



# The Electric Merchants Association

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www.emamumbai.com  
403, Ajmera Midtown, Kalbadevi Road, Lohar Chawl, Mumbai-400 002.

## GenNEXT 4.0



Page 19

TECHNICAL VISIT TO



The much-anticipated technical visit to Vashi Integrated Solutions Pvt. Ltd. took place on 13th August 2025. The visit, meticulously planned and organized, commenced early in the morning from Tardeo and Borivali at 8:30 AM, with member pickups at Andheri, ... Page No. 13



EVENT PARTNER



A. HARILAL & CO. PVT. LTD.  
SOLUTION FOR ELECTRICAL INDUSTRIES

EVENT PARTNER



# NEW YEAR GET TOGETHER 2025

## STAFF ENTERTAINMENT PROGRAM

01.11.25

Page No.17

## NYGT 29.10.25

Event Partner



CABLE SOLUTIONS

Page No.6

A FAMILY TURF CRICKET TOURNAMENT

01.02.26

Page No.33

## 31<sup>ST</sup> ANNUAL PICNIC

MUMBAI-JAWAI-JODHPUR-MUMBAI

In this winter explore 3 Days with EMA

# JAWAI JODHPUR

"Every Desert tells a different story!"



Page No.37

07.01.26



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Director

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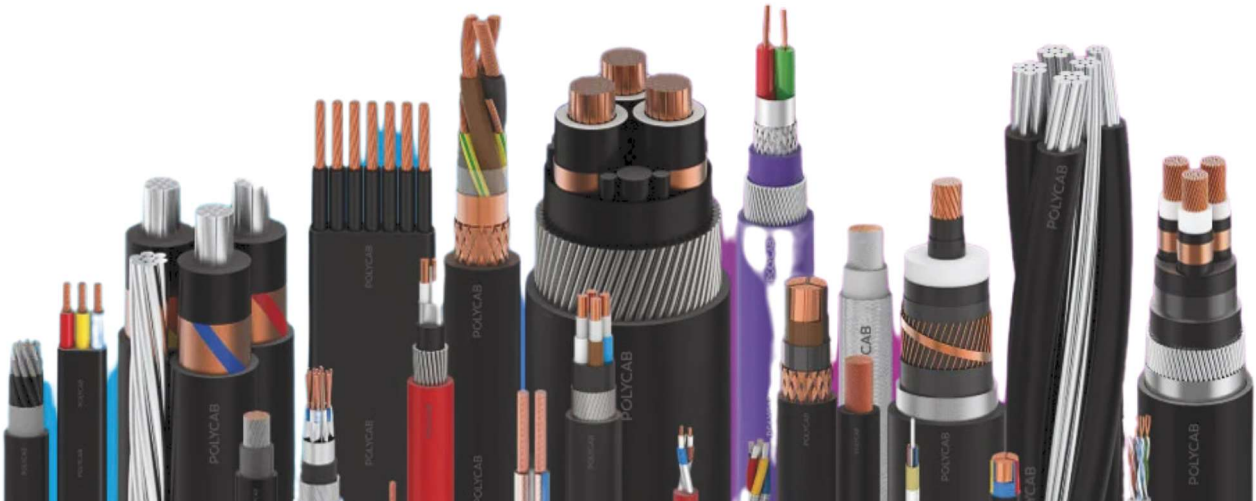


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### Mumbai ( Wires )

Shop No-2, Bulakhidas Bldg, Ground Floor, 9/11, Vithaldas Road, Mumbai- 400002

### Mumbai ( Cables )

Shop No-G-11, Bldg-8, Devkaran Mansion, Vithaldas Road, Mumbai 400002

### Bhiwandi Warehouse

Survey No- 25/5 & 6, House No.-377, Dapode Road, Bhiwandi-421302







## **PRESIDENT'S** *message*

Dear members

I express my heartfelt gratitude for the resounding success of our Vashi Integrated Solution technical visit and the GenNext 4.0 event. The overwhelming response and enthusiastic participation from each of you made these initiatives truly unforgettable.

The picnic is a wonderful opportunity for us to bond and have some well-deserved fun together. I'm thrilled to see the excitement and camaraderie that defined the event. It's moments like these that remind us of the importance of teamwork and friendship in our professional journey. I and my team are overwhelmed with the response received for the upcoming picnic in the month of Jan 2026.

As we approach the festival of Lights, I wish you and your families a joyous and prosperous celebration. May the lights of Diwali illuminate our path and guide us towards continued success and growth.

With the NYGT and staff entertainment events on the horizon, I'm confident that we'll maintain this momentum. Your participation and enthusiasm are crucial to making these events memorable. Let's come together to create experiences that inspire, motivate, and bring us closer as a community.

Thank you once again for your dedication and support. I look forward to seeing you all at the upcoming events.

Warm regards,

**PREM K. VORA**

President, 2025-2026

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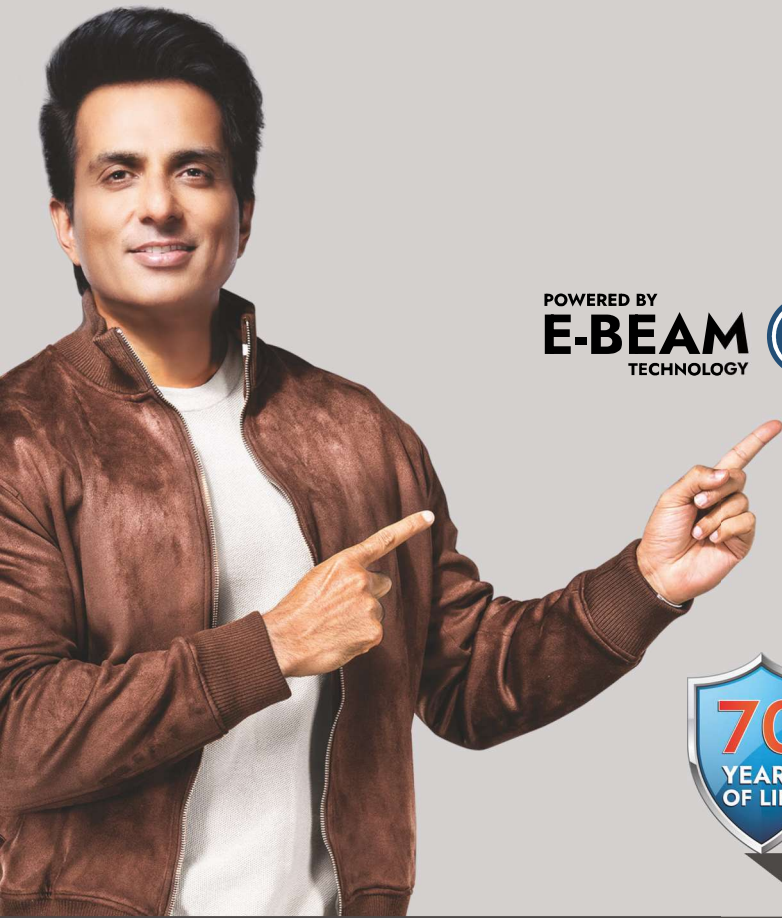
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# The Electric Merchants Association

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in association with



## NEW YEAR GET TOGETHER 2025

EMA Managing Committee invites you  
for a much awaited Get-together with friends and family  
followed by dinner

Date : Wednesday, 29th October 2025

Timing : 6.00 p m Onwards

Venue : Birla Matushree Hall,  
10, Vithaldas Thackersey Marg,  
New Marine Lines, Mumbai-400 020.

Registration starts at EMA Office-403, Ajmera Midtown, Kalbadevi  
Road, Mumbai-400 002. from Wednesday, **1st October 2025**  
between 2 pm to 5 pm on first come first serve basis.

A musical journey from past to  
present celebrating the Legends

# Retro to metro Rajessh Iyer





# accompanied by



Sarvesh Mishra



Gul Saxena



Nirupama De



Shreshan Wadekar



RJ Amit Kakade



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

Each registered member of the Association will be offered one pass against payment of refundable amount of **Rs. 500.00** which would be Non-Transferable, and refund will be issued only in person at the venue. Family Pass **Rs. 700.00** (Including GST) non refundable.

Members have to personally collect refund from the counter before 7.00 pm at the venue. After the stipulated time no refund will be disbursed.

## REGISTRATION FORM

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

Member 1: \_\_\_\_\_ Mobile \_\_\_\_\_ **Rs. 500/-**  
(Refundable)

Member 2: \_\_\_\_\_ Mobile \_\_\_\_\_ **Rs. 700/-**  
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Member 3: \_\_\_\_\_ Mobile \_\_\_\_\_ **Rs. 700/-**  
(Including GST)  
(Non-Refundable)

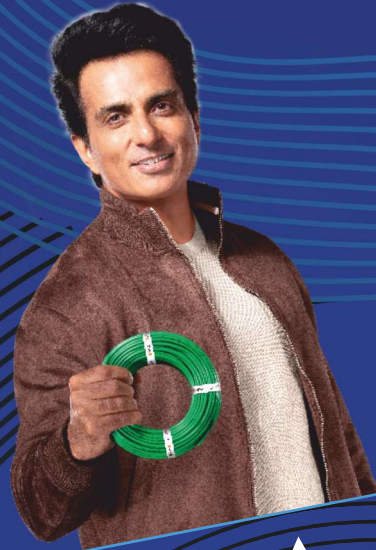
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**Note:** Once booking done the passes will be Received on whatsApp and mail.

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**Mr. Ameet Shah / Mr. Chintan Sanghvi**  
Hon. Secretaries



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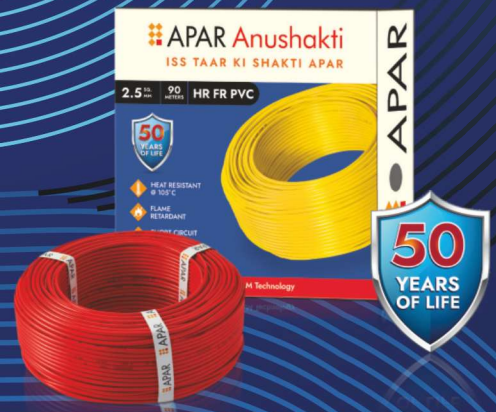
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# SURAKSHA! JISPE DESH KAREY BHAROSA

APAR – Desh Ka Taar

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**A**fter graduating, Mr Kushal Desai began his career at APAR leading the Lighting Division, where from 1989 to 1993 he transformed the CEMA brand into a leading national name in lighting products. He then served as Managing Director of GE Lighting (APAR Lighting division was spun off into a joint venture with GE Lighting) from 1993 to 1996, before rejoining APAR as Executive Director in charge of the Speciality Oil Division. In 1997, he co-founded APAR Infotech, expanding its operations to 13 countries and successfully listing the company on NASDAQ in 2004.

Upholding the family tradition of giving back to society, Mr Desai serves on the board of governors of both Dharmsinh Desai University, Nadiad and DDMM Heart Hospital, Nadiad (Gujarat), charitable institutions in the fields of education and healthcare respectively. He is on the board of trustees of The Lady Northcote Hindu Orphanage and is an advisor to Midday Meal Program 'Annamrita' which provides lunch to over 1.6 million underprivileged children in government schools in India.



**Kushal N. Desai**  
**Chairman & Managing Director,**  
**APAR Industries Limited**



**Chaitanya N. Desai**  
**Managing Director,**  
**APAR Industries Limited**

**M**r Chaitanya Desai joined APAR in 1993 and initially led the Polymer division, which was a collaboration with The Goodyear Tire & Rubber Company of USA, before playing a pivotal role in scaling APAR's conductor business and diversifying the group. He has been actively involved in several prominent industry associations and advisory bodies, playing a key role in shaping policies, standards, and strategic directions for the electrical and power sector.

Mr Desai is a trustee of the Dharmsinh Desai Foundation which runs the DD University, a leading institution for higher education in the fields of engineering, technology, medical sciences, management and pharmacy. He is also a trustee of the Dharmsinh Desai Memorial Methodist Institute of Cardiology and Cardiovascular surgery.



# APAR OUR CSR ACTIVITIES

CSR



## Healthcare

Dharmsinh Desai Methodist  
Memorial Hospital (DDMM)  
Dr. N.D. Desai Faculty of  
Medical Science and Research  
Annamrita Foundation



## Education

Dharmsinh Desai  
University (DDU)



## Rural Development

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Touching lives of communities  
near APAR manufacturing  
facilities



## Gender Equality

Adurta Children Home  
Human Capital For Third  
Sector, Mumbai (Katalyst)

## OUR PARTNERSHIPS

- ◆ Human Capital for Third Sector (Project Katalyst)
- ◆ Rotary Club of Bombay Piers Charities Trust
- ◆ Bombay Medical Aid Foundation, Mumbai
- ◆ Sister Nivedita Foundation, Rajkot
- ◆ Vishwanidam Public Charitable Trust, Rajkot
- ◆ Rawa Academy, Orissa
- ◆ Annam, Mumbai
- ◆ Barsana Eye-Camp

**Mrs. Noopur Desai**  
**Director – CSR and Social Transformation,**  
**APAR Industries Limited**



**S**ocial ecosystem of APAR reflects the strength of its bonds with stakeholders, communities, and partners, fostering collaboration, ethical conduct, and inclusive growth. By engaging proactively with society and prioritising community well-being, we amplify the impact of shared value creation. We welcome Mrs. Noopur Desai as Director – CSR and Social Transformation, whose leadership further strengthens our dedication to creating enduring and meaningful social change.

She emphasises, “Building strong bonds with communities and partners, our social ecosystem thrives on trust, respect and collaboration. Together we create shared value & drive inclusive growth wherever we operate.”

Her journey is a remarkable blend of compassion, leadership, and dedication to social causes. She completed her schooling at the prestigious Cathedral & John Connon School, Mumbai, and holds a B.Sc. in Life Sciences from St. Xavier’s College. Her lifelong passion for nurturing children led

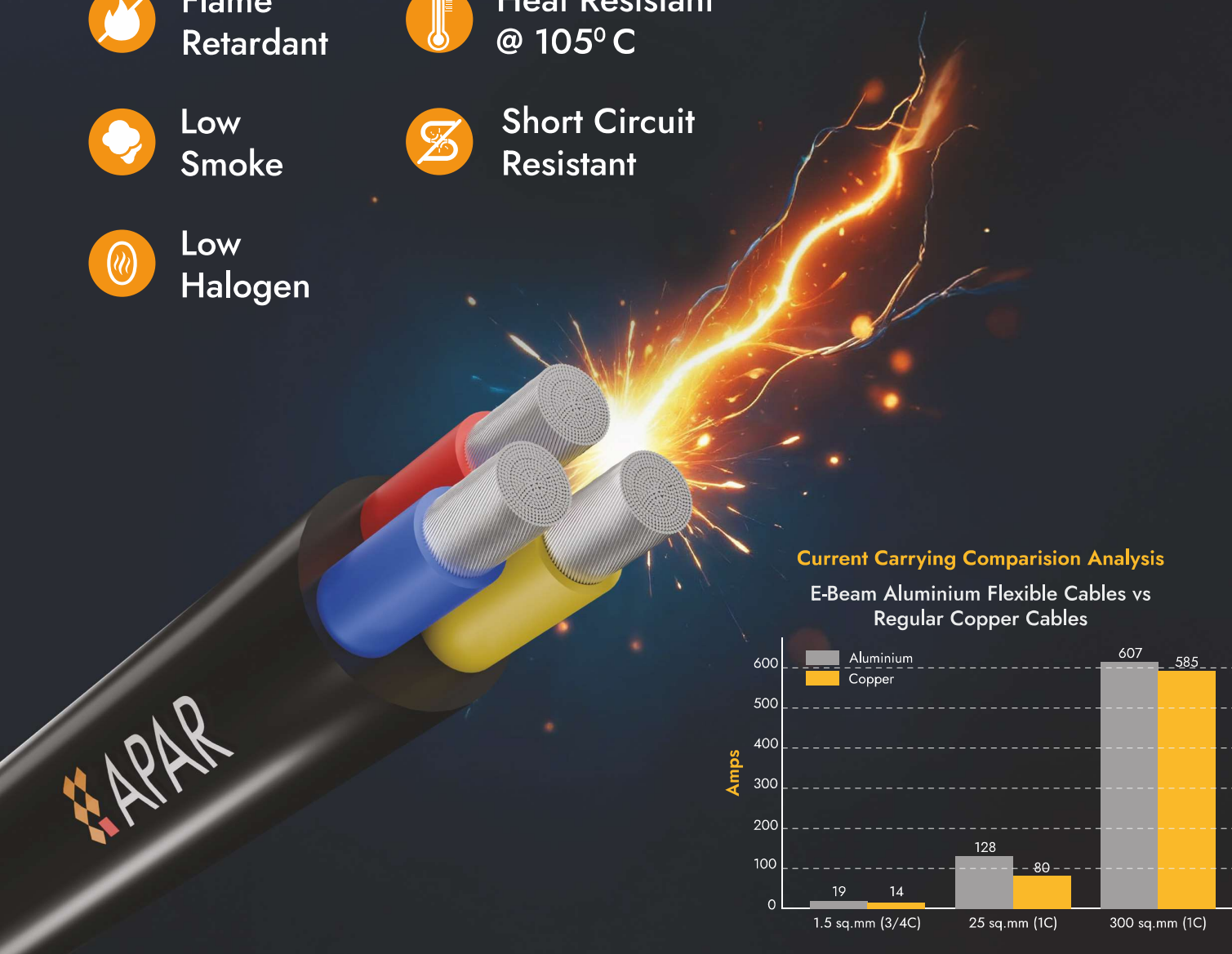
her to co-found the Wonder Years Nursery School, which she led for 18 years, shaping countless young lives with care and vision.

Mrs. Desai’s impact extends far beyond education. She has been an instrumental member of the Scientific and Ethics Committees at leading healthcare institutions such as Kokilaben Dhirubhai Ambani Hospital and Bhaktivedanta Hospital, where she helped ensure ethical and compassionate healthcare research and practices. Her work at these hospitals represents another dimension of her commitment to societal well-being.

# APAR ALUM ANUSHAKTI

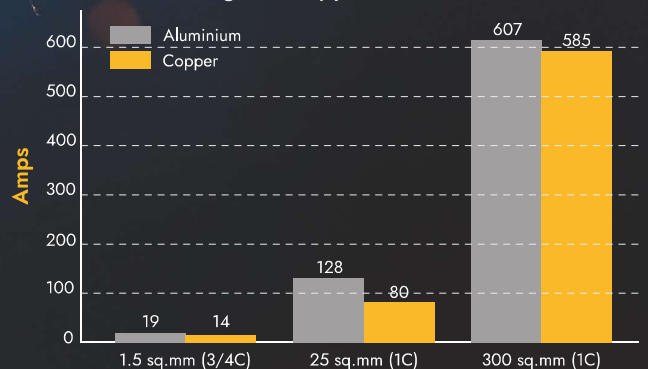
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# REPORT

## TECHNICAL VISIT REPORT TO VASHI INTEGRATED SOLUTIONS PVT. LTD.

The much-anticipated technical visit to **Vashi Integrated Solutions Pvt. Ltd.** took place on 13th August 2025. The visit, meticulously planned and organized, commenced early in the morning from Tardeo and Borivali at 8:30 AM, with member pickups at Andheri, Ghatkopar, and Mulund. The excitement among the EMA committee members and participants was palpable, as everyone looked forward to gaining valuable industry insights during this visit.

The buses arrived on time at the **Vashi Office** at 11:00 AM, where the team received a warm welcome from **Mr. Mohan Dodeja**, who personally greeted the EMA members at the gate and facilitated their entry for what promised to be a highly informative day.

### WARM HOSPITALITY AND GROUP DIVISION

Upon arrival, the members were immediately treated to refreshments, including tea and coffee. Following this, the visitors were efficiently divided into eight groups to ensure a smooth and organized tour of the facility.

Each group was guided by a dedicated \*Vashi representative, and the visits were conducted with a focus on learning about the warehouse operations, renowned for their 99% accuracy in inventory stocking, ordering, purchasing, and timely deliveries.

### VERTICALS TOURED

The members and committee were given an insightful tour across the following key verticals:

1. Wires & Cables – Polycab & Finolex
2. Hero Motors
3. Maruti Spares
4. Industrial Motors & Gears – Hindustan & Bonfiglioli
5. Castrol Oils
6. Switchgears– Siemens & ABB
7. Otis Elevators



### NETWORKING OVER LUNCH

After the warehouse tours, members were taken to the cafeteria for lunch. This informal setting provided an excellent opportunity for networking and knowledge exchange between EMA members and Vashi employees. Several business discussions and Q&A interactions also took place during this time.

### KNOWLEDGE SESSION AT "GURUKUL"

Post lunch, members were seated in the 'Gurukul' Meeting Room, aptly named as a center for learning and knowledge-sharing. The session began with **Mr. Nayan Pandya** thanking the Vashi team for their exceptional hospitality.

#### This was followed by a series of impactful talks:

- Mr. Suraj Dodeja spoke about Vashi's business vision and the future of the electrical industry.
- Mr. Sangamlal, CFO of Vashi, provided an in-depth overview of Vashi's operations and shared how his experience with the company has been a significant learning curve.
- Mr. Madan Dodeja delivered an inspiring address about the company's humble beginnings, overcoming challenges with patience and integrity. He emphasized core business principles such as ethics, honesty, investing in human capital, and succession planning. His insights on the People-to-People (P2P) business model left a lasting impression on everyone present.

The session concluded with a Q&A round, during which **Mr. Madan Dodeja** answered each question with depth, conviction, and meaningful takeaways.

### FELICITATION CEREMONY

Following the knowledge session:

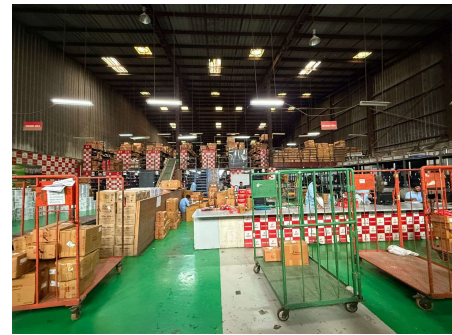
- **Mr. Mohan Dodeja** and **Mr. Madan Dodeja** were felicitated with mementos by **Mr. Prem Vora (President, EMA)** and **Mr. Samir Mehta (Past President, EMA)**.
- The Vashi team, along with **Mr. Vijay**, were presented with a plant as a token of appreciation by **Mr. Nayan Pandya** and **Mr. Ketan Kadakia (Past President, EMA)**.

**Mr. Mohan Dodeja** concluded the session by sharing his experiences and the motivational strategies he employs to keep the team inspired earning him the affectionate title of "**Google of Vashi Integrated Solutions**" by **Mr. Madan Dodeja**.

### HIGH TEA AND CONCLUSION

The visit concluded with a lavish spread and high tea at the cafeteria, giving members another chance to relax, reflect, and discuss their experiences. A group photo was taken to capture the memories of this meaningful day.

As nearly 75 members departed for home, they carried back new ideas, valuable insights, and networking opportunities - especially through the MRO (Maintenance, Repair & Operations) model introduced by Team Vashi. A Google Form was also shared with members to facilitate further business collaboration and connection.



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# The Electric Merchant's Association

## STAFF ENTERTAINMENT PROGRAM

Saturday, 1st November-2025  
6.30 pm Onwards

Dinner followed by Musical Program

Birla Matushree Hall,  
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Registration starts at EMA Office-403, Ajmera Midtown, Kalbadevi Road, Mumbai-400 002 from Wednesday,

1st October 2025 between 2 pm to 5 pm on first come first serve basis.

Please Note : 1) This Event is only for the EMA member's staff, Event with Dinner. 2) Per firm max 3 staff members.  
3) We request you to ensure that only genuine staff members take the benefit. The member firm will be held responsible for any kind of nuisance or misbehavior created by their staff.

### REGISTRATION FORM

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

Name of Staff 1) \_\_\_\_\_ Mob : No. \_\_\_\_\_

Name of Staff 2) \_\_\_\_\_ Mob : No. \_\_\_\_\_

Name of Staff 3) \_\_\_\_\_ Mob : No. \_\_\_\_\_

Entry Pass : \_\_\_\_\_ x 300 = \_\_\_\_\_

(Non refundable)

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

Company's Rubber Stamp & Sign

Yours Truly,  
**Mr. Ameet Shah / Mr. Chintan Sanghvi**  
(Hon. Secretaries)





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# REPORT - *GenNEXT* 4.0

The much-awaited **GENNEXT 4.0**, organized by The Electric Merchants' Association, was held on **12 September 2025**, with great enthusiasm and overwhelming participation. The event was proudly sponsored by **M/s. A. Harilal and Co. Pvt. Ltd.**, a company with a distinguished 80+ years legacy in the electrical industry.

Registrations began at **6:00 pm**, as members, guests, and invitees poured in, setting a lively atmosphere. **At 7:00 pm** sharp, the evening began with a warm welcome by Hon. Secretary **Mr. Chintan Sanghvi**, who invited all the guests to rise for the **National Anthem** and gave a quick glimpse of upcoming events and later called upon the Drum Circle team. The evening commenced with an electrifying **Drum Circle session**. The beats of the drums created a powerful sense of rhythm and unity, transporting the audience into another world of energy and togetherness. What started as a simple exercise soon turned into a mesmerizing musical collaboration, leaving everyone refreshed and uplifted, building team spirit.

Following the session, **GENNEXT Chairmen Mr. Nisarg Bavishi** and **Mr. Harsh Muchhala** felicitated the Drum Circle team amidst resounding applause. The audience, now re-energized and enthusiastic, was ready for the rest of the evening.

The program was formally opened by Our Vice President **Mr. Parin Parikh**, the Gennext Committee Mentor, who warmly welcomed all the guests. He reflected on the origins of GENNEXT in 2019, sharing how the idea was born to bridge generations and create a platform that celebrates both tradition and modern innovation. With pride, he highlighted how far the initiative has come and expressed excitement for its future.



# REPORT - GENNEXT 4.0

He then invited the young GENNEXT Chairmen, **Mr. Nisarg Bavishi** and **Mr. Harsh Muchhala**, who shared their vision of how youngsters joining family businesses can revolutionize traditional enterprises while carrying forward ethics and goodwill.



Next, Our President **Mr. Prem Vora** addressed the gathering, sharing his thoughts on the importance of GENNEXT and the value it brings to the association. He also introduced the event sponsor, A. Harilal and Co. Pvt. Ltd., acknowledging their 80+ years old legacy in the electrical industry.

He then invited **Mr. Samir Mehta**, the company's Director and also a past EMA President, to share a few words. Mr. Samir Mehta warmly welcomed all the guests and representatives of his principal companies, and in the true spirit of GENNEXT, gracefully handed over the stage to his son **Mr. Tasmay Mehta**, 3rd generation, remarking that it was most fitting for the next generation to speak at a GENNEXT event.



Mr. Tasmay Mehta captivated the audience with a heartfelt speech. He narrated the inspiring journey of his grandfather, Late **Mr. Indubhai C. Mehta**, who laid the foundation of the business in the electrical market. He explained how their dealership with **TEKNIC** made them a household name, and how over the years, they expanded by adding multiple leading brands to their portfolio.

He also shared his personal journey – having pursued international career opportunities before realizing that investing his energy into the family business would bring not only immense satisfaction but also tremendous growth potential. His words deeply resonated with the GENNEXT theme of the evening.

Following his address, President **Mr. Prem Vora** and Ex-Officio **Mr. Ketan Thakkar** felicitated the Team **M/s. A. Harilal & Co. Pvt. Ltd.** and thanked them for sponsoring the event in such perfect alignment with its purpose.



# REPORT - GENNEXT 4.0



Later, GENNEXT Chairman **Mr. Harsh Muchhala** introduced the Speaker of the Day, **Prof. Hiten Muchhala**, who delivered a powerful keynote on the theme **"Spark to Scale"**.

Prof. Muchhala provided invaluable insights into strategies for growth, execution management, and how businesses must adapt to changing times. He particularly emphasized how the next generation can guide companies to greater heights, sharing an inspiring case study of Vashi Integrated Solution. His engaging delivery and practical perspectives left the audience enlightened and motivated.



During the session, the EMA also proudly announced the launch of a Certified Business Course to be conducted by Prof. Muchhala himself. The program will begin in November 2025, spanning four monthly sessions till February 2026 – a golden opportunity for members to gain structured business learning.



The EMA Website Committee also shared exciting news, announcing that members can now list one brand and three categories free of cost on the EMA website. Members were encouraged to take full advantage of this new benefit.

The evening concluded with a warm Vote of Thanks by **Mr. Pranav Trivedi**, who expressed gratitude to the sponsors, speakers, guests, and all committee members for making **GENNEXT 4.0** a resounding success. The event ended on a high note with a delicious dinner, where members and guests continued their networking in a relaxed and cheerful atmosphere.





# A. HARILAL & CO. PVT. LTD.

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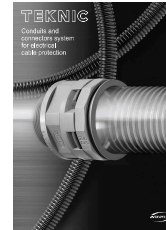


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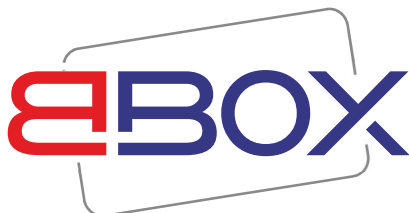
# SHAVISON

Peripherals for Industrial Automation



# TRISECT

Cast Aluminium Control Station

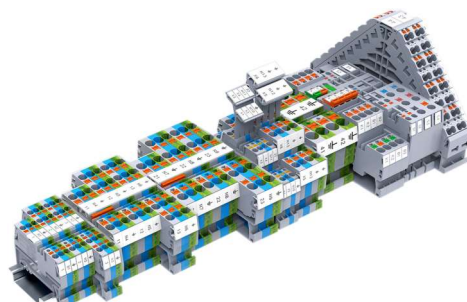


IP68 Aluminium Enclosures



# connectwell

THE RIGHT CONNECTION





# UPSkills

ENHANCING YOUR KNOWLEDGE

EVENT PARTNER:  
**ha A. HARILAL & CO. PVT. LTD.**

Dear Members,

We are excited to share that **Prof. Hiten Muchhala**, our esteemed speaker from **GENNEXT 4.0**, will now be conducting an **exclusive 4-session Certified Business Course** starting this November at **EMA OFFICE, 403, Ajmera Midtown, Mumbai.**

With one session every month, this course is designed to provide practical strategies, fresh perspectives, and actionable insights for scaling and strengthening your business.

This is truly a valuable and not-to-be-missed opportunity to learn directly from one of the most respected mentors in family business and entrepreneurship.

We encourage all members to register and take full benefit of this transformational learning journey.



## THE PROFIT PILLARS

4 Sessions - Certified Business Course

**MONTHLY SESSION**  
starting Thu. 13 Nov. 2025

**Fees**  
₹ 6,000/-  
PLUS TAX

**Lectures Date & Time**  
will be conveyed soon

Registration starts at EMA Office, from Wed., 15th Oct. 2025 on **LIMITED SEATS** on First-cum-first Basis. [35 Seats only]

### REGISTRATION FORM

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

Member 1) \_\_\_\_\_ Mob: No. \_\_\_\_\_

Member 2) \_\_\_\_\_ Mob: No. \_\_\_\_\_

GST No.: \_\_\_\_\_

Total Pass \_\_\_\_\_ x 6,000 = \_\_\_\_\_

GST @ 18% = \_\_\_\_\_

**Grand Total** = \_\_\_\_\_

**Company's Rubber Stamp**

Yours Truly,  
**Mr. Ameet Shah / Mr. Chintan Sanghvi**  
(Hon. Secretaries)

## POWERING SAFER, SMARTER, LONGER-LIFE WIRING: PIONEERS IN E-BEAM INNOVATIONS

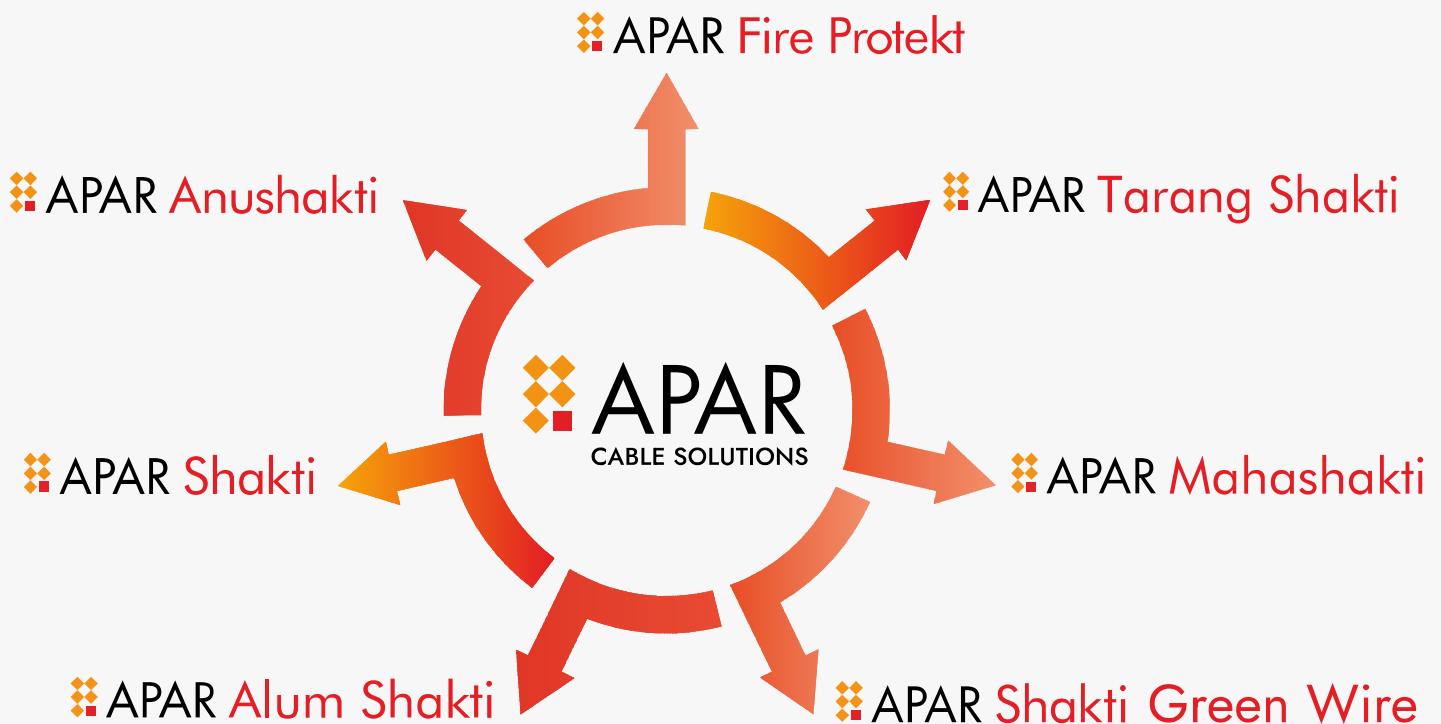
From E-beam cross-linking to EBXL HFFR (XZ) and HR FR LSH compounds, APAR's Light Duty Cables division advances building safety, reliability, and sustainability while meeting modern electrical codes and procurement standards.



Your Partner In Building a Sustainable Tomorrow.

## THE APAR LIGHT DUTY CABLE PORTFOLIO

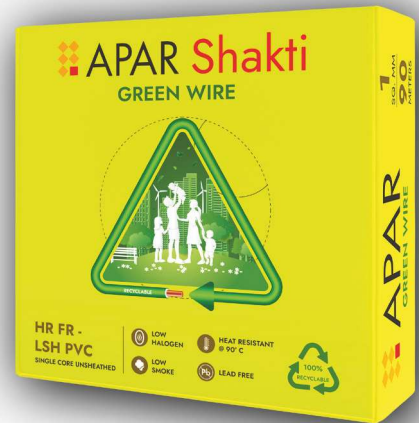
THE INNOVATION CORE: E-BEAM AND THE LDC PORTFOLIO



# THE GREEN WIRE POSITIONING

- ◆ **APAR Shakti – Green Wire™** Heat-Resistant, Flame-Retardant, Low Smoke, Low Halogen (HR-FRLSH) Green Wire
- ◆ **MAXIMUM OPERATING TEMPERATURE – 90° C**
- ◆ **Supreme Fire Integrity:** Heat-resilient, flame-retardant, and inherently low in smoke and halogen discharge.
- ◆ **Sustainability Embodied:** Lead-free, 100% recyclable, RoHS & REACH compliant - catalyzing a greener tomorrow.
- ◆ **Durability & Protection:** Augmented abrasion endurance, rodent deterrence, and immunity against moisture ingress.
- ◆ **Conductivity & Purity:** Unimpeachable 100% conductivity with an unrivalled 99.97% copper purity.
- ◆ **Usage:** Low-voltage signal transmission, motor circuitry, appliance wiring, control panels, transformer interfaces, distribution boards, and electrochemical battery linkages

Power with protection—engineered for safety, strength, and sustainability



**100% RECYCLABLE**

THE INNOVATION CORE: E-BEAM AND THE LDC PORTFOLIO

# APAR FIRE PROTEKT BUILT FOR HIGH-SAFETY PERFORMANCE

- ◆ Heat Resistance @ 120° C
- ◆ 100% more current carrying capacity than conventional wires @same size
- ◆ Temperature Index > 250° C
- ◆ Oxygen Index > 31%
- ◆ Smoke Density < 20%
- ◆ 70 years life span
- ◆ HCL Index < 0.5%
- ◆ Anti-termite and anti-rodent
- ◆ Low smoke, zero halogen

Low smoke. Zero halogen. E-beam cross-linked protection when every minute counts.



Feature	LSZH	EBXL	Compliance
Description	Limits smoke and halogen release	Cross-linked for thermal stability	Reference Is clauses per SKU datasheets

## APAR ANU SHAKTI ENGINEERED FOR HIGHER TEMPERATURE PERFORMANCE

Introducing "APAR Anushakti," our groundbreaking product created using cutting-edge Electron Beam Technology (E-beam). This innovative wire surpasses conventional ones by offering a remarkable 50% increase in current carrying capacity as well as enhanced resistance to higher temperatures. With its superior performance and eco-friendly nature, APAR Anushakti establishes itself as the safest house wire option in India.

The conductors used in wires and cables are made from finely drawn annealed bare copper strands using electrolytic grade that conserves energy and gives better flexibility. Manufactured using Twin Screw technology, the wires and cables are insulated with Flame Retardant (FR) PVC compound specially formulated in-house.

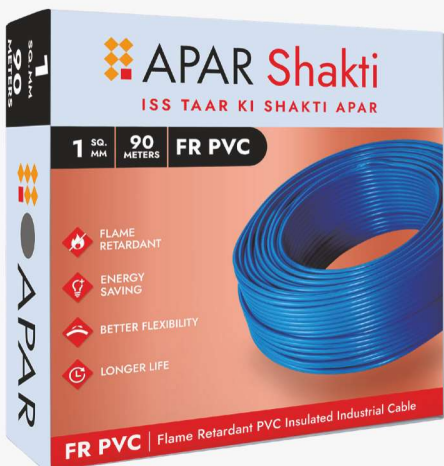
- ◆ **APAR Anushakti High Ampacity Wires:** Our R&D team has surpassed the IS:694 basic requirements by creating EBXL (electron beam cross-linked), flame-retardant FR-PVC insulated wires.
- ◆ **Heat Resistance @ 105° C**
- ◆ **50% more current carrying capacity than conventional wires @same size**
- ◆ **Oxygen Index > 30%**
- ◆ **Smoke Density < 55%**
- ◆ **50 years life span**
- ◆ **HCL Index < 15%**



## APAR Shakti FR-PVC House Wires Trusted Safety. Reliable Performance.

APAR's Single core Flexible Wires and Cables are used in low voltage signals, electrical motors, electrical appliances, control panels, DC power transformers, electrical boards, and battery cables. The conductors used in wires and cables are made from finely drawn annealed bare copper strands using electrolytic grade that conserves energy and gives better flexibility. Manufactured using Twin Screw technology, the wires and cables are insulated with Flame Retardant (FR) PVC compound specially formulated in-house.

These Cable have a high degree of thermal stability, Oxygen & temperature index. The insulation has high dielectric strength offering high insulation resistance. It offers a high critical oxygen index (>29%) and high-temperature index (>250°C), which helps to restrict the spread of fire and improves self-extinguishing properties.



- ◆ **Apar Shakti FR-PVC wires are high-quality flame-retardant house wires crafted for secure and efficient electrical installations. Designed to meet modern safety standards, these wires feature specially formulated FR-grade PVC insulation that resists flame propagation, offering enhanced protection in the event of electrical faults or short circuits.**
- ◆ **FLAME RETARDANT**
- ◆ **BETTER FLEXIBILITY**
- ◆ **ENERGY SAVING**
- ◆ **Oxygen Index > 29%**
- ◆ **LONGER LIFE**
- ◆ **Smoke Density < 60%**

## WHY E-BEAM MATTERS NOW

- ◆ APAR's e-beam facility spans 175,000 SqM and is the only site in India with 5 Electron Beams (1.5–3.0 MeV) enabling a wide range of cable processing and products like PTFE Powder, Foam PE Sheets, Heat Shrink Tubes & Moulded Parts, PE Pipes, and Packaging Sheets under its beam handling system.
- ◆ Superior cross linking of polymers & Superior Thermal & Mechanical properties.
- ◆ Solar Cables, Windmill Cables, Building Wires (Anushakti and Fireprotekt), Fire Survival Wires & Cables, Automobile Cables & Wires, Locomotive Cables & Wires – Some of the E-Beam powered cables.

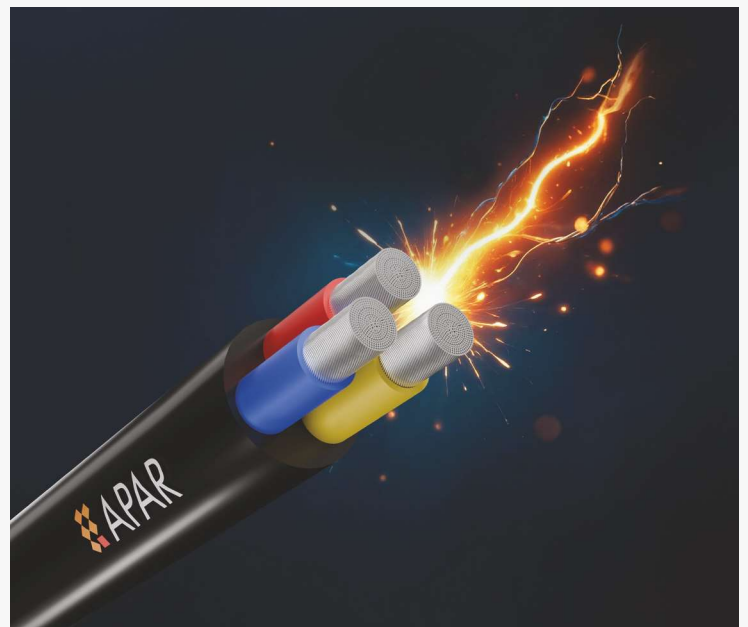


“E-beam cross-linking is the quiet revolution inside safer, longer-lasting cables.”

## ALUM ANUSHAKTI / ALUM SHAKTI – LIGHTER, VALUE - DRIVEN WIRING

A revolutionary leap in Electrical industry setting new industry benchmark with unmatched innovation. Singlecore/ Multicore round flexible cable, made with stranded tinned aluminium conductor, EBXL HR PVC Insulation and outer sheath is HR FR-LSH PVC sheathed cable. Application in low voltage signals, electrical motors, appliances, control panels, transformers, electrical boards and battery cables.

- ◆ **APAR ALUM ANUSHAKTI - HR FR-LSH PVC Single core/Multi core Unsheathed Cable**
- ◆ **Low Smoke**
- ◆ **Low Halogen**
- ◆ **Heat resistance up to 105° C**
- ◆ **Flame Retardant**
- ◆ **Melt Resistance**
- ◆ **Anti Termite**
- ◆ **Short – circuit Resistant**
- ◆ **Very Low leakage current**



# IMPORTANT NEWS

The recent **"Next-Gen" GST reforms**, effective September 22, 2025, significantly impact the electrical and electronics sector by simplifying tax slabs and reducing rates on many items. The changes are designed to boost consumption, support domestic manufacturing, and promote green technology.

## IMPACT ON CONSUMERS

- **Reduced prices for major appliances:** A major shift moves appliances like air conditioners, televisions (including those over 32 inches), refrigerators, washing machines, dishwashers, and microwave ovens from the 28% to the 18% GST slab. This makes these household essentials significantly more affordable, especially for the middle class.
- **Lower cost for IT hardware:** Computer monitors and projectors are now also taxed at 18%, down from 28%. This reduces costs for educational institutions, offices, and digital learning centers.
- **More affordable power solutions:** Electric accumulators (including power banks) and other energy storage solutions now attract 18% GST instead of 28%, making backup power more accessible.

- **Sustainable products are cheaper:** The GST on solar panels, photovoltaic cells, and other renewable energy devices has been cut from 12% to 5%, lowering installation costs for households and industries.
- **No change for some electronics:** Products like mobile phones, laptops, and computers remain in the 18% GST slab, so their prices are largely unaffected by these specific reforms.

## IMPACT ON THE ELECTRICAL AND ELECTRONICS INDUSTRY

- **Increased domestic demand:** The lower prices for consumer durables are expected to boost sales, especially during the festive season, which will increase demand for domestic electronic goods.
- **Boost for domestic manufacturing:** The increased demand is likely to strengthen backward linkages, benefiting MSMEs that supply components like compressors, displays, wiring, and semiconductors. This supports the "Atmanirbhar Bharat" initiative by reducing reliance on imports.
- **Simplified compliance:** The move from a four-tier to a two-tier GST structure (5% and 18%) simplifies compliance for businesses and provides greater price transparency.
- **Promotion of green technologies:** The reduced tax on renewable energy products and composting machines encourages wider adoption of eco-friendly solutions, supporting India's sustainability goals.

**Growth for small businesses: Simpler compliance and lower rates on inputs make MSMEs more competitive, helping to formalize the unorganized sector and expand the tax base.**

**Historic Diwali Gift for the Nation**  
**NEXT-GEN GST REFORM**  
 for Ease of Living & to build Aatmanirbhar Bharat

From farmers to enterprises, from households to businesses, the Next-Gen GST brings happiness for all!

Save Big on Daily Essentials			Uplifting Farmers & Agriculture		
Items	From	To	Items	From	To
Hair Oil, Shampoo, Toothpaste, Toilet Soap Bar, Tooth Brushes, Shaving Cream	18%	5%	Tractor Tyres & Parts	18%	5%
Butter, Ghee, Cheese & Dairy Spreads	12%	5%	Tractors	12%	5%
Pre-packaged Namkeens, Bhujia & Mixtures	12%	5%	Specified Bio-Pesticides, Micro-Nutrients	12%	5%
Utensils	12%	5%	Drip Irrigation System & Sprinklers	12%	5%
Feeding Bottles, Napkins for Babies & Clinical Diapers	12%	5%	Agricultural, Horticultural or Forestry Machines for Soil Preparation, Cultivation, Harvesting & Threshing	12%	5%
Sewing Machines & Parts	12%	5%			

Relief in Healthcare Sector			Automobiles made affordable		
Items	From	To	Items	From	To
Individual Health & Life Insurance	18%	Nil	Petrol & Petrol Hybrid, LPG, CNG Cars (not exceeding - 1200 cc & 4000mm)	28%	18%
Thermometer	18%	5%	Diesel & Diesel Hybrid Cars (not exceeding - 1500 cc & 4000mm)	28%	18%
Medical Grade Oxygen	12%	5%	3 Wheeled Vehicles	28%	18%
All Diagnostic Kits & Reagents	12%	5%	Motor Cycles (350 cc & below)	28%	18%
Glucometer & Test Strips	12%	5%	Motor Vehicles for transport of goods	28%	18%
Corrective Spectacles	12%	5%			

Affordable Education			Save on Electronic Appliances		
Items	From	To	Items	From	To
Maps, Charts & Globes	12%	Nil	Air Conditioners	28%	18%
Pencils, Sharpeners, Crayons & Pastels	12%	Nil	Television (above 32" (including LED & LCD TVs)	28%	18%
Exercise Books & Notebooks	12%	Nil	Monitors & Projectors	28%	18%
Eraser	5%	Nil	Dish Washing Machines	28%	18%

**PROCESS REFORMS**

**Registration**  
 Automatic registration within 3 working days for applicants:  
 • Identified by the system based on data analysis  
 • Who determines that he would not pass Input Tax Credit exceeding ₹2.5 Lakh per month and opts for the Scheme

**Refund**  
 Sanction of Provisional Refunds by proper officer, through system based risk evaluation for:  
 • Zero Rated Supplies  
 • Supplies with Inverted Duty Structure

The next generation of GST reforms are a gift for every Indian this Diwali. Taxes for the general public will be reduced substantially. Our MSMEs & small entrepreneurs will get huge benefit. Everyday items will become cheaper and this will also give a new boost to the economy.

Narendra Modi  
 Prime Minister

**Next-Gen GST - Better & Simpler!**  
 For the complete list of recommended revised rates & other GST changes, please scan: QR CODE

www.cbic.gov.in

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**KEI House Wires – 300m & 200m project packs,**  
with multi-core strength for every residential and commercial need.

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Warehouses : Bhiwandi | Khetwadi

## Ahmedabad Branch :

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Friendly



Safe

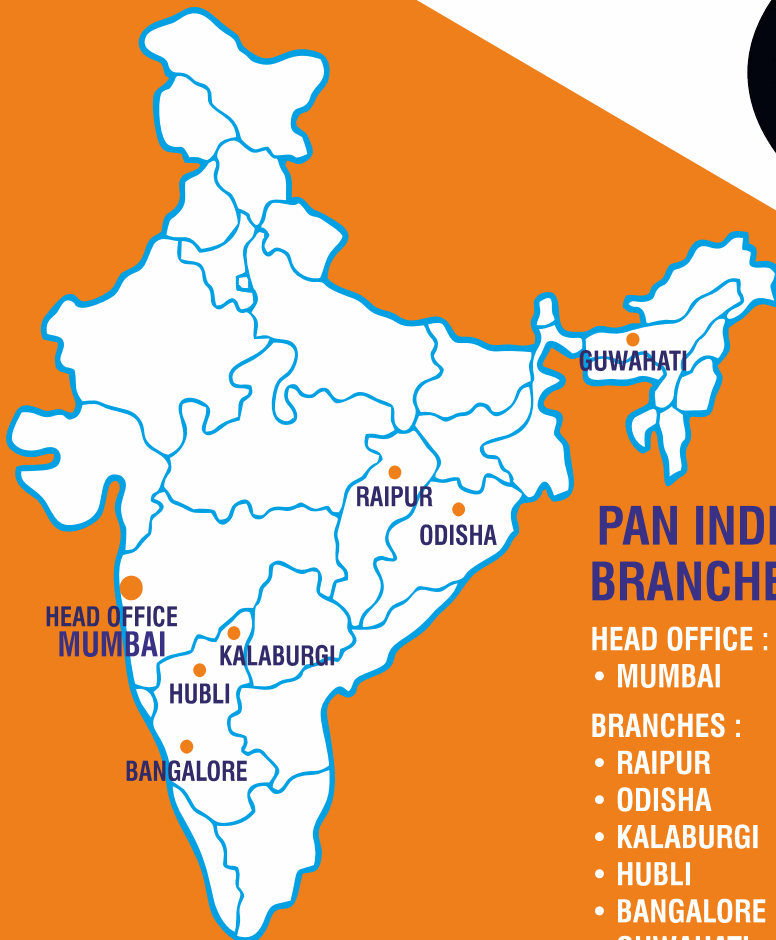


Energy  
Saving



## Cables and Wires

- Power Cables (HT & LT)
- Control Cables
- Instrumentation Cables
- Optical Fibre Cables (OFC)
- Solar Cables
- Building Wires (Project & House Wires)
- Flexible Cables
- Welding Cables
- Rubber Cables
- Other Special Cables



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- MUMBAI

BRANCHES :

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- HUBLI
- BANGALORE
- GUWAHATI

SCAN BELOW  
QR CODE  
FOR LIST PRICE





# The Electric Merchants Association



## EMA PREMIER CORPORATE LEAGUE 2026



EVENT PARTNER

**PRABHATH CABLES PVT. LTD.**

Auth. Distributor

**POLYCAB**

IDEAS. CONNECTED.

We invite our prestigious corporates to come and participate in our 1st ever friendly  
**EMA PREMIER CORPORATE LEAGUE** to be played on turf.

**Booking opens: Monday, 3rd October 2025**

on first come first serve basis.

(The tournament will be played between 6 to 8 corporate teams,  
of which **EMA XI** will be one of the participating team)

Team Participation Charges : ₹50,000.00+ GST.

Tournament Date : Saturday, 31st January, 2026

Time : 12:00 pm Onwards

**VENUE** : Urban Sports, Prabodhan Kridabhavan Maidan, Goregaon (W), Mumbai-400 104.

To register your prestigious team kindly send the request on below email ID

**[office@emamumbai.com](mailto:office@emamumbai.com)**

For more details please contact sports committee chairmen :

**Mr. Vikas Jain : 98335 45636**

**Mr. Harsh Muchhala : 98335 42638**

**Mr. Atul Shah : 98211 27279**

**Mr. Parth Shah : 97690 50210**

Yours Truly,  
**Mr. Ameet Shah / Mr. Chintan Sanghvi**  
Hon. Secretaries



# The Electric Merchants Association

EMA invites you to become a proud owner of a team for EMA Premier League 2026. The league will allow EMA members to own team at the cost of Rs. 25,000.00 + GST (18%). Owners of the team will be allowed to display their company's name (Logo) on jersey. Team owner can put standees (max 2) on the ground.

Booking opens: 3rd November 2025, 12:00 pm at EMA office. Booking Closed : 8th November 2025, 4:00pm on first come first serve basis. (Max 10 teams)

To become a proud team owner kindly send the request on below email ID [office@emamumbai.com](mailto:office@emamumbai.com) on the booking date.

For more information please contact :  
**Mr. Harsh Muchhala : 98335 42638**  
**Mr. Vikas Jain : 98335 45636**  
**Mr. Atul Shah : 98211 27279**  
**Mr. Parth Shah : 97690 50210**



EVENT PARTNER

**PRABHATH CABLES PVT. LTD.**

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IDEAS. CONNECTED.

## REGISTER YOUR TEAM NOW

**Team**  
**1**

**Team**  
**2**

**Team**  
**3**

**Team**  
**4**

**Team**  
**5**

**Team**  
**6**

**Team**  
**7**

**Team**  
**8**

**Team**  
**9**

**Team**  
**10**



# The Electric Merchants Association

Sports always helps us to stay fit & sharp, teaches you how to plan and strategies your game and also helps to organize your time, boosts friendships and build relationship with your peers.

Sports plays a very important role in our society for all age groups. Understanding the importance of sports, EMA has successfully organised sports events for past 31 years and continuing the same enthusiasm this year sports committee has also organised family turf cricket for EMA members and their family.

Request all EMA members to join us in making this event a grand success!!!

**Booking opens: Monday, 10th November 2025**  
on first come first serve basis.

ORGANISES

## A FAMILY TURF CRICKET TOURNAMENT

Date: 1st February, 2026 | Time : 8:00 am Onwards  
VENUE : Urban Sports, Prabodhan Kridabhavan Maidan,  
Goregaon (W), Mumbai-400 104.

### PARTICIPATION FEES

EMA Player : 700.00    Spectator : 500.00

Participation fees includes Breakfast, Lunch,  
Snacks & Playing Jersey.



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For more information please contact :  
**Mr. Harsh Muchhala : 98335 42638**  
**Mr. Vikas Jain : 98335 45636**  
**Mr. Atul Shah : 98211 27279**  
**Mr. Parth Shah : 97690 50210**

Company's Name						
	Player 1	Player 2	Child/ Female Player	Child/ Female Player	Spectator 1	Spectator 2
Name of the Player						
Male/Female (M/F)						
Batsman						
Bowler						
All Rounder						
Age (in Years)						
Mobile No.:						
T-Shirt Size						
Food Preference : <b>(Jain / Non Jain)</b>						

**Note : No Cousin's and Friends are allowed to participate. Only one with the blood relation will be allowed.**  
• Child Age as a player 8-12years • Spot booking on the day of event as a spectator will be charged Rs. 700 per person

Total Players \_\_\_\_\_ x 700 = \_\_\_\_\_  
Spectator \_\_\_\_\_ x 500 = \_\_\_\_\_  
**Total Amount = \_\_\_\_\_**

Yours Truly,  
**Mr. Ameet Shah / Mr. Chintan Sanghvi**  
Hon. Secretaries

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# 11<sup>th</sup> EL Asia 2026

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In association with

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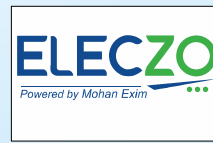
**ELECTRIFY**  
**YOUR BUSINESS**

**14 15 16 17 MAY 2026**

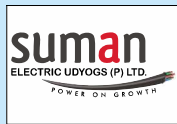
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**Hall # 1, 2, 3 & 4**

### PLATINUM PARTNERS



### GOLD PARTNERS



### SILVER PARTNERS



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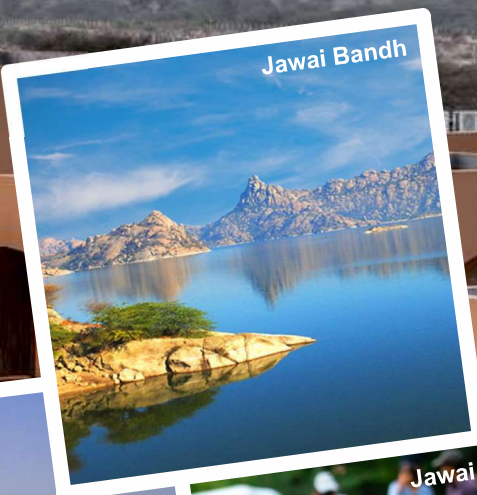
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“Every Desert tells a different story!”

Radisson Hotel - Jawai



**31<sup>ST</sup> ANNUAL PICNIC**  
MUMBAI-JAWAI-JODHPUR-MUMBAI



Thank you for  
your overwhelming  
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- DOMAIN, HOSTING & WEB SECURITY <
- WHATSAPP / BULK EMAIL MARKETING TOOL <
- UI/UX DESIGN <
- IT CONSULTING <
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**DIGITAL PANEL METERS**

**VOLT METER**

AD22-50DV  
(Round)



**AMP METER**

AD22-50DA  
(Round)



**VOLT / AMP METER**

AD22-50DVA  
(Round)



**VOLT / AMP / FREQUENCY METER**

AD22-50DVAH  
(Round)



**Features**

**50mm Dia  
BIG DISPLAY**

**Back Side  
Panel  
Mounting  
22.5 mm  
Dia**

**SENSORS**

**CAPACITIVE  
SENSOR**

- L2K-C25MY1 M34 ACNO
- L2K-C25MF1 M34 PNPNO
- L2K-C24ME2 M34 NPNC
- L2K-C25MC-1 M34 NPNO
- L2K-C25MF1 M34 PNPNC
- L2K-C25MY2 M34 ACNC



**MICRO  
SENSOR**

LEE-SPY-301 / 302  
& 401 / 402



LEE-SPY-411



**FIBRE OPTIC AMPLIFIER  
SENSOR**

L3K-NA41 PNPNO  
L3X-NA11 NPNNO



**PHOTO CELL SENSOR**

LES-DS10E41 NPNNO  
LES-DS10F41 PNPNO



**LIMIT SWITCHES**

**MINI PLASTIC BODY  
LIMIT SWITCHES**

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LE8108-P / LE8112-P



**DIN RAIL SSR**

**WITH  
INBUILT HEAT SHRINK**

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LXSSR-DA4825H  
LXSSR-DA4840H



**DIN RAIL**

**DIGITAL PANEL METERS**



**VOLT METER**

L-1P / 3PV



**AMP METER**

L-1P / 3PV



**VOLT / AMP / FREQUENCY  
(VAF) METER**

LAVAHZ-1P



**VOLT METER**

LD-DV



**VOLT / AMP METER**

LDVA-100A, LDVA-100A (B)



**MULTI FUNCTION  
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LDFMF-100A



**TIMERS, COUNTERS & TEMP. CONTROLLER**

**PRESETTABLE**

**PROGRAMABLE**

**TEMPERATURE**

**AVF  
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**Star Delta /  
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**NEW**



**1 Year Guarantee**

**Phase Sequence Relay /  
Single Phase Preventor**

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Temp Controller  
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AC CONTACTORS - LD Series | Contactor Relays, Relay & Mounting Kit / Support



LAPTRON®

Junction Box

Siren



With Revolving Light L-08 Series

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**DODIA ELECTRICALS**

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**NC1 - Contactor / NR2 Relay (9A~95A) 3 & 4 Pole AC & DC**



**NC2 - AC & DC Contactor & Relay (115A~800A) 3 / 4 Pole**



**NXC Series / NXRC Series Mini Contactor & Relay**



**NC8 - AC CONTACTOR & RELAY (9A~500A)**

**NCH8 / NCK3 Contactors**



**NM1 Series (MCCB) (10A~1250A) 1P, 2P, 3P & 4P AC**



**NXM Series (MCCB) (16A~1600A) 3P & 4P**



**MCB Modular Din Rail Products**

APPROVED BY:



ebg' 6kA      NB1-63H (C&D Curve) 10kA      NB1-63 DC 6kA



**Motor Starter NS2-25 / NS2-25X / NS2-80B**



**NM8 Series (MCCB)**

(10A~1250A)  
1P,  
2P,  
3P,  
4P

**Limit Switch / Micro Switch YBLX Series**



**NH40 Switch Disconnector & Changer Switch (Up to 3150A)**



**NC8 Series (Contactor) (06~500A) AC/DC**



**DELTA**  
SMPS

**PMT-2 Series**

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**DRP Series**



# AUTOMATION BRAND



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**Humidity & Temp. Controller**



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**Photo Sensors**

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**Encoders**

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**TeSys GV2  
MPCB**

**TeSys -LC1K  
Contactors**

**LV5 MCCB**

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& 2NO+2NC AUX**

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DILK Series**

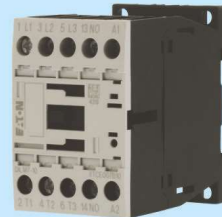
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For DILMP**

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Operated Overload Relay**

**MPCB**

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

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Whatsapp : 9833824773



**DODIA ELECTRICALS**

Head Off. : 9/11, Picket 'X' Road, G.T. Building, Lohar Chawl, Mumbai - 2

# NEW ANNUAL MEMBERSHIP

## **M/S. AKSHIT SHAH AND COMPANY**

G-137, Haware Fantasia Park, Sector 30A,  
Plot No 47, Vashi, Navi Mumbai - 400705

**GST No. 27AAUPS5407M2ZU**

Membership No: A/1915/O

**Name of the Proprietor :**

**MR. AKSHIT SHAH**

Mob. No. 9930931063

Email Id: akshit@akshitco.com

**Name of the Nominee at EMA**

Mr. Akshit Shah

## **M/S ADITYA PUMPS PVT LTD.**

13, Pushya, Sector-5, Srishti Complex,  
Mira Road, (East), Distt Thane,  
Thane - 401107

**GST No. 27AAMCA4798E1Z9**

Membership No: A/1918/O

**Name of the Proprietor**

**MR. YOGESH MAGANLAL VYAS**

Mob. No. 9820333283

Email Id : yogesh@adityapumps.co.in

**Name of the Nominee at EMA**

Mrs. Uma Yogesh Vyas

## **M/S AJINKYA ENTERPRISES**

41, Ground Floor, Manthan Plaza, Yakola  
Market, Santacruz East, Mumbai - 400055

**GST No. 27BFHPS8822R1ZE**

Membership No: A/1919/O

**Name of the Proprietor**

**MR. RAMESH NANASAHEB SHINDE**

Mob. No. 8879219180

Email Id : ajinkyaenterprises100@gmail.com

**Name of the Nominee at EMA**

Mr. Ramesh NanaSaheb Shinde

## CHANGE OF ADDRESS

Old Address:

**M/S. UNIVERSAL TRADERS**

Shop No. 11, Aditya Planet, Plot No. 19,  
Sector 10, Kharghar, Navi Mumbai - 410210

New Address: **M/S. UNIVERSAL TRADERS**

Ist Floor, Flat No 1A/2A/3A, Plot No 20/48,  
Jai Mahal Estate Commercial Complex,  
Kantilal M. Sharma Street, Lohar Chawl,  
Mumbai - 400002

**GSTIN: 27AAHFU2580Q1ZF**

Email Id: zubairshk1984@gmail.com

## CHANGE OF NOMINEE

### **M/S. A. H. & COMPANY**

Kotak Niwas, 2nd Floor, Zaoba Lane,  
Thakurdwar, Mumbai- 400002

GST No: 27AKYPM8594P1ZK

Old Nominee Name:

**MR. SAMIR I. MEHTA**

New Nominee Name:

**M/S. MR. TASMAY S. MEHTA**

## CHANGE OF ANNUAL TO LIFE MEMBER

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Shop No. D/11-12, Prerna Complex,  
Opp. Pritesh -Complex,  
Dapoda - Anjurphata Road, Val Village,  
Bhiwandi - 421302

Name of the Proprietor

**MR. DILIP O. PRAJAPATI**

Mob. No. 9975164922 / 9764364435

Email Id: vijaylaxmi.rajendra@yahoo.com

**Name of the Nominee at EMA**

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