



(ISO 9001:2015 )

# The Electric Merchants' Association

Shreeji Bhuvan, 2nd Floor, R. No. 7 & 12, EMACHOWK, 51-Mangaldas Lane, Lohar Chawl, Mumbai-400002

Phone: 22060625, 22088141, Talk Free: \*202/\*203

Email: emamub@gmail.com | Website: www.emamumbai.com



## Empowering members' Aspirations

### UPCOMING EVENTS



14th November

25th New Year Get together



25th November

Medical Seminar



28th November

Festival Cricket Match



Booking Closes 31st October

New Telephone Directory



8 - 10th January '19

2nd Corporate Cricket



28th Feb '19 - 5th March '19

Sasangir Somnath & Diu



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## The Electric Merchants' Association

Shreeji Bhuvan, 2nd Floor, R.No.7 & 12, EMA Chowk,  
51-Mangaldas Lane, Lohar Chawl, Mumbai - 400002

Phone:22060625,Telefax:22088141,TalkFree:\*202/\*203

Email:emamub@gmail.com | Website:www.emamumbai.com

### BANK DETAILS

Bank Name:Union Bank of India

A/CNo.: 319102010077272 | Branch: Princess Street & IFSC Code : UBIN0531910



+91 7700065111



emamumbai



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## AFFILIATION

# IMC

Chamber of Commerce and Industry

FEDERATION OF  
ASSOCIATIONS OF  
MAHARASHTRA



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Certified Organisation





## OFFICE BEARERS

### President

Mr. Niren K. Dharia  
R.K. Engineering Pvt Ltd

### Vice President

Mr. Ketan R. Kadakia  
International Trading Corporation

### Hon. Secretary

Mr. Prashant S. Parikh  
Apex Services

### Hon. Secretary

Mr. Nirmohi R. Shah  
Nirmohi International Enterprises

### Hon. Treasurer

Mr. Shital C. Khakhar  
Shiv Shakti Enterprises

### Jt. Hon. Treasurer

Mr. Ameet N. Shah  
Shah Electric Enterprise

### Ex - Officio

Mr. Nishel D. Shah  
XL Electrical

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## Notice for 82nd Half Yearly Annual General Meeting

Members are hereby informed that the 82nd Half Yearly Annual general meeting will be held on 19th December at EMA hall at 4 p.m. to transact the business as per the agenda. The agenda will be sent to all the members, 14 days prior to the date of the half Yearly AGM, as per the requirement of constitution.



# FROM THE DESK OF PRESIDENT



**Niren K. Dharia (B.E)**  
President

“ I always believe as an entrepreneur, manager or leader, the thoughts you have each day matter. Thinking is where the process of launching your next business occurs.”

Dear Members,

Last two months have been very eventful, for not only for us but for the entire India. We saw Kerala under heavy deluge and more than 1 million people were displaced. Our prayers are with all those who suffered and hopefully with the help coming from all over the world, Kerala, considered God's own Country, will once again blossom. Another, the most important event we have seen in last two month is the depreciating of Indian Rupee to the level of 73, due to the uncertainties in the prices of crude and trade war between US and China. Hopefully everything will precipitate by Diwali and we shall welcome Samvat 2075 on a high note.

Coming back to EMA, I extend sincere thanks for the feedback and the appreciation received from all the members, corporates and the guests for acknowledging the hard work of my committee on the release of 1<sup>st</sup> Bi-monthly Journal. My committee has completed 100 days at the office and we are overwhelmed by the positive response and participation of the members in events held in August and September.

I thank my committee for distributing PROUD MEMBER CERTIFICATE personally to all the registered members. This has helped us with fresh bonding with members and the most importantly their increased faith in the working of the EMA. In the last quarter itself we have added around 60 new members, not only from Mumbai but from the distant place i.e. Bangalore and Kerala. EMA is brand to reckon with and I thank all the members, past presidents and the well-wishers for their hard work to make it most vibrant Association.

EMA with all his resources and with the help of advisors, past presidents and the committed committee has been resolving numbers of issues involving taxation, labor and the issues related to payments from the defaulters. I personally request members to come forward with their problems; EMA will help to resolve at his best.

EMA Committee is committed to work with the sole purpose of organizing events and programs that will benefit members and their staff. A seminar was held on the awareness of registering with MSME (Micro, Small and Medium Enterprises) with the sole purpose to help members grow their business. Again to sharpen the technical aspect of the members, my technical committee organized SIEMENS Digital factory visit. Lots of activities has been organized for next six months such as Eye camp, Diwali Get together, Festival Sports, Medical seminar at Nanavati , Technical seminar by V guard, T 20 Corporate Cricket, Republic Day Celebration, Participation in Distribuelec, Annual Picnic to Sasangir, Diu and Somnath etc. I request all to participate and let us together make it successful. I request each one of you to send the feedback form attached in this journal duly filled and with your suggestion to help us serve better.

On behalf of all the Managing Committee I wish all the members and their families HAPPY DIWALI AND PROSPEROUS NEW YEAR. I am sure SAMVAT 2075 will bring in more happiness and business opportunities for all of us.

## Performance of the Managing Committee from 17/08/2018 to 30/09/2018

1. Representation at IMC chamber of Commerce and Industry for the seminar in regards to the Development of Infrastructure and Ganga Rejuvenation, Guest Speaker: Mr. Nitin Gadkari, Minister for Shipping, Road Transport and Highways, Water Resources, River Development and Ganga Rejuvenation.
2. Representation at Federation of Associations of Maharashtra (FAM) in regards to the felicitation of Mr. Sudhir Mungantiwar, Cabinet Minister of Finance & Planning and Forests departments in the Government of Maharashtra for his support in resolving GST issues.
3. Representation at Associated Chambers of Commerce and Industry of India at World Trade Centre for the conference on good governance of association.
4. Representation at ECAM PUNE EXPO on the Invitation, for the exhibition on Electricals and Electronic Products. Mr. Girish Bapat, the Cabinet Minister for Food, Civil Supplies and Consumer Protection, Food and Drugs Administration, Parliamentary Affairs in Government of Maharashtra & Member of 13th Maharashtra Legislative Assembly was the chief guest. President Mr. Niren Dharia was felicitated for his valued presence.
5. Representation at IEEMA (Indian Electrical and Electronics Manufacturers' Association) on the invitation for "Go Global" convention on 15th September at Leela Hotels, Andheri East. Padmashri Shri Award recipient Shri Rameshwarlalji Kabra was felicitated at the event for his achievement.
6. Representation at CAIT (Confederation of All India Traders) at Sahara Star regarding Wal-Mart's acquisition of Flipkart. CAIT had called Bharat Bandh on 28<sup>th</sup> September against this deal. CAIT says the US retail giant's buyout of Bengaluru-based Flipkart will create a monopoly in the retail market and drive retail stores across India out of business.

### Valued Feedback

In today's time it is important that an association like ours devotes significant time and effort towards social causes. This is what makes EMA special, it has been a great platform for not just bringing together the Electrical industry but also through it's various initiatives giving back to the society.

- Mr. Kunal Kadakia

MD of Precision Plastic Industries Pvt Ltd

### Memento to Mr. John Abraham

On 5<sup>th</sup> September 2018, President Mr. Niren Dharia along with Mr. Bhavik Parikh and Mr. Ashish Nangia, Past Presidents, had an opportunity to meet Bollywood star Mr. John Abraham. On the occasion EMA committee took the opportunity to honour him with a memento for his generous gestures to appear on EMA corporate video, launched at the 81<sup>st</sup> AGM held on 26<sup>th</sup> June 2018. Mr. Abraham's appearance on the video has helped EMA to create required awareness in the electrical fraternity across India. EMA Managing Committee is thankful to Mr. Ashish Nangia for his efforts to get Mr. John Abraham on board.





(ISO 9001:2015 )

# The Electric Merchants Association

in collaboration

with



## PLUTO FLAMEPROOF CONTROLS

Presents

**25<sup>th</sup>**

# New Year Get Together 2018

at Birla Matushri Sabhagar

On

Wednesday, 14<sup>th</sup> November 2018



# SILVER JUBILEE NEW YEAR GET TOGETHER 2018

## CHIEF SPONSOR: PLUTO FLAMEPROOF CONTROLS

Join us for Diwali Get2Gether

EMA President, Programme committee and the Managing Committee invites you to celebrate and welcome Samvat 2075 year with friends and families.

**Date: Wednesday, 14<sup>th</sup> November 2018**

**Host: Shri. Narsibhai Patel and Shri. Vishnu Patel**

# UNPLUG MUSICAL EXTRAVAGANZA

**BY MANISH JOSHI**

Booking Opens: 22<sup>nd</sup> October 2018 @ 2.00 pm

### REGISTRATION

Name of the Firm \_\_\_\_\_

Contact Details: Mobile No. \_\_\_\_\_ Landline no. \_\_\_\_\_

Refundable Entry Pass: 1 x 500 = \_\_\_\_\_

No. of Guest Pass: \_\_\_\_\_ x 600 = \_\_\_\_\_

Total Rs.= \_\_\_\_\_

**Registration Counter 1:** EMA office, EMA Chowk

**Registration Counter 2:** EMA, C/o. Shah Electric Enterprises, Kandivali East

Affix Rubber Stamp

**Please Note:** This event is only for the Directors, Partners, Proprietors and their families and guests.

#### Invitation Pass:

One pass of Rs. 500=00 (Non-Transferable), Refundable to each registered member of the Association.

Guest Pass: Rs. 600=00.

Members have to be personally collect refund from the counter before 7.00 pm at the venue.

After the stipulated time, no refunds will be disbursed.

Yours Truly,  
Mr. Prashant Parikh / Mr. Nirmohi Shah



# PLUTO FLAMEPROOF CONTROLS

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**: REGISTERED OFFICE :**

7-A, SINGH INDUSTRIAL ESTATE NO. 1,

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Tel. : 2676 0020/ 2676 0331. MOBILE. : 9869481544/7738896481/90

**: FACTORY :**

GOREGAON - VASAI



## G-Fair Exhibition to South Korea (22nd - 28th October)

The International Exhibition Committee of the association, with the support of Gyeonggi Business Centre (GBC) has registered 26 delegates to travel to one of the high tech countries of the world i.e. South Korea. Delegates will attend G-FAIR Korea exhibition to be held at Kintex (Korea International Exhibition Centre), situated in Gyeonggi province. Gyeonggi is the most populous province in South Korea. Its name, Gyeonggi means "the area surrounding the capital". The delegates during their 6 day stay would visit G-Fair at Kintex, LSis Switchgear factory and will do a one day sightseeing. Delegates will travel from 22nd to 28th October 2018



EMA committee extends sincere gratitude to VND Wealth Managers Pvt. Ltd for organising pre-departure get together for 26 delegates along with the Managing Committee and Past Presidents on 1st October 2018 at Gold Coin Restaurant. In an event to be held on that day, Mr. Janesh Nair, Director and Mr. Jungtee Jung of GBC are invited as guests and will be presented mementoes for their support to the EMA initiative. Mr. Janesh Nair in his short message to EMA expressed that GBC team is excited to welcome EMA delegates at Korea and assured their whole hearted support during the trip. Mr. Vibhash Desai, Managing Director of VND Wealth Managers Pvt. Ltd delivered one hour presentation on investments. Our President honoured Mr. Vibhash Desai with a memento for his generous gesture. Mr. Shashin Shah of M/s. KEW Electricals will be honoured with a memento for being instrumental in organising the visit to LSis switchgear factory. Mr. Shah will be assisting EMA delegates personally to Korea for factory tour.

### A BUSINESS RELATIONSHIP CROSSES 50 YEARS

L&T's electrical and automation business and its channel partner in Mumbai, Trinity Electric Syndicate have completed 50 glorious years of their business association. To celebrate this occasion, L&T felicitated Trinity Electric Syndicate at Hotel Ramada, Powai. The gathering at the event fondly recalled the relationship that dates back to 1968 with the appointment of Trinity as L&T's switchgear stockiest and has blossomed over the years on the foundation of trust, transparency and confidence through enormous fellowship shared with three generations of the Khambhati family. The Khambhati doyens - Nitin, Deepak, Anuj and Aditya - along with their family members, friends and business associates as well as customers graced the occasion. Dignitaries in attendance were Dr. Hasit Joshipura, Head of L&T Electrical & Automation along with his senior executives, Mr. Niren Dharia-President of Electrical Merchants' Association(EMA) and Mr. Shirish Zavier and Mr. Shailesh Doctor, past Presidents of Electrical Contractors' Association of Maharashtra (ECAM) It was a function filled with nostalgia and excitement for next big milestones of business partnership.

## BUSINESS ACHIEVEMENTS





**SINCE 1985**

Global Presence

*Switch on to the Best...*



Rotary Switches



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Cable Ducts



Terminal Connectors



Relays & Relay Module



Photovoltaic Isolator



AC DC Changeover



Contactors



Transformers & Chokes/  
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Sensors



Limit Switches



MPCB's



Modular Switches



ACCL



MCB's & Distribution Boards



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# “The key to highly reliable power availability”

## IEC standard evolution for Transfer Switching Equipment (TSE)

About the IEC :- The International Electrotechnical Commission (IEC) is the leading global organization that prepares and publishes International Standards for all electrical, electronic and related technologies.

### IEC 60947-6-1 :- Multiple function equipment – Transfer switching equipment

The first edition was published in 1989 with further 2 amendments & consolidated edition published in 1997.

It covers - **Manually operated TSE | Remote operated TSE | Automatic transfer switching equipment, ATSE**

### IEC 60947-3 :

The first edition was published in 1990 with further amendments & consolidated Version is of 2005

This standard applies to Switches, disconnectors, Switch-disconnectors and Fuse combination units

## AUTOMATIC TRANSFER SWITCH CLASS PC (IEC60947 -6-1) and Switches, switch -disconnector (IEC60947 -3)

Low voltage switchgear & controlgear	IEC60947 -6-1	IEC60947 -3	Additional comment
Part header	Multi-function equipment Section one – automatic transfer switching equipment	Switches, disconnectors, switch -disconnectors and fuse - combination units	IEC60947 -6-1 specify for the complete ATS equipment
Definitions	Automatic transfer switching equipment (ATSE) : self-acting equipment containing the transfer switching device and other necessary devices for monitoring supply circuits and for transferring one or more load circuits from one supply to another	Switch : a mechanical switching device capable of making, carrying & breaking current under normal circuit conditions + specified overload conditions and also carrying for a specified time current under specified abnormal circuit conditions such as short circuit	IEC60947 -3 specify for components use in part for the ATS.  They are for the purpose <u>to make, break &amp; isolate normal current</u>
Classification	Class PC - ATSE that is capable of making and withstanding, but not intended for breaking short circuit current	Dependent or independent or semi -independent manual operation	IEC60947 -6-1 specify the automatic operation IEC60947 -3 specify the manual operation
Utilization category	AC 31 – non-inductive or slightly inductive loads AC 33 – motor load or mixed loads including motors, resistive load and upto 30% incandescent lamp load AC35 – Electric discharge lamp loads AC36 – incandescent lamp load	AC20 – connecting and disconnecting under no load condition AC21 – switching of resistive loads including moderate overload AC22 switching of mixed resistive and inductive load, including moderate overload AC23 – switching of motor loads or other highly inductive load	IEC60947 -6-1 specify utilization category specific for operation of ATSE IEC60947 -3 specify utilization category for the operation of switch

### SOCOMEC Offer (comp lied to IEC 60947 -6-1 TSE)

The transfer may be direct from position I to position II (I -II) or may include an intermediate stable “off position” during the transfer (I -0-II). In both cases the transfer time from the normal to the alternative is deliberately programmed with slight intentional delay, since the transfer switch that provides this delay in the off position guarantees that potentially dangerous arcs are extinguished prior to transferring the supply. The stable OFF position is proven to be a reliable and effective way to reduce the risk of protection devices from tripping unnecessarily during transfer. Furthermore, TSE qualified to perform the isolation function with padlocking (as defined in IEC 60947 -3 & IEC 60947-1) protects equipment connected to the load and provides safety to personnel during maintenance.

Stay safe: Increase reliability and power availability by making sure that your TSE has been fully tested to the international product standard that is defined in IEC 60947 -6-1. Tested products include reference to the standard, the Class type and other mandatory data on the product label.

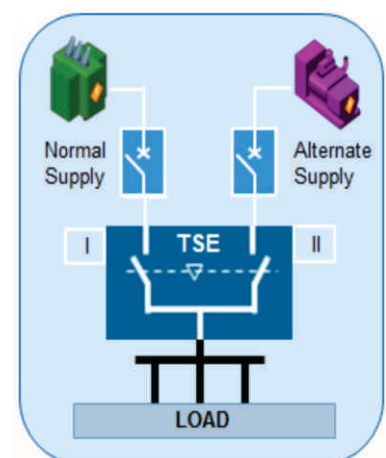


Fig.1 Basic outline of a TSE circuit

For assistance with any of your transfer switching equipment requirements:

Feel free to contact SOCOMEC at

Email : [info.in@socomec.com](mailto:info.in@socomec.com)

Tel : + 91 44 39215400

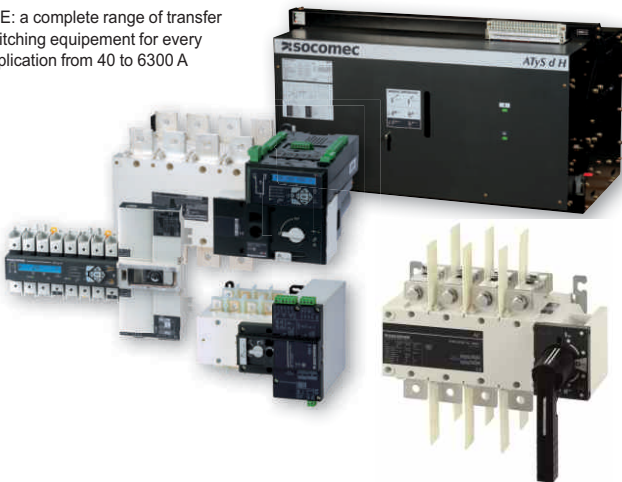


# Transfer Switching Equipment range from 40 to 6300A



# ALWAYS ON

TSE: a complete range of transfer switching equipment for every application from 40 to 6300 A



Transfer switching equipment (TSE) assures the continuity of power to a load in a safe and reliable way.

Whether the TSE is remotely operated or fully automatic all products are factory assembled and tested in full compliance with IEC 60947-6-1 that applies to transfer switching equipment (TSE). All TSE are user friendly and easy to install including a full range of accessories with simple programming directly on the product or through configuration software.



Safe



Plug & play



Robust



Easy maintenance

To find out more:



YouTube

[www.socomec.co.in](http://www.socomec.co.in)

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Innovative Power Solutions

SOCOMECH INDIA PVT. LTD. · 756 PACE City II, Sector 37, Gurgaon · 122 001, Haryana · CIN: U00000HR1999PTC038504  
Contact us: [info.in@socomec.com](mailto:info.in@socomec.com) - +91 44 39215466 / +91 9711229993



# MEDICAL SEMINAR IN ASSOCIATION WITH NANAVATI HOSPITAL

Booking starts: 01.11.2018 @ 2.00pm

The Electric Merchants Association in association with Nanavati Hospital, Vile Parle is organizing the power pack medical seminar for Spine, Oncology, Obstetrician & Gynecology and Endocrinology by the leading doctors of the Mumbai at Nanavati Hospital.

The purpose of health education is to positively influence the health behaviour of individuals and communities as well as the living and working conditions that influence their health. Health education is combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes.

- Health education improves the health status of individuals, families, communities, states, and the nation.
- Health education enhances the quality of life for all people.
- Health education reduces premature deaths.
- By focusing on prevention, health education reduces the costs (both financial and human) that individuals, employers, families, insurance companies, medical facilities, communities, the state and the nation would spend on medical treatment.

Date:

Sunday 25th November 2018.

Venue:

Nanavati Hospital, S.V. Road Vile Parle (West)

“TAKE CARE OF YOUR BODY. IT'S THE ONLY  
PLACE YOU HAVE TO LIVE IN”

“LISTEN TO YOUR BODY.  
IT'S SMARTER THAN YOU.”

**Complimentary test at the time of Registration:** Random Blood Sugar, Blood pressure, Height, Weight, Body Mass Index, Dental Consultation.

**Enrollment Charges: Rs. 200=00 each**

Limited to only 200 members (Directors, Partners, Proprietor, Nominees and their families) on first come first serve basis. (Kids below 10 years not allowed)

Registration Form

Name of the Firm: \_\_\_\_\_

Name of the Member 1: \_\_\_\_\_

Name of the Member 2 : \_\_\_\_\_

Contact detail: Mobile no. 1 \_\_\_\_\_ Mobile no. 2 \_\_\_\_\_

Total no. of person attending seminar: \_\_\_\_\_ x 200 = \_\_\_\_\_

Affix Rubber Stamp

Registration Centre: 1. Ema office, EMA Chowk, Mumbai  
2. EMA C/o. Shah Electric Enterprises, Kandivali East.

Yours Truly,  
Mr. Prashant Parikh / Mr. Nirmohi Shah

Event partner





**Dr. Rajendra Patankar**  
Chief Operating Officer  
Nanavati Super Speciality Hospital



**Nanavati**  
Super Speciality Hospital  
*a passion for healing...*

## About Us

- ◆ 350-bed facility housing over 55 Speciality Departments
- ◆ Supported by over 350 Consultants | 100 Resident Doctors | 475 Nursing Staff | 1500 Employees
- ◆ State-of-the-art Infrastructure
- ◆ 10 Operation Theatres | 90 Dedicated CCU, MICCU, SICCU (Intensive Care Units)
- ◆ 11 NICU and 5 PICU (Neonatal and Paediatric Intensive Care Units)
- ◆ 14 Dialysis Units | Advanced Cath Lab | Full Fledged Pathology Lab | Blood bank
- ◆ Cutting-edge Imaging Centre with CT, MRI and PET Scan
- ◆ 24x7 Pharmacy, Advanced Accident & Emergency Centre, Critical Care & Trauma Services



Deluxe Room



Cath Lab



Nursing Station

## The Electric Merchants Association

in association with

### Nanavati Super Speciality Hospital

organises Medical Seminar on Sunday, 25<sup>th</sup> November 2018 at Nanavati Hospital,  
Auditorium, Basement Level II | Timing : 10:00 am to 2:00 pm

#### Our Eminent Speakers for the Seminar



**Dr. Mihir Bapat**  
M.S., D.N.B. Ortho.

Director - Nanavati Institute of Spine Surgery,  
Sr. Consultant - Minimally Invasive Spine Surgery  
Topic : Spine Pain - The Untold Story



**Dr. Sanjay Dudhat**  
MBBS, MS (Gen. Surgery)

Consultant Surgical Oncologist,  
Head of Dept. Oncosurgery  
Topic : Cancer Awareness



**Dr. Preeti D. Galvankar**  
MBBS, DGO, DFR, FCPS, MD

Sr. Consultant & Head of the Department  
Obstetrician & Gynecologist  
Topic : Metabolic and Obesity Syndrome on women



**Dr. Girish Parmar**  
DNB (Endo), DNB (Med), MBBS

Consultant Endocrinologist &  
Metabolic Physician  
Topic : Sugary Sweet Talk

**Do not miss the power pack Medical Seminar!**



# 2<sup>nd</sup>



## CORPORATE T-20 CRICKET TOURNAMENT

(Game of Unity, Trust & Friendship)

Matches commences 2nd week of January 2019



### PARTICIPATING TEAMS



### PARTICIPATING TEAMS





# surelock

## Better Ties

For All

## Reasons

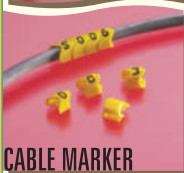
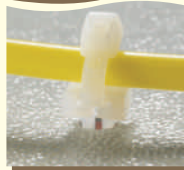
### CABLE TIE



TAG TIE

PUSH MOUNT TIE

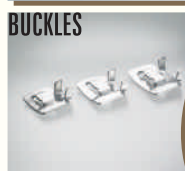
### WIRING ACCESSORIES



### STAINLESS STEEL TIE



### STAINLESS STEEL BAND



### OUR POPULAR BRANDS



### LOOP-IN / LOOP-OUT STREET LIGHT POLE BOX



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## Plastics Pvt. Ltd.

Mfrs. Of Cable Ties & Accessories

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Website : [www.surelockcableties.com](http://www.surelockcableties.com)



# 4 nights to Sasangir, Somnath and Diu Technical Tour (Gujarat)

(Travelling Dates includes - Sat, Sun, Mahashivratri)  
**Registration starts 10<sup>th</sup> October 2018**

The Managing Committee at the behest of the Technical Committee are happy to announce the much awaited event of the year, a four night stay at Sasan Gir and Diu, offering a luxurious experience, combining excitement, adventure and solace with leisure. The trip, starting from 28<sup>th</sup> February 2019 and ending on 5<sup>th</sup> March, 2019 will give members the opportunity to explore Gir Forest, visit 12<sup>th</sup> Jyotirlinga at Somnath and unwind themselves at Diu along with Technical Seminars.

**Date of Departure: 28<sup>th</sup> February 2019**  
**Train no. 12971 - Bhavnagar Express**  
**Time: 9.30 pm from Bandra Terminus.**

**Date to Arrival: 6th March 2019**  
**Train no. 12972 - Bhavnagar Express**  
**Time: 8.30 am at Bandra Terminus.**

**Cost of the tour: Rs. 16500.00\***

**Last Date of Registration: 27.10.18**

**Hotel at Sasan Gir: The Fern Hotels and Resorts**

**Hotel at Diu: Radhika Beach Resort**

\* GST 18% Extra as applicable

## Cancellation Policy:

25% on or before 15<sup>th</sup> December 2018.

50% on or before 31<sup>st</sup> January 2019.

No Refund after 1<sup>st</sup> February 2019.

## Tour Includes:

- Hotel stay with triple Sharing.
- All meals.
- Mineral Water.
- Travelling to and fro by AC Coach Train.
- Travelling in AC bus for Local Sightseeing.
- Safari Drive in Gir Forest.
- Travelling Insurance

1. This trip is limited to 100 members (Directors, Partners, Proprietors and Nominees) on First Come First Serve Basis.
2. Visit to Somnath Temple: Camera's and Mobile strictly prohibited. Short pants not allowed.
3. There is prohibition in Gujarat and is strictly followed. The association will not be responsible for any misadventure by a participant.

## Registration Form

Name of the Firm: \_\_\_\_\_

Name of the Member: \_\_\_\_\_ Whatsapp no. \_\_\_\_\_

Off Telephone No & Residence Telephone no. \_\_\_\_\_

Aadhar card no. \_\_\_\_\_ Date of the Birth: \_\_\_\_\_

**Mandatory:** To attach photocopy of Photo ID with Address Proof (Aadhar Card/Passport/Valid Driving Licence) during time of registration.  
The same is to be carried on trip.

**Payment: Rs. 16500.00 + 18%GST**

2.Room Partner Details: Name of the Member: \_\_\_\_\_

Name of the Firm: \_\_\_\_\_

Affix Rubber Stamp

3.Room Partner Details : Name of the Member: \_\_\_\_\_

Name of the Firm: \_\_\_\_\_

Yours Truly,  
Mr. Prashant Parikh / Mr. Nirmohi Shah





## 4 nights to Sasangir, Somnath and Diu Technical Tour (Gujarat)

(Travelling Dates includes - Sat, Sun, Mahashivratri)

Registration  
Starts  
10th October

### Brief history of the places to be visited

**Sasan-Gir:** Gir Forest National Park is a wildlife sanctuary in Gujarat, western India. It was established to protect the Asiatic lions, which frequent the fenced-off Devalia Safari Park, along with leopards and antelopes. Gir Jungle Trail, outside the fenced area, traverses deciduous forest and is home to wildlife including vultures and pythons. More than 100 Cement factories at Junagadh factories are located at a distance of 50km (Stay - 2 nights at The Fern Gir Forest Resort)

**Somnath temple:** Located in Prabhas Patan near Veraval in Saurashtra on the western coast of Gujarat, is believed to be the first among the twelve jyotirlinga shrines of Shiva. It is an important pilgrimage and tourist spot of Gujarat. The present temple was reconstructed in Chaulukya style of Hindu temple architecture and completed in May 1951. The reconstruction was completed by Vallabhbhai Patel. Veraval Fishing Port is one of the largest port in India. Somnath is ideally located near a manufacturing HUB Veraval. Veraval houses no. of large scale industries like Indian Rayon Nuvo and Gujarat Ambuja Cements.

**Diu :** is a coastal town at the eastern end of Diu Island, India. A bridge connects the island to the state of Gujarat. Overlooking the Arabian Sea, Diu Fort, a 16th-century Portuguese citadel, features a lighthouse and cannons. Nagao Beach in Diu: This horseshoe-shaped beach is almost a twenty minutes' drive from Diu and a perfect beach to bask in the sun. Located in Nagao near Bucharwada village, this is an exceptionally beautiful and serene stretch of sand. (Stay- 1 night at Radhika Beach Resort)





# The Electric Merchants Association

## New Telephone Directory 2018

Members are hereby informed that telephone directory committee has decided to print a refreshing new telephone directory in 2018. The last edition was printed way back in 2012, when ema completed its platinum jubilee (75 years). The recent changes which have come about in business registration (gst), growth in membership, status of the membership (life membership and annual membership), members address and the change in contact details, the committee felt it was necessary to release a new directory with complete information of all the members.

This new directory will be launched in the month of December 2018. It is request to all the members to get their kym (know your member) details updated at the earliest.

Members are hereby informed that the booking of advertisements in this directory has already began and only few advertisement are available. Members interested in advertising are requested to send the payment and advertisement material in the cdr and pdf format along with the booking.

## Advertisement Tariff

**Pls Note: All Advertisement are in 4 Color Offset Printing**

Type		Tick Mark	Rate
Back cover	1 Advt.	Booked	2,00,000
Inside Front	2 Advt.	1 Pending	1,00,000
Inside back	2 Advt.	Booked	75,000
Book marker	2 Advt.	Booked	25,000
Inside front Prestigious	21 Advt.	15 Pending	30,000
Inside Back Prestigious	20 Advt.	15 Pending	25,000
Middle pages	20 Advt.	18 Pending	20,000

## Terms & Condition

1. Please tick mark appropriate in the box. Please give 2 Business Card with the advertisement Form.
2. Artwork Size: 200mm(W) x 284mm(H) | Bookmark Size : 165mm(H) x 90mm(W) should be attached along with the booking.
3. Please Enclose Cheque with the booking of Advertisement
4. GST : 18% Extra ( SAC Code : 9989)
5. Last Date of Booking : 31st October, 2018

## Registration

We M/s. \_\_\_\_\_ having GST Tin No. \_\_\_\_\_ request to book or our advertisement for the new telephone directory 2018 - 19. We hereby enclosed cheque of Rs. \_\_\_\_\_/- drawn in favour of "The Electric Merchant Association" against the full payment of the advertising.

Yours Truly,  
Mr. Prashant Parikh / Mr. Nirmohi Shah



# FESTIVAL CRICKET MATCH

For EMA Members & their families

**Booking opens 1<sup>st</sup> November 2018**

Annual Festival Cricket Match will be played on PJ Hindu Gymkhana on 28<sup>th</sup> November 2018.

Registered Members and their children are entitled to register themselves in this event.

## Please Note:

1. Only 50 entries will be register on First Come First Serve basis.
2. Cricket Attire is must. White Pant and Cricket Shoes Compulsory.
3. Age Limit: Above 15 years (Born before 2013).
4. Breakfast, Lunch and Afternoon Tea will be provided at the venue.
5. Cap and T-shirt will be given to each participating player and the spectator.
6. Reporting Time: 8.30 am
7. Best Batsman, Best Bowler, Best Fielder and Man of the Match will be awarded with prizes.
8. Registration Fees Rs. 400=00 (for Player) and Rs. 200=00 for Spectators

## Registration Form

Name of the Member Firm: \_\_\_\_\_

Name of the Player: \_\_\_\_\_ T-shirt Size: \_\_\_\_\_

DOB of the Player: \_\_\_\_\_ Mob: \_\_\_\_\_

Name of the Spectator: \_\_\_\_\_ T-shirt Size: \_\_\_\_\_

Please tick whichever is applicable (Batsman/Bowler/Wicket keeper)

Total Amount: Player: \_\_\_\_\_ x 400= Rs. \_\_\_\_\_

Spectator: \_\_\_ x 200=Rs. \_\_\_\_\_

Total: Rs. \_\_\_\_\_

Affix Rubber Stamp

Yours Truly,  
Mr. Prashant Parikh / Mr. Nirmohi Shah

**NEXUS**<sup>TM</sup> LED & SOLAR LIGHTING

Event Partner



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ISO 9001 - 2008

# NEXUS™

## LED & SOLAR LIGHTING



SMD Flood Light



Solar Street Light



Solar Garden Light



Emergency Flood Light



DOB Flood Light (Premium Series) - IP67



COB High Bay



Track Light Studio Series



SMD Street Light



COB Downlight (HH Series)



NEON FLEX



Rimless Backlit Panel Light



Facade Light

### Meraki Enterprise

158 Lohar Chawl, Kanji Gokuldas Building, Opp Alpha Light, Mumbai - 02

Tel.: 022 22006665 | Email: merakienterprise28@gmail.com

Kevin Dharia: 9833623377 | Sagar Shah: 9819665270





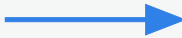
# EMA AT YOUR FINGER TIPS

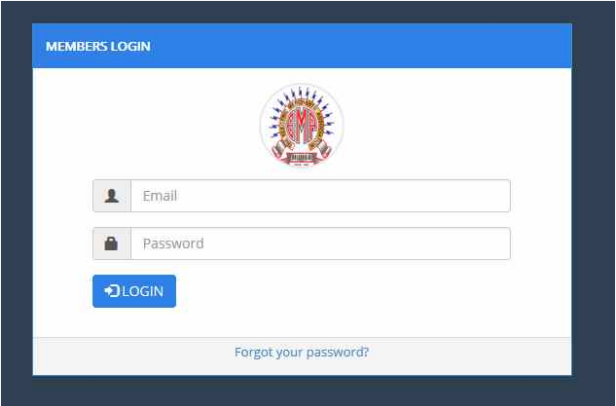
This is the time and era of evolving digitally; we also need to adapt the changes with current scenario. Website committee, team of EMA are constantly upgrading our website for member's benefit and striving to make it more and more user friendly. We have obtained SSL Certificate for our website, i.e. Secured Socket Layer. In other words, our entire Member's data is secured. This will be operational from 1st week of October 2018.

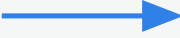
Along with website we are also upgrading our mobile application, to be fully functional for Android as well as IOS operating system. We have planned for many services and information for members as per phase wise, with just click away or "On the Go" with mobile app. To make our website more effective and beneficial to members, we also need members support. As per phase 1, we have been updating our site with member's data and personal information.

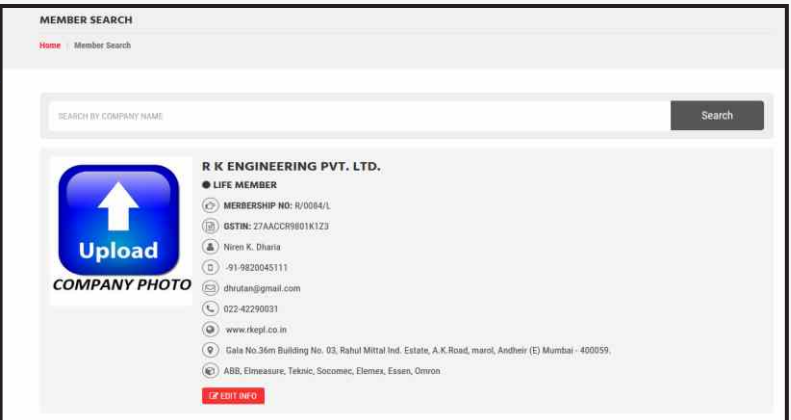
All members are requested to kindly check and verify their details i.e Name, Address, Contact details, E-mail IDs & most important GST number. We have given the provision for members to edit their details if required.

Steps to edit the details:

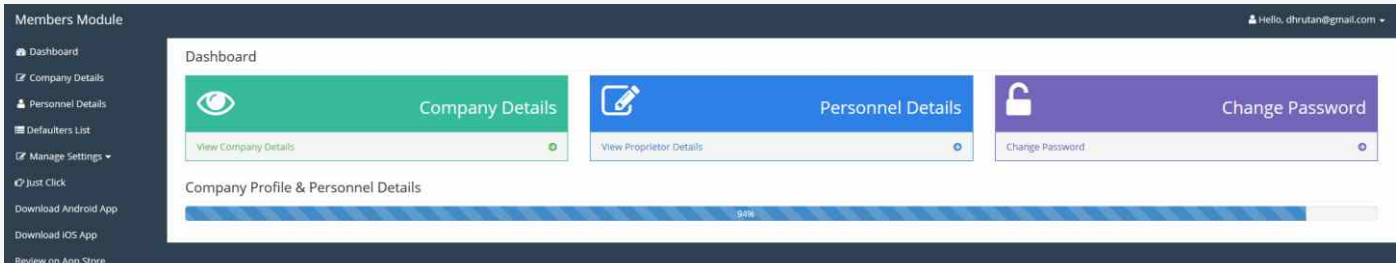
- 1) Members have to login to our site [www.emamumbai.com](http://www.emamumbai.com)
  - 2) click on "Member Login" on home page. 
- Members have to provide user name and password



- 3) "User Name" is your registered E-mail ID with EMA (it would be the same email id, member's receive mailers from EMA) or it can be checked by clicking on "Member Search" on home page. 



- 4) Login with your password if member already have.  
If member do not have password or 1st time user's click on the "forgot password"  
Member will get auto generated email reply with their user name and login password.
- 5) Member can login with the new password, and it can be changed once logged in.
- 6) Member can update or edit their details as required, with brief description of the products / services they deal and can offer, so that other websites users can see and identify.





Member will find progress bar of their updates, please ensure it is completed 100%.

In case Member still have any query, please write to us by logging to website and clicking “Contact Us” In there you will find the option.

**CONTACT US**  
Home / Contact Us

**CONTACT INFORMATION**

Room No. 7, 2nd Floor, Shreeji Bhuvan, 51, Mangaldas Lane, EMA Chowk, Lohar chawl, Mumbai - 400 002.

022-2206 0625 / 2208 8141

emamub@gmail.com

022-22088141

**OTHER DETAILS**

PAN No. - AAAT15527H

Bank Name - Union Bank of India

S/B A/C No. - 319102010077272

Bank Branch - Princess Street, Mumbai - 400 002.

IFSC Code - UBIIN0531910

Thanks for your interest in EMA. Write your query or comments we would be happy to get in touch with you.

Name:  E-Mail:

Contact No.:  City:

Query / Comment:

If any member has not updated their e-mail with EMA are requested to please get it registered either by calling or sending mail to emamub@gmail.com. We, team EMA also request you to kindly provide your valuable suggestion and feedback.

This is Phase-1 for our website.

Members can update all above information from Mobile App also in case of non-accessible / availability of computer, which will be updated on our website.

Phase-2 shall begin with updating our products and services of our members. Same shall be informed in our next journal.

Thanking You  
Web site committee  
Empowering Members Aspiration

## Polycab Wires Limited conferred 'SUPERBRANDS' Status once again

Polycab Wires Limited has been once again conferred the 'Superbrand' status in the cables and wires category by the Global Superbrand Organization's India Chapter for the year 2017.

This recognition is conferred only to leading brands after an extensive and scientific customer validation exercise. This is the third year in a row that Polycab has received such an honour.

The award was received by Shri Girdhari Jaisinghani, Senior Director – Polycab at a glittering ceremony in New Delhi on the 20th of September 2018, presided by Shri. Amitabh Kant, Chairman Niti Udyog.



From the organizers of  
ELEC RAMA comes another

Third Edition  
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India's only Exhibition on Hi-Tech Power Distribution

**4th - 6th February 2019**  
Bombay Exhibition Centre, Mumbai

Concurrent Conference

**INTELECT**  
International Conference of Intelligent Electricity

Concurrent Expo

**builDELEC**  
A Unique Exposition on Building Electrical Systems

## VISITOR PROFILE

The show will attract a host of serious decision makers from across all segments, to source new and innovative product and service solutions, stay in touch with the latest trends, network and do business.

## distribUELEC 2019

- BIS, CEA, ICAI • Central Govt. Ministries - Power, Urban Development, IT, Communication & MNRE among others
- Consultants • Component Suppliers • Electrical Inspectorates • Electrical Contractors • Engineering Institutions
- EPC, Project Developers • Industry Buyers • Municipal Corporation • OEMs • Public and Private Sector Utilities (DISCOMs) • Railways, Metros, Freight Corridors • Raw Material Suppliers • Renewable Energy (solar, solar PV, wind, biomass, small hydro) • State Electrical Boards • State Government - Power and Energy Departments • System Integrators • Test Institutions • Testing House & R&D Institutions • Vendors/ Sub Vendors

## SPECIAL PACKAGE FOR EMA MEMBERS

Category of Exhibitor	Bare space minimum 24 Sqm With open sides				Shell Space minimum 9 sqm With open sides		
	1 side open	2 sides open Min 24sqm	3 sides open Min 50sqm	4 sides open Min 84 Sqm	1 side open	2 sides open Min 18sqm	3 sides open Min 18 Sqm
EMA Members (in INR)	9000	9900	10350	10800	9500	10450	10900

Benefit	* in sq.mtr	9 to 12	15-18	24-27	36	Cost of Benefit (INR)
Parking Ticket		3	4	4	5	100
Lunch Meal Voucher		3	4	4	5	250
Conference Delegate Pass		1	2	2	2	5000
Exhibitor Nite Pass		1	2	2	2	3000
Exhibitor Directory Adv (1 page)			1	1		10000
Pole Bunting (both side)				1		15000
Company Feature in Show Daily					1	25000
<b>Value of Benefit (INR)</b>		<b>6050</b>	<b>21400</b>	<b>27400</b>	<b>42750</b>	

GST Extra as Applicable

For Further details contact EMA Office : 22060625 / 22088141 or (Ajay Mahajan - IEEMA)- +91 9999250355

## TRMS DIGITAL CLAMPMETERS

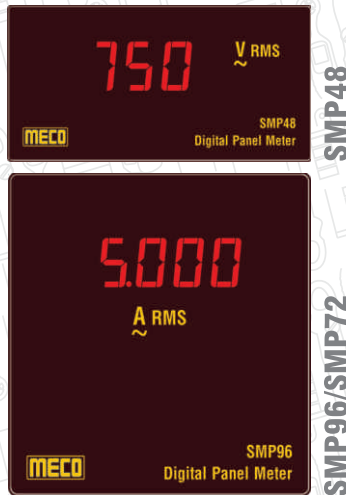


- 3% Digit 6000 Count
- LCD with Backlight
- Auto / Manual Ranging
- 600mV~1000V DC
- 600mV~750V AC TRMS
- 600µA~1000A AC TRMS (1008-TRMS)
- 600µA~1200A DC (1080-TRMS)
- 600µA~1200A AC TRMS (1080-TRMS)
- 600V~60MV
- 9.999nF~9.999mF
- 99.99Hz~20.00MHz
- 0.1%~99.9% Duty Cycle
- -20°C~1000°C (0°F~1832°F)
- K Type Thermocouple (Upto 260°C)
- Jaw Opening 30mm

### Special Functions (1008-TRMS & 1080-TRMS)

- Diode Test, Data Hold, Audible Continuity, Low Battery Indicator & Auto Power off

## PROGRAMMABLE DIGITAL PANEL METERS - TRMS



- TRMS using Micro-Controller
- 4 Digit / 9999 Counts (Max.) High Resolution Display
- User Programmable Display (Primary CT / Shunt Value)
- Auto Selection of Decimal Point
- Red LED Super Bright Display
- High Accuracy Across the Entire Range
- Auxiliary Supply : 230V AC  $\pm$  20% @ 50 / 60Hz

### Ranges

INPUT		RANGE (ANY ONE ONLY)
DC	mV	0 - 50
		0 - 60
		0 - 75
		0 - 100
		0 - 150
		0 - 200
	V	0-20, 200, 1000
AC	mA	0 - 2, 20, 200
	A	0 - 2, 5
	V	0 - 20
		0 - 200, 750 (3 Digits)
A	0 - 1, 5, 20	

## POCKET SIZE DIGITAL MULTIMETERS



- 3% Digits 4000 Counts (101B+)
- 3% Digits 6000 Counts (108B+ TRMS)
- Auto Ranging
- TRMS Measurement (108B+ TRMS)
- LCD with Backlight
- Upto 1000V DC
- Upto 750V AC
- Upto 10A DC / AC
- Upto 40MΩ (101B+)
- Upto 60MΩ (108B+ TRMS)
- 4.000nF ~ 4.000mF (101B+)
- 9.999nF ~ 9.999mF (108B+ TRMS)
- 99.99Hz ~ 20.00MHz
- 0.1% ~ 99.9% Duty Cycle
- RELΔ (101B+)
- -20°C ~ 1000°C (-4°F ~ 1832°F) (108B+ TRMS)
- K Type Thermocouple (Upto 260°C) (108B+ TRMS)
- Diode Test, Audible Continuity, Data Hold, Auto Power Off & Low Battery Indicator

## Authorised Dealers

### DELUXE ELECTRICAL CORPORATION

Kanji Gokuldas Building, 2nd Floor,  
158, Lohar Chawl, Mumbai - 400002  
Tel : (022) 22057088 / 22092847  
E-mail : gcjain1958@gmail.com

### SKYKING INSTRUMENTS

Skyking Chambers,  
374, Lamington Road, Mumbai - 400007  
Tel : (022) 23886857 / 23887629  
E-mail : skykingagencies@gmail.com

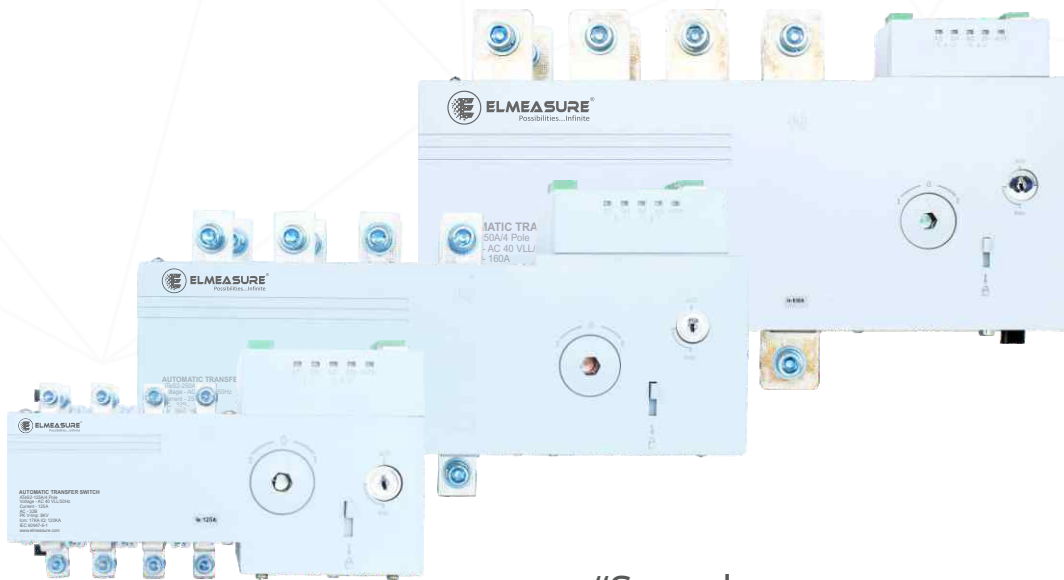
### MOHNOT INSTRUMENTS

Shop No. D-53, Ground Floor, Sector - 17,  
Vashi Plaza, Vashi, Navi Mumbai - 400705  
Tel : (022) 27893510 / 27893511  
E-mail : mohninist@gmail.com



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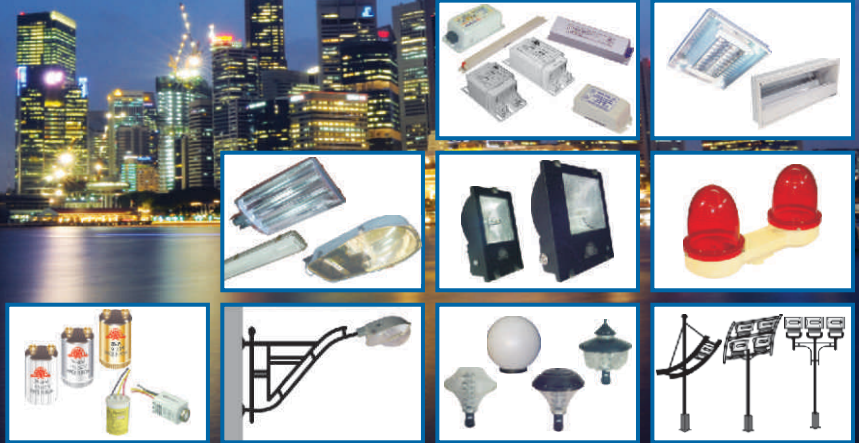
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switching action

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Vapour, Sodium Vapour Chokes and Fittings, P L Range, T5 Range

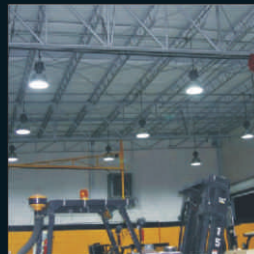
Approved by : PWD, MHADA, BARC, BPT, MIDC, INDIAN AIRLINES, MARINE



**SHIFT  
2  
LED**



**SAVE  
EARTH**

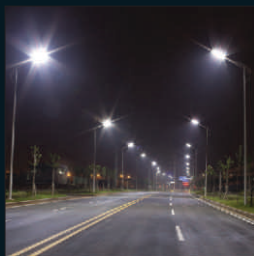


**SAVE  
ENERGY**

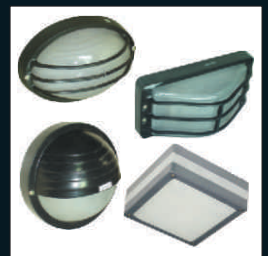


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E-mail : darshan@darshanlighting.com  
Web : www.darshanlighting.com

Manahar Shah : 0 98920 78818  
Abhay Shah : 0 81087 60079



B-20, Shukla Industrial Estate, Opp. Ajit Glass, S. V. Road, Jogeshwari (w), Mumbai - 400 102 Maharashtra, INDIA.

## Journey of Wealth Creation

In my 20 years of Wealth Management & Advisory Business, I have come across many families who are well settled, have enough money for themselves but are always confused regarding 'Where should they invest their money?'

Each family, rich or poor; middle class or high net worth individuals, all should have clear FINANCIAL GOALS for themselves and their family. These GOALS are their DESTINATION and this destination will decide which vehicle they have to choose for their Financial Journey.

To understand the "DESTINATION" in investment, a family has to sit together and list out the major events of their family for which they will need money in the next few years or decades. My recommendation is to PLAN out all major events till retirement and beyond. Once this is listed out and time horizon is fixed the Journey of wealth creation starts.

The next step is to understand the various Asset Class and its typical characteristics. I always believe and make my clients understand that the right Asset Allocation will make you rich and not any particular Asset Class. All Asset class can be broadly classified in 4 segments:

1. Debt Products – FD, PPF, PF, Insurance, Debt Mutual Fund
2. Gold and Gold Mutual Fund
3. Real Estate
4. Equity Products– Shares, Equity Mutual Funds

All asset classes are good and has their own advantages and disadvantages. The right ALLOCATION will depend upon your risk tolerance; goals and investment time frame. I always explain this concept with an example of a chemist shop. All medicines available in the chemist shop are good but which medicine is applicable to you depends upon your ailment and specific recommendation of a qualified medical practitioner.

This leads to an important element of Wealth Creation and that is your qualified financial advisor.

Generally, people decide to invest their hard – earned money on their own individual knowledge, current market scenario or maximum ask their friends and relatives where to invest. Here, the role of an advisor is as important for your financial well-being as the doctor's role for your good physical health.

The role of an advisor is to help you to identify your financial goals; calculate the inflation adjusted amount required for each goal; decide the right Asset Allocation and most importantly to hand hold you in Journey of Wealth Creation.

Apart from that, an advisor helps to manage the investor behavior during the market volatility and market fluctuation. A study shows that most of the funds have performed well but there is a huge gap between respective funds returns and the investor's return. This gap is because of the investor behavior at the time of down trend in the market. Nobody wants to lose money but it is during these volatilities that the role of an advisor is important.

In short, Saving and Investment is easy but Wealth Creation needs Systematic Planning, Right Asset Allocation, Hand Holding and mentoring of an Advisor throughout the journey of Wealth Creation.

Vibhash N Desai  
Managing Director  
VND Wealth Managers Pvt Ltd



## Select the right Asset Class

₹ 10,00,000 investment in December 1997 in...

GOLD grew more than 7.4X  
@ 10.49\*% CAGR 20 YRS AVG. RETURNS



SENSEX grew more than 9.3X  
@ 11.80\*% CAGR 20 YRS AVG. RETURNS



EQUITY MUTUAL FUNDS  
grew more than 60X  
@ 22.76\*% CAGR 20 YRS AVG. RETURNS



Source: RBI, BSE India | Return from 31st Dec. 1997- 31st Dec. 2017

\*Average return of 20 Equity Mutual Funds

In Investment,  
Why Is More  
Important  
Than How..

You Decide On  
Why & Let Us  
Take Care Of  
The How



VIBHASH N DESAI

MOBILE: 98202 84670

TEL: 022-28089717/9584/9445

EMAIL: vndfundz@yahoo.com

WEB: [www.vndwealthmanagers.com](http://www.vndwealthmanagers.com)



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Contact : 011 2259 1827 / 011 2211 9572

**AUTHORISED DISTRIBUTOR**



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Andheri Kurla Road, Andheri (East), Mumbai - 400 059.

Board Lines : 4229 0033 / 34 / 35 / 36

Email : dhritan@gmail.com, sales@rkepl.co.in

www.rkepl.co.in



## Report on the 1st Event of the year – 2018-19: Gold Movie

The association staged two shows of the movie, “Gold “. As the movie was based on the historic first gold medal at the Olympics after independence it was felt appropriate to stage the event on Independence Day, a first in EMA's history. We are thankful to the event partner SIKHAR INDUSTRIAL SUPPLIER for supporting this historic decision and also to all the EMA members & their families for making it a grand success.

On this historic day, President Mr. Niren Dharia unveiled the 1st Bi-monthly journal in front of 600 members. It is for the very first time, that the entire journal is printed in 4 colors. Members are requested to give their valuable feedbacks on the content.

We encourage our children to participate in sports along with their studies, as it's necessary for them to mix the two in the right proportions. A famous quote has for long stated that all work and no play had made Jack a dull boy. Similarly, it is important for a person to take a break from day-to-day business and bond with members at social events. Such events give opportunities to bond with other members, plus the family members get a chance to meet and know the association on the personal level. The movie “Gold”, emphasized the need of team work and the values of sporting spirit, stressing the virtue that togetherness can bring about greater success in life. It's rightly said “If you want to go fast go alone, if you want to go far, go together!” Following this theory we would like EMA members to come together and have a great team spirit. The movie was excellent and the people were so engrossed that in the end when our national anthem was played in the movie, all the members stood up in attention.

To mark the 72nd Independence Day, EMA distributed miniature Indian flags to all the participant members and their families at both the venues. The process of organizing any event starts well in advance which includes discussion for group booking, Snacks arrangements, Ticket printing, Sending details to members, Organizing the sale of tickets and so on. Programme committee is thankful to all the committee members and the staff of EMA for their excellent support and hard work.

EMA extends sincere gratitude to Mr. Jatin Kadakia of Hindustan Electric Industries for being instrumental in getting Sikhar Industrial Supplier on the board as the event partner.

At New Excelsior, the entire family of Sikhar Industrial Supplier was present. The President, Programme Committee and other committee members honored Mr. Bagadarwamal Jain, founder of Nylon Group and Sikhar Industrial with a shawl. A memento carved with the name of EMA was presented to Subhashbhai, Sanjeevbhai and Mahendrabhai by Programme committee Chairmen Vrajeshbhai.





**AUTHORISED STOCKIST FOR :**  
**Sikhar Industrial Supplier**



20, Lawyer Chamber, Picket Cross Road, Opp. Kapol Bank, Lohar Chawl, Mumbai : 400 002.  
Tel: 022 40059088, 39567968/978.  
Mobile: 9137756512  
Email : [sikhar2010@yahoo.com](mailto:sikhar2010@yahoo.com)  
[info@sikharindustrial.com](mailto:info@sikharindustrial.com)  
Website : [www.sikharindustrial.com](http://www.sikharindustrial.com)



**Vvf Ac Drive**



**FN Switches**



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**Rotary switches**



**Electronic Timer**



**Contactors**



Bhavik Parikh, Chairmen Programme Committee introduced Nylon Group in brief.

### INTRODUCTION OF SIKHAR INDUSTRIAL ENGINEERS (NYLON GROUP)

Mr. Bagadarwarmal Jain started business in a small town of Madurai in Tamilnadu by name Nylon Electricals on 06/2/1976. Language was an initial barrier but his hard work empowered this barrier and made him successful in no time.

He then started to bring relatives into the business and trained them to start their own outlets. Till date Nylon group, the training house, has helped to start over 50 electrical shops in Madurai alone. In the year 2005, Mr. Sanjeev Jain, entrepreneur and the younger son of Mr. Jain shifted to Mumbai and the branching of Nylon Electricals started in the heart of Electrical Market of India i.e Lohar Chawl. It was in the year of 2010 when his elder son Mr. Subhash Jain shifted to Mumbai and started Sikhhar Industrial Supplier. Thereafter there was no stopping to this group, which opened 4 branches in Lohar Chawl. With the great support of all the dealers and distributors of Lohar Chawl, they were able to develop and flourish their business by leaps and bounds. Mr. Mahendrabhai, Son-in Law of Mr. Jain, too joined the business. Mr. Bagadarwarmal Jain also founded a school, HDI Jain School in Madurai in 1990 in remembrance of his grandfather. Presently more than 700 students are studying at this school. He is also associated with the construction of Jain temples and promoting Jainism in south. He is instrumental in building temples in Madurai, Kanyakumari and Rameshwaram.

EMA is proud to have such a distinguished dignitary and noble personality, Mr. Bagadarwarmalji as chief guest of the event.

Talking about the event, EMA organized screening of the movie at two places (South Mumbai and Suburbs) so that all the members can enjoy the holiday with their family without traveling too far. Tickets were distributed at Kandivali and EMA office on 13th and 14th August. Mementos were given to the management of Growel's 101 and New Excelsior for their co-operation and support. Lucky draw was distributed at all the 3 screens by event partner Sikhhar Industrial Supplier. EMA committee members wore same T-shirt with EMA logo symbolizing unity. President Mr. Niren Dharia and senior committee members were present at both the venues.



New Excelsior (Fort): EMA thanked Mr. Ajay Pandey and Mr. Pradeep of New Excelsior for their excellent co-operation. Popcorn and Snacks box (Trupti Snacks) were given to the members before the movie screening so that there was no disturbance while watching the movie. 440 members attended this event at Fort.

PVR Growel's 101(Kandivali – E): Association selected this venue as it is closer to the station and there is a good facility of the food court in the mall and the members can enjoy lunch with their families. Food coupons were distributed along with tickets. On the huge demand, EMA booked 2 screens having capacity of 569 seats at Kandivali. Advertisement of the event partner was displayed on the big screen of the auditorium.

## Event Partner



# Sikhhar Industrial Supplier



Two hour Seminar on the aspects pertaining to Micro, Small and Medium Enterprises was organized and successfully concluded at EMA hall on 21st September and around 70 members participated.

Secretary **Mr. Nirmohi Shah** welcomed all the members and the event started with the rendition of National Anthem. He introduced speaker of the evening Mr. S. Vijaykumar and requested President **Mr. Niren Dharja** and Ex-officio **Mr. Nishel Shah** to honour with Memento's.

President in his short speech informed the audience about the lack of awareness of MSME policy and how registering with MSME will help members to grow their businesses. He requested S. Vijaykumar to explain in detail how MSME registration will help EMA members.

Mr. S Vijaykumar explained each and every aspect of the MSME in details ie. Registration Process, benefits and Cluster development.

**Brief about MSME:** The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating largest employment opportunities at comparatively lower capital cost.

Ministry of MSME Government of India has a number of schemes and programmes to help and assist entrepreneurs' especially small businesses.

The Ministry of MSME runs various schemes aimed at financial assistance, technology assistance and upgradation, infrastructure development, skill development and training, enhancing competitiveness and market assistance of MSMEs.

### Development Schemes:-

**Udyog Aadhaar Memorandum (UAM)**

**MSME SAMADHAAN.**

**Credit Guarantee (CGTMSE).**

**Cluster Development Programme.**

**Consortia & Tender Marketing.**

**Credit Facilitation through Bank.**

**Single Point Registration Scheme.**

**Exhibitions.**

**Marketing Assistance.**

### Benefits of being registered under MSME

#### 1. Collateral Free loans from banks

The Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGS) was launched by the Government of India to make available collateral-free credit to the micro and small enterprise sector. Both the existing and the new enterprises are eligible to be covered under the scheme.

#### 2. Very easy to get Licenses, approvals and registrations:

It has made very easy for enterprises that are having MSME Certificate to obtain Licenses, approvals and registrations

on any field for their business from the respective authorities as they can produce the Certificate of MSME Registration while making application. Easy process to supply in government organisation like ONGC, Railways, IOCL etc.

#### 3. Protection against delay in payment

The Ministry of Micro, Small and Medium Enterprises gives protection to MSME Registered Business against delay in payments from Buyers and right of interest on delayed payment through conciliation and arbitration and settlement of dispute be done in minimum time. If any micro or small enterprise that has MSME registration, supplies any goods or services, then the buyer is required to make payment on or before the date agreed upon between the buyer and the micro or small enterprise. In case there is no payment date on the agreement, then the buyer is required to make payment within fifteen days of acceptance of good or services. Further, in any case, a payment due to a micro or small enterprise cannot exceed forty-five days from the day of acceptance or the day of deemed acceptance. In case of failure by the buyer to make payment on time, the buyer is required to pay compound interest with monthly interest rests to the supplier on that amount from the agreed date of payment or fifteen days of acceptance of goods or service. The penal interest chargeable for delayed payment to a MSME enterprise is three times of the bank rate notified by the Reserve Bank of India.

#### 4. Reduction in rate of Interest from banks

The rate of Interest for enterprise that has MSME registration are lower as compare to other enterprises. Certain targets are set for banks' lending to the Micro and Small Enterprises. The banks' have to achieve a 20% growth in credit to micro and small enterprises and 10% annual growth in the number of micro enterprises accounts and 60% of total lending to Micro and Small Enterprises sector.

Members can log into: <https://www.msmergistration.org/> for online registration.

Members can contact Mr. S. Vijaykumar for further clarifications on 9869473466 and by mail on [s.vijaykumar@gmail.com](mailto:s.vijaykumar@gmail.com)





# PROUD MEMBER CERTIFICATE

EMA Managing Committee in last 2 months have started to circulate "PROUD MEMBER CERTIFICATE" personally to each member in and around Mumbai limits. We thank all the members for their valued feedback and all the appreciation for this hard work.





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**London (Branch)** : Kemp House, 160 city road, london, london, united kingdom, EC1V 2NX. Phone No :+442033710758

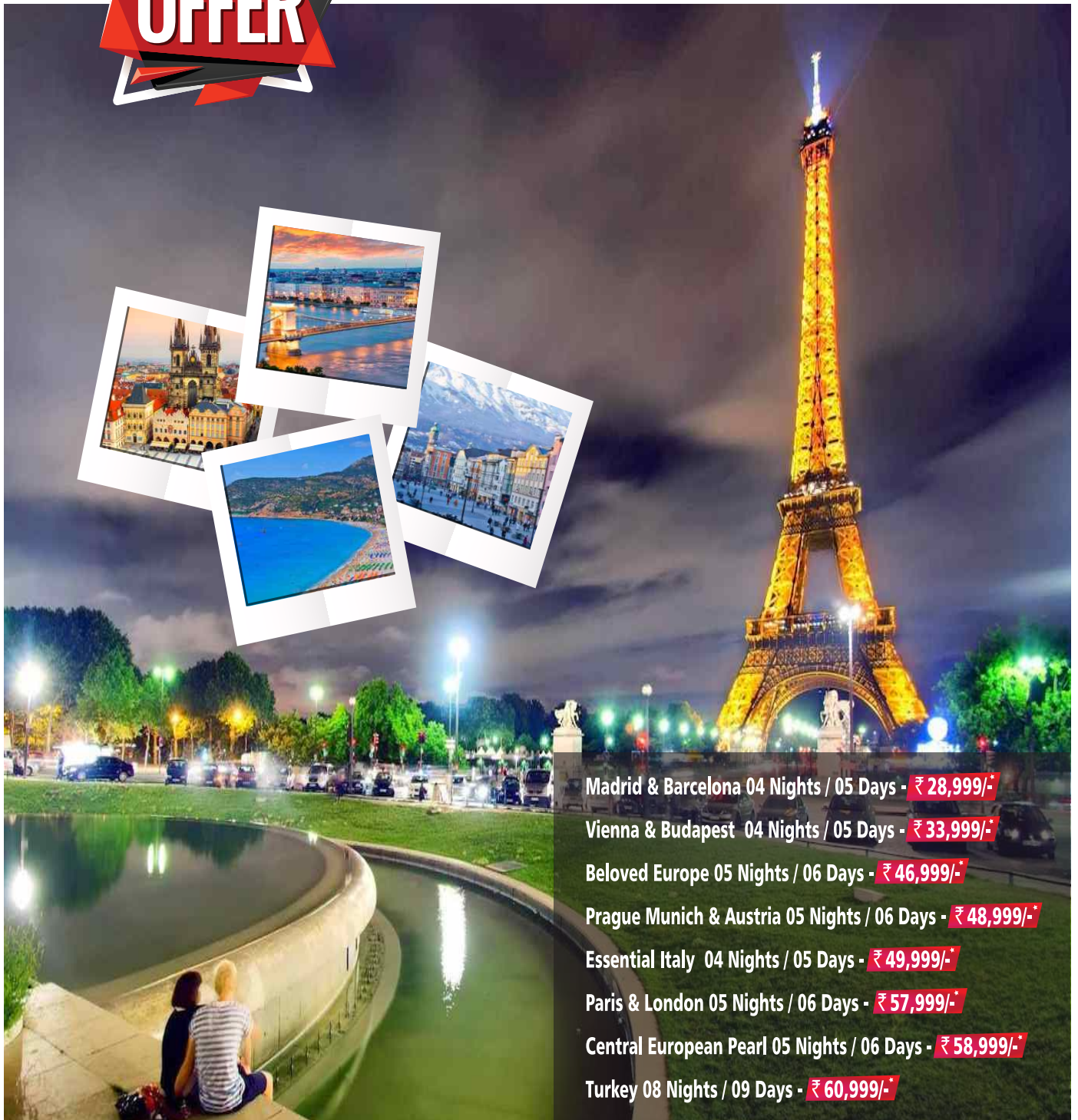
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**Mumbai (HeadOffice)** : B / 21 Vasudev Chambers, Old Nagardas Cross Road, Near Andheri Subway, Andheri East, Mumbai 400069  
**Surat (Branch)** : 310, Amrutshanti apt, Piplasheri, L.B. Char Rasta, Mahidarpura, Surat - 395003, Gujarat.  
**London (Branch)** : Kemp House, 160 city road, london, london, united kingdom, EC1V 2NX. Phone No :+442033710758

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## Tariff For EMA Hall

The Association is pleased to inform all members that the EMA Hall is available on Rent. The tariff for the same has been fixed against refundable Deposit Rs. 2500.00

**IDEAL FOR : Seminars | Exhibition | Displays | Marketing Events | Meeting Conference**

Time for 11.00a.m to 6.00p.m.  
**One Full Day** Rs. 6000/-  
**Two Full Days** Rs. 10,000/-  
**Three Full Days** Rs.15,000/-

Time for 11.00a.m to 2.00p.m.  
 on From 3.00p.m. to 6.00p.m  
 for 3 Hours Sessions Rs. 3,000/-  
 Per Session.

Hall Booking will be subject to availability of Date.

## Tariff For Price List Distribution

The Tariff for the Distributor of Price List / Business Promotion Material / Information / Brochure/ Pamphlets / Leaflets etc have been fixed as Under

**No. of Pages**      **Tariff Rates**  
**One Page**          Rs. 1500/-  
**Two Pages**        Rs. 2000/-  
**Three Pages**      Rs. 2500/-

**No. of Pages**      **Tariff Rates**  
**Four Page**        Rs. 3000/-  
**Five Pages**        Rs. 3500/-

Beside, if there are more than 5 Pages, the Additional cost will be Rs. 1000/- per Page. Please Send 1250 copies for Distribution Purpose

## Website Advertisement Tariff For One Year

Sr.	Categories	Price.
1	Premium Position Advt on Home Page	Rs. 1,10,000/-
2	Big Banner Advt on Home Page	Rs. 60,000/-
3	Small Banner Advt on Home Page	Rs. 17,000/-
4	Prime Just Click Sponsorship	Rs. 60,000/-
5	Small Banner Just Click Home Page	Rs. 10,000/-

Sr.	Categories	Price.
6	Category Sponsorship	Rs. 7500/-
7	Banner Advt on Just Click	Rs. 1500/-
8	Company Listing on Just Click	Rs. 1500/-
9	Scrolling Logo on Home Page Bottom	Rs. 1000/-
10	Price List on Just Click	Rs. 1000/-

## Tariff for Advertising in Bimonthly Journal

Sr.	Categories	Price.
1	Full Page	Rs. 6,000/-
2	Article + Advertisement	Rs. 8,000/-
3	3 Advertisement in a Year (Full Page)	Rs. 15,000/-
4	2 Advertisement in a Year (Full Page)	Rs. 11,000/-



## Bimonthly Journal



For Non Member an additional Amount of 25% on Top of the above stated rates are applicable.  
 Tax - 18% GST Applicable.

For NEFT / RTGS please find the bank details of EMA as follows:-  
 Name of the Bank :- Union Bank of India  
 IFSC Code: - UBIN0531910

Name: The Electric Merchants Association  
 Account No. 319102010077272  
 Branch: Princess Street, Mumbai - 400 002.



# The Electric Merchants' Association

## Feedback Form

(ISO 9001:2015)

Name of the Firm: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile No.: \_\_\_\_\_ Email: \_\_\_\_\_

1. Do you feel protected being a member of EMA?

Yes/No. If no, Why: \_\_\_\_\_

2. Do you get relevant information from EMA on time?

On Time  Sometime Late  Often Late  Not Receiving

3. Do you get Bi-Monthly Journal on time?

Always on time  Sometime late  Often late  Not receiving

4. Do you find Bi-Monthly Journal informative and interesting?

Very interesting  Not so interesting  Not at all interesting

5. Would you like to support EMA's green initiative for circulars through E-mail

Yes  No  Both

6. How effective EMA is in resolving Members disputes & grievances?

Very effective  Not so effective  Not at all effective

7. What initiative should EMA take for betterment of members?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Any other suggestions? \_\_\_\_\_

\_\_\_\_\_

Stamp & Signature: \_\_\_\_\_

Please visit our website [www.emamumbai.com](http://www.emamumbai.com)

EMA WhatsApp  No. 7700065111

Yours Truly,  
Mr. Prashant Parikh / Mr. Nirmohi Shah

## Annual membership List August 2018

Shri.Kamlesh Shah  
M/s. Vijay Corporation.  
59, Babu Genu Road,  
26, Nand Bhawan, 1st floor,  
Email- vijaycorporation@rediffmail.com  
Mumbai-400002.  
Tel. No. 49233883  
Mob. No. 9323848883

Shri. Thachethukudyil Kuriakose Babu  
M/s. Elmeasure India Pvt Ltd.  
Plot No : 47-P, Bengaluru Hardware Park,  
Industrial Area, Huvinayakanahalli,  
Jala Hobli, Yelahanka Taluk,  
Bengaluru- 562157.  
Tel. No. 6391010320  
Mob. No. 9740035508  
Email- info@elmeasure.com

Shri. Kamal Goliya  
M/s. Meco Instruments Pvt Ltd.  
Plot No : EL-1, MIDC Electronic Zone,  
TTC Industrial Area, Mahape,  
Navi- Mumbai-400710.  
Tel. No. 27673300 | Mob. No. 982111459  
Email- mipltd@vsnl.com

Shri. Ashish Tatiya  
M/s. Lightell Electricals.  
Shop No: 2, Morarji Velji Bldg,  
Old Bhatia Mahajan Wadi,  
Email- lightellelectrical@gmail.com  
Dr. M. B. Velkar Street, Mumbai-400002.  
Tel. No. 22035804  
Mob. No. 9323166826

Shri. Pradeep Ruia  
M/s. Ruia Resistance Wires Pvt Ltd.  
Hari Niwas- Ruia House,  
Malaviya Road, Vile Parle (E).  
Mumbai-400067.  
Tel. No. 66709904/66709901/66709999  
Mob. No. 9820029502  
Email- rpr9900@yahoo.co.in

## Annual membership List September 2018

Shri. Dipen Choksi  
M/s. Industrial Electronics (India)  
D-2, Bajsons Industrial Estate,  
Chakala Road, Andheri (east)  
Mumbai-400099  
Tel. No. 28349894 | Mob. No. 9820280885  
Email- dipen@choksiindia.com

Shri. Phillip Jacob  
M/s. Tej Control Systems Pvt. Ltd.  
Plot No. A-329/331, Road-25,  
Wagle Industrial Estate,  
Thane- 400604.  
Tel. No. 022-25838191/20812083/25838198  
Mob. No. 9821014784/ Email- jacob@tejcontrol.com

## Life Members List September 2018

Shri. Mahendra Seth  
M/s. Subhash Electric Company.  
28/30, Shop no : 1&2,  
3rd Marine Street, Dhobi Talav,  
Mumbai-400002  
Tel. No. 022-22091842/22078499  
Mob. No. 9930998922 /  
Email- mahendra\_seth2002@yahoo.com

Shri. Ketan Vora  
M/s. Roopketan Engineering Co.  
147, Lohar Chawl, Tawawala Bldg,  
2nd floor, Shop No.25, Near Pathak Wadi  
Mumbai-400002  
Tel. No. 22065400/22058339  
Mob. No. 9820124771  
Email- nayantrading@gmail.com

## Change of Company Name (Life Member)

Old Name  
M/s. Shital Corporation  
B/006, Gr. Floor, Ramji House,  
30, Jambulwadi, Kalbadevi Road,  
Mumbai- 400002.  
GSTIN : 27AAHFS3454K1Z4

New Name  
M/s. Shital Electric Co.  
B/006, Gr. Floor, Ramji House,  
30, Jambulwadi, Kalbadevi Road,  
Mumbai- 400002.  
GSTIN : 27AAHFS3454K1ZU

## Change of Address

Old Address  
M/s. Prakash Electric Works  
157, Bazargate Street,  
Fort  
Mumbai- 400001

New Address  
M/s. Prakash Electric Works  
2nd floor, Room no- 35,  
Bldg. Mulji Laxmidas Bldg no 1-3  
Mint Road, Opp GPO, Near Kabutar Khana  
Mumbai-400001

M/s.Magna Electricals  
10, Jaymahal, Bldg,  
1st floor, 20/48  
Lohar Chawl.

M/s.Magna Electricals  
Shop No. 5, 17/21, Picket Cross  
Road, Kapol Bank Blg  
Lohar Chawl



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