oriented Unit). The textile division has an installed capacity of 20,160 spindles and has been certified as an ISO 9002 organisation. The company has also installed seven single jersey machines, five interlock machines, two rib machines and three inspection (Calator) machines. The company made a sales turnover of Rs.85.68 crores during the financial year 2000 and a sales turnover of Rs.65.73 crores during the financial year 2005.

Recently, again the company has changed its name to Premier Evolvics Limited.

PRICOL Limited

Premier Instruments and Controls Limited (Pricol) was established during 1972 and commenced commercial production during 1975. It is primarily an automobile ancillary unit with diversification into Electronic Control Instruments, Precision Machine Tools, Panel and Sensor Instruments for defence and Industrial Gauges. The company has an assembling unit at Gurgaon manufacturing dashboard...
instraments. The market share of the Company in dashboards is 50 per cent of OEM’s requirements in the domestic market. It also has 40 per market share in the domestic replacement market.

The Company is the only one in automotive instrumentation field to obtain the coveted ISO 9001 Certificate in India. It has collaborations with NS International Limited, USA and Nippon Denso Company Limited, Japan. It has also imported technology from Denso Corporation, Japan, NHK Spring Company Limited, Japan and Directed Electronics Inc. USA.

Pricol has floated a new joint venture company Xenos Technologies Limited in collaboration with Directed Technologies to manufacture advanced versions of vehicle security systems in India. The Company has also floated a wholly owned subsidiary PT PRICOL SURYA in Indonesia to cater to the requirements of two wheeler OEM’s in Indonesia.

Rajshree Laminates Limited

Rajshree Laminates Limited as incorporated as private limited company during 1989 and converted into a public company during September 1994.

The company manufactures and sells decorative laminated sheets. The manufacturing plant is located at Kurumbapalayam Panchayat, Pollachi Taluk, Tamilnadu. The installed capacity of the plant about 5 lakh laminated sheets of 8’X4’ size per anum. The laminated sheets are manufactured in various thickness like 0.6mm, 1mm, 1.5mm, 2.5mm and 3mm. The capacity of the plant of about 5 lakh sheets per anum is measured taking 0.66mm as standard thickness. The raw materials required for the manufacture of laminated sheets are kraft paper, tissue paper, design paper, polythene sheets, barrier paper and resin manufactured out of phenol de formaldehyde and melamine de formaldehyde. The company also carries out the
manufacture of laminated sheets on job work basis for other dealers out of the raw materials provided by them as per their design requirements.

The company sells its products through dealer network in the states of Tamilandu, Kerala, Maharashtra and Karnataka. Laminated sheets of the company are sold under the brand names, SONALAM and SONARANG.

Laminated sheets find wide application in furniture, railways, air force, transport vehicles, buildings, sewing machines, washing machines, grinding machines, televisions and others.

**Roots Industries Limited**

Roots Industries Limited is a leading manufacturer of automobile horns in India. It is an unlisted company at the moment. It is the 11th largest horn manufacturing company in the world. The company also produces castings and industrial cleaning machines. It is an OEM supplier to leading automobile manufacturing companies in India and the world like Mercedez Benz, Mitsubishi, Ford, Mahindra and Mahindra, Toyota, Fiat, TELCO, TVS, Kinetic Honda etc. The company has technical collaboration with Robert Bosch, S.A. of Spain. The company's quality policy states that it is committed to provide world class products and services with due concern for the environment and safety of the society. The company gives much emphasis for quality and has obtained quality certifications like, ISO 9001, QS 9000, VDA 6.1, ISO/TS 16949 and ISO 14001.

**Roots Multi-Clean Limited**

Roots Multi-Clean Limited is a group company of Roots Industries Limited. The company is an unlisted company. Roots Multi-Clean Limited manufactures Sweepers, Scrubber-Driers, Floor Washing Machines, High Pressure Jet Cleaners, Extra Heavy Duty Industrial Vacuums, Industrial Vacuum Cleaners, Single Disc
The products manufactured by the company find wide application in hotels, hospitals, engineering, food and pharma industries, airports, railways, cement industries and workshop places, defence establishments, automobile manufacturers and auto ancillaries, textile industries, plantations, printing and package industries, bottling and breweries, civic bodies, infrastructure industries and institutions.

**Salzer Textiles Limited**

Salzer Textiles Limited has been incorporated during the year 1995. The main objective of the company is production of embroidery and ladies undergarments. The company is a 100% export oriented undertaking (100% EOU). The plant of the company is located at Chinnamanthapalayam village, Coimbatore District.

The company has entered into a foreign collaboration with the world renowned embroidery manufacturer, Nauf Nuch Company Limited, Switzerland. As per the terms of the collaboration agreement, Nauf Nuch Company Limited has supplied to Salzer Textiles Limited the automated entire embroidery making plant and machinery. These plant and machinery are world famous Saurer machineries which can be operated through computer software and Nauf Nuch has supplied the required software also for the manufacture of the embroidery through the machinery supplied by them. The entire plant has been fully air conditioned to see that the software and the computerized plant and machinery functioned efficiently. The collaborators, Nauf Nuch supplied the computerized drawings for the various designs of embroidery, then and there, to be manufactured by the company and these are fed into the embroidery making machinery the manufacture of latest designs of embroidery. The company also manufactures various lingerie used by women as per the specification given by the collaborators, Nauf Nuch Company Limited.
During 2006, the company has been merged with Pioneer Embroideries Limited, Mumbai.

**Sara Elgi Envirotech Limited**

Elgi Envirotech Limited is in the business of providing pollution solutions. The company is an unlisted company. The objective of the company’s products is to take care of the endowment of natural resources. The company offers cost effective solutions or water and treatment issues. For this purpose the company has technology, Research and Development understanding the world leader in ozonation technology, Ozomax Inc., Canada.

The company has wide range of products for water and air treatment solutions. It provides water treatment chemicals for the following applications:

- **Swimming Pools**  Disinfections and Odour Free Water
- **Cooling Towers**  Reduced Maintenance and Clear Water
- **Packaged Drinking Water**  Disinfections
- **Commercial Laundry Machines**  Disinfections, Finish and Reduced Cost
- **Food Processing and Aquaculture Applications**
- **Waste Water**  Disinfecting and Recycling

Similarly, the solutions offered for the treatment of air related issues are,

- Room and Car Ozonators for disinfections, personal hygiene and comfort,
- Air Scrubbers for improving Internal Air Quality in air-conditioned buildings such as bars, pubs and restaurants and Human Comfort and eliminating foul odour in storage places like currency chests, packing areas etc.
**Shanti Gears Limited**

Shanti Gears Limited was originally formed as a private limited company in 1972 and was converted into a public limited company during the year 1986. The Company has two divisions namely, the Gears Division and the Gear Box Division.

Gears Division caters to the needs of textile and other industries as the supplier of original equipment and Gear Box undertakes the design and manufacture of gear boxes for various industries. The Company is licensed to manufacture 96,000 nos. of gear wheels and 3,000 nos. of gear boxes.

The company has collaboration agreements with a few manufacturers abroad (Belgium, U.S.A. and Japan) for the manufacture of helical gear boxes.

**Southern Iron and Steel Company Limited**

The company is a listed company. The company has been promoted as a joint venture company between the Lakshmi Machine Works Limited, Coimbatore and Tamilnadu Industrial Development Corporation Limited, a financial institution belonging to the Government of Tamilnadu. The company's shares are listed at Madras Stock Exchange and Bombay Stock Exchange. Southern Iron and Steel Company Limited has set up an Integrated steel plant at Pottaneri Village, Salem District in Tamilnadu. The plant has the capacity to produce 0.6 million tons of steel. The steel plant has thee sectors, namely, Iron Complex, Steel Making Plant and Rolling and Finishing Plant.

The company manufactures the following products:

**Pig Iron:** Foundry grade and Basis grade pig iron, granulated slag used in cement manufacturing industry

**Billets:** Mild steel, Cold heating quality, high and medium carbon steel, electrode quality steel, low alloy and forging quality steel
Bars and rods: Wire rods and rounds, hexagons and squares, flats, coils

The company is executing an expansion plan at a capital expenditure of Rs.750 crores at present. The expansion will increase the production capacity from 0.6 million tons to 1.0 million tons. Also, de-bottlenecking and the installation of balancing equipments is in progress.

**Sree Narasimha Textiles Limited**

Sree Narasimha Textiles Limited is a spinning mill, producing cotton and blended yarns. It is an unlisted company. The company pays more attention in selling the yarn produced in foreign markets. It has consistently exported more than 90 per cent of the yarn produced during the last five years. During the financial year 2005, it has exported 92 per cent of its yarn to other countries. To maintain its export market, the company has been continuously modernizing its plant and machinery.

The objects of the company include the business of silk mercers, silk weavers, manufacture of fabrics, hosiers and carpet makers.

The licenced capacity of the mills was 27,216 spindles during the year 2000 which has been increased to 48,096 spindles during the year 2005. The installed capacity also increased from 27,216 spindles from the year 2000 to 40,896 spindles during the year 2005.

The company has produced 23.80 lakh kilo grams of yarn during 2000 and 27.23 lakh kilo grams of yarn during 2005.

To take care of its power requirements and to contain the cost of power Consumption, the company has opted to make investments in Wind Energy Converters (wind mills). So far, it has installed 7 wind mills of 1.65 MW each.
**Super Sales Agencies Limited**

The Company was incorporated during 1981. It is engaged in the erection and marketing of textile machinery, carrying out leasing business and manufacture of yarn. The leasing activity is mainly in generators for small scale units. The Company is one of the sole selling agents for Lakshmi Machines Works Limited.

The operations of the Company are mainly divided into two divisions viz., Agency Division and Textile Division. After the dismantling of the quota system under the Multi-Fibre Agreement, the performance of the Company has improved significantly. The Textile Division which runs the yarn spinning unit, has also done well during the recent years due to the removal of the quota system. However, the Company prefers to sell to the domestic market instead of the export market as it finds the domestic market more profitable.

The Company has acquired 75 numbers of windmills for the generation and captive use of power in order to bring down the power costs.

**Super Spinning Mills Limited**

Super Spinning Mills Limited was incorporated during 1962 and the commercial production was started during 1964. The Company at present has more than 1,00,000 spindles under its management. The Company is in the process of setting up an additional spinning mill in Andhra Pradesh with a capacity of 35,576 spindles. It has initiated organic farming in Tamilnadu to get organic cotton for the use in its mills.

As a strategy to reduce its cost of production, the company has installed 1250 MW windmill for the captive generation and use of power.

The Company is engaged in the manufacture yarn and garments. The company has planned to enter the global markets and it has chosen garment business
for this purposed. It plans to supply its garments to global brands satisfying their stringent quality standards and at the same time increase the customer base by supplying to leading domestic brands in the country.

In its process of global expansion, the Company considers China and the recent rupee appreciation as the major causes of worry.