



The Electric Merchants' Association

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-  +91 730 407 1937
-  office@emamumbai.com
-  www.emamumbai.com
-  403, Ajmera Midtown, Kalbadevi Road, Lohar Chawl, Mumbai-400 002.

THE ARTIST



MANAGING COMMITTEE 2025-26

Amrish Kacharia
Director

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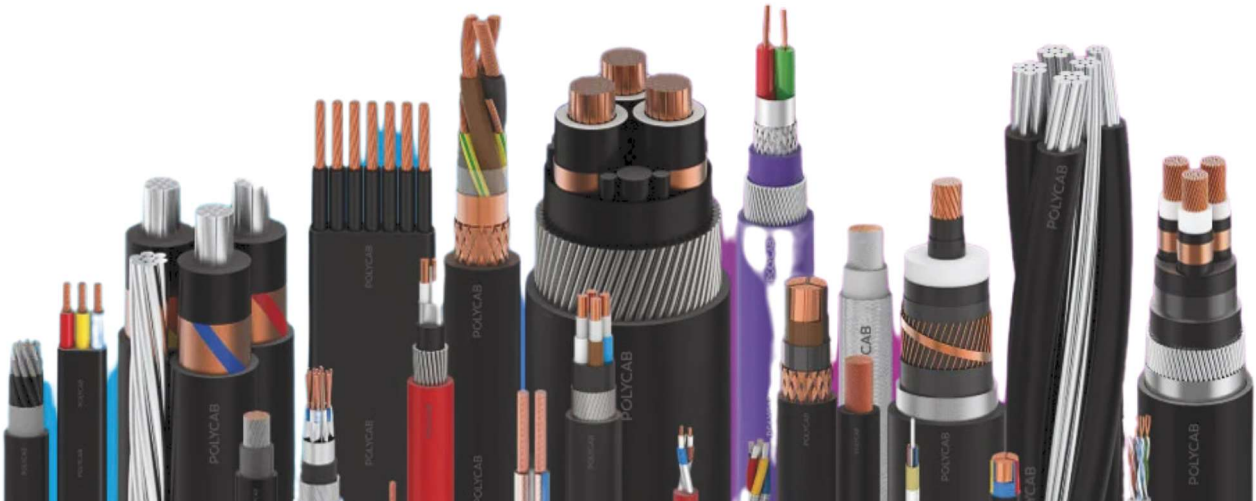


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Niwas, 99/101
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Shop No-2, Bulakhidas
Bldg, Ground Floor,
9/11, Vithaldas Road,
Mumbai- 400002

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,

As we gear up for our final phase of the current tenure, I want to highlight the incredible journey of EMA. Over the year, our new upskill initiatives have empowered our members, equipping you with the skills needed to thrive in today's fast-paced world. Sports have brought us closer, teaching us teamwork, discipline, and resilience. The digital transformation has been

remarkable, making EMA more accessible and efficient, bridging gaps, and opening new avenues for growth.

Let's look back at our achievements with pride and look forward to the future with optimism. Highlights of our tenure include:

- **Technical visits that sparked innovation and curiosity**
- **New Year get-togethers that warmed our bonds and set the tone for the year**
- **Insurance drives that secured futures and gave peace of mind**
- **Picnics that brought smiles and created memories**
- **Staff entertainment events that gave our staff happiness and a chance to unwind**
- **Upskill sessions that boosted careers and confidence**
- **GenNext initiatives that shaped leaders and inspired growth**

These events have not only strengthened our community but also created a sense of belonging. As we prepare to bid adieu to this tenure, let's celebrate our successes and cherish memories. Our annual event is the perfect opportunity to come together one last time. I urge you all to participate in large numbers, making it a grand success. Let's showcase our spirit, energy, and unity!

As we gear up for one last ride, before entering the new rollercoaster of better fun, knowledge, and excitement, let's support each other, and make it a memorable finale. Let's ride together, with pride, passion, and purpose.

Let's make this event unforgettable! Let's cherish the moments, celebrate our achievements, and look forward to a brighter future. Thank you,

Regards,

Prem Ketan Vora

President, EMA 2025-2026

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- IM INJECTION
- VITALS CHECK WITH HGT
- BLOOD COLLECTION OUTSIDE
- PC ENEMA
- SMALL DRESSING WITHOUT MATTERIAL
- IV INJECTION PER HOUR
- IV CANNULATION
- RYLES TUBE INSERTION
- FOLEYS CATH INSERTION
- ABG COLLECTION INCLUSIVE TEST CHARGES
- BLADDER WASH TRAY
- CAST REMOVAL
- SUTURE / STAPLER REMOVAL
- NEBULIZATION
- IV FLUID PER HOUR
- ORAL SUCTION/TT SUCTION
- FOLEYS CATH REMOVAL
- URINE COLLECTION THROUGH FOLEYS CATH

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CONTACT EMA OFFICE FOR MORE DETAILS

SESSION REPORT – EMA UPSKILLS: BUSINESS GROWTH PILLARS

SESSION 2: INVENTORY – THE MUSCLE OF BUSINESS

The Electric Merchants' Association (EMA) successfully conducted the second session of the EMA UpSkills – Business Growth Pillars Programme on 11th December 2025 at the EMA Office Hall. The session witnessed enthusiastic participation, with 37 participants out of 40 in attendance.

In keeping with the festive spirit, the EMA Office was beautifully decorated with a Christmas theme, and participants added to the vibrancy by dressing in Red and Black, as requested. The atmosphere was energetic, warm, and engaging.

The session commenced right on time at 5:30 PM and was formally opened by **Parin Parikh**, Vice President of EMA and Mentor to the GenNext Committee.

Mr. Parikh welcomed all participants and expressed his appreciation for their continued commitment to the UpSkills programme. He thanked **Prof. Hiten Muchhala** for the impactful first session on Cash, particularly highlighting how the concept of Cash Flow from Operations had brought a fundamental shift in the way participants evaluate business performance.

He also acknowledged and thanked the programme sponsor M/s A. Harilal & Co. Pvt. Ltd. for their continued support and took the opportunity to congratulate EMA President Prem Vora on receiving the Global Excellence & Leadership Award, a proud moment for the entire EMA fraternity.

The session was then handed over to Prof. Hiten Muchhala, who conducted an engaging and highly practical session on Inventory Management.

Prof. Muchhala began by establishing the strategic role of inventory, not merely as stock, but as a critical enabler of sales, service, and cash flow. He explained the three key cost components of inventory:

- Ordering Costs
- Holding Costs
- Lost Sales Costs

He further elaborated on the constant business challenge of balancing cost efficiency with customer responsiveness, reinforcing how inventory decisions directly impact profitability and customer satisfaction.

KEY CONCEPTS & FRAMEWORKS COVERED

The session progressed into deeper operational insights, including:

- Understanding Inventory Movement and identifying fast- and slow-moving items
- The 20–60–20 rule of inventory classification
- The concept of Bottom Boxing, focusing on identifying and eliminating underperforming SKUs to improve productivity, reduce clutter, and free up working capital Prof. Muchhala also highlighted the advantages of effective inventory management, such as:
 - Reduction in lost sales
 - Improved supplier confidence through better planning
 - Higher customer confidence and repeatability
 - Lower variable expenses
 - Increased profitability and sales

The session was highly relatable, with participants actively connecting these frameworks to their own businesses.

The session concluded with a Q&A round, during which participants raised practical queries and received clear, actionable guidance. The interactive nature of the discussion reflected the strong engagement and relevance of the topic.

Following the session, participants were treated to a delicious dinner, providing an opportunity for informal discussions and networking.

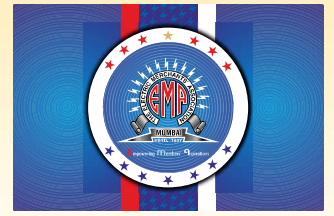
Session 2 of EMA UpSkills successfully reinforced the importance of inventory as a strategic pillar of business growth. The festive setting, strong attendance, practical learning, and high participant engagement made the evening both impactful and memorable, further strengthening EMA's commitment to structured, knowledge-driven initiatives for its members.



to be continued on Page 7



The Electric Merchants Association



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REGISTRATION : 6.30 pm Onwards
DINNER : 6.30 pm to 8.00 pm
PROGRAM STARTS : 8.15 pm Onwards
VENUE : Y. B. Chavan Auditorium,
General Jagannath Bhosale Marg,
Opp. Mantralaya,
Near Sachivalaya Gymkhana,
Nariman Point, Mumbai - 400021.

Registration starts at EMA Office,
from Thursday, 2nd April 2026, between 1 to 5 pm
on first come first serve basis,
as limited seats are available.

NOTE :

- Per firm maximum 2 persons allowed with a charge of per member Rs 300/- & Guest Rs. 500/-per person.
- The passes for the upcoming event will be shared digitally. To ensure a smooth entry Process, please remember to carry your membership card with you to the event.

REGISTRATION FORM

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Name of the Registered Firm : _____

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SESSION REPORT – EMA UPSKILLS: BUSINESS GROWTH PILLARS

SESSION 3: CUSTOMERS – THE SOUL OF BUSINESS

The Electric Merchants' Association (EMA) successfully conducted the third session of the EMA UpSkills – Business Growth Pillars Programme on **22nd January 2026** at the EMA Office Hall. The session began punctually at 5:30 PM, with 35 participants attending out of the 40 registered members—reflecting strong continuity and engagement in the programme.

The session commenced with a welcome address by **Nisarg Bavishi**, Chairman – GenNext Committee, he welcomed all participants and thanked **Prof. Hiten Muchhala** for the impactful Inventory - The Muscle of Business session, which had provided participants with practical frameworks to improve working capital and operational efficiency.



He also expressed sincere gratitude to the programme sponsors for their continued support towards the EMA UpSkills initiative. Further, he proudly congratulated EMA President **PREM VORA** on being honoured with the **RASHTRIYA ASHOKA SAMMAAN**, awarded by the Government of India, an achievement that brought immense pride to the entire EMA fraternity.



Mr. Bavishi also shared important updates regarding the final session of the programme and informed participants about the Convocation Ceremony scheduled on the same day, outlining a preliminary flow of the closing events.



The session was thereafter handed over to **Prof. Hiten Muchhala**, who conducted a highly engaging and insightful session on Customers – The Soul of Business.

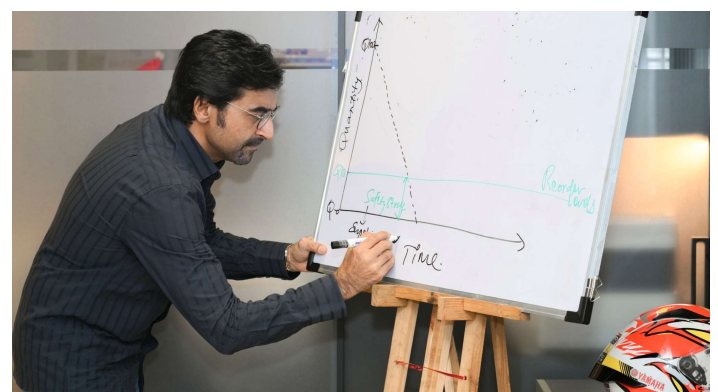
Prof. Hiten Muchhala started the session with an engaging interactive activity focused on pricing and margins for a D2C (Direct-to-Consumer) brand. Participants were asked to individually write down the margins they would ideally like to keep for a hypothetical D2C business.

The exercise was carried out in three successive rounds, with each round simulating increasing market pressure, competitive dynamics, and game theory influences. After every round, participants reviewed and revised their margins—clearly observing how competitive forces, customer expectations, and strategic reactions gradually erode pricing power.

This activity proved to be an eye-opener, practically demonstrating:

- How market forces compress margins over time
- Why pricing decisions cannot be made in isolation
- The importance of differentiation, value creation, and strategic positioning to protect profitability

Prof. Muchhala also explained the Customer Journey, detailing how prospects move from awareness to enquiry, intent, evaluation, and purchase, and how businesses often lose opportunities due to weak enquiry handling.



About Us

Our Legacy

V-MARC India Ltd., a prominent player in the high-quality innovative wires & Cables manufacturing industry, has steadily risen to prominence with its unwavering commitment to excellence and innovation for safety and reliability

Inception and Early Growth :

Founded in 2006, V-MARC India Ltd. began its journey with the production of house wiring cables. The company quickly established itself as a trusted name in the industry, thanks to its dedication to superior quality, optimal pricing, and consistent on-time deliveries. This foundation of trust led to a rapid increase in demand for V-MARC India Ltd. products.

Expansion and Diversification :

V-MARC India Ltd. took a significant step forward by setting up its manufacturing facility at SIDCUL Haridwar. The company continued to diversify its product offerings, introducing LT PVC and XLPE cables in 2009. This diversification was a testament to V-MARC India Ltd. commitment to meeting evolving market demands.

Technology And Advancements :

In 2014, the company was incorporated as Asian Galaxy Pvt Ltd, reflecting its growing corporate stature and enhanced market presence, By 2017, V-MARC India Ltd. had further expanded its manufacturing capabilities with the addition of a factory dedicated to producing high-tension cables up to 11KV.

Corporate Evolution :

In 2014 the company was incorporated as Asian Galaxy Pvt Ltd, reflecting its growing corporate stature and enhanced market presence, By 2017, V-MARC India Ltd. had further expanded its manufacturing capabilities with the addition of a factory dedicated to producing high-tension cable sup to 11KV.

Public Offering and Continued Growth :

April 2021 was a landmark year for V-MARC India Ltd., as the company launched its Iritia Public Offering (IPO) ane transitioned into a public limited company. This move underscored V-MARC India Ltd. growth trajectory and its readiness to embrace new ooprtunities in the market.

Recognition and Market Position :

Today, V-MAQC India Ltd. stands proudly among the prominent in its sector and is recognized as oneof the fastest-growing companies in India. The company's journey is characterized by continuousimprovement and a relentless pursuit of excellence.

Commitment to Innovation and Sustainability :

V-MARC India Ltd success is built on a solid foundation of research and development, meticulous design, and etticent quality production processes. The company's cornrnmt to innovation extends to its focus on energy-saving solutions and reducing ecological impact, ensuring sustainable progress.

Collaboration and Quality Assurance :

A key aspect of V-MARC India Ltd. success is its close collaboration with professional installers, engineers, and distributors, This partnership-driven approach ensures that V-MARC India Ltd. products meet the highest standards of reliability and customer satisfaction.



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V-MARC

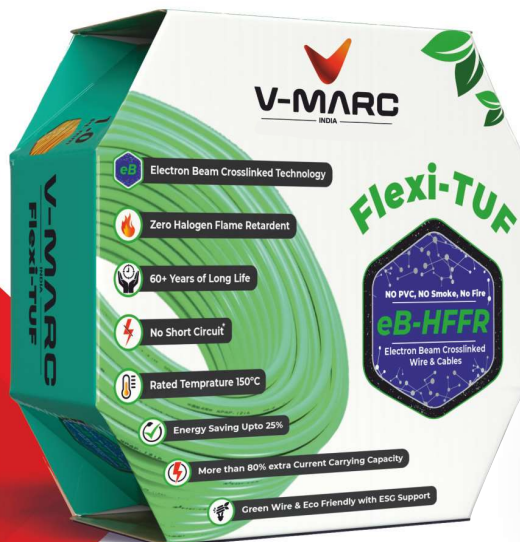
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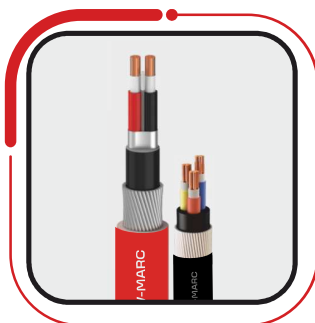
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HOW ELECTRICAL TRADERS IN MUMBAI CAN INCREASE SALES USING SOCIAL MEDIA AND DIGITAL TOOLS

For Members of The Electric Merchants' Association

The electrical trading business in Mumbai has always been driven by relationships, reputation, and reliability. But with customer expectations evolving rapidly and digital-first behaviour becoming the norm, social media and modern digital tools are no longer optional, they are powerful enablers that can expand reach, build trust, and directly drive sales for traders of all sizes.

The good news? You do not need to be a marketing expert or spend heavily on ads to benefit. Even simple, consistent digital habits can bring more customers to your shop, improve conversion, and differentiate your business from competitors.

1. ESTABLISHING A DIGITAL IDENTITY: YOUR NEW BUSINESS CARD

Many customers today begin their search online, even if they intend to buy offline. When they cannot find a shop on Google or social networks, trust is instantly affected.

✓ CREATE OR UPDATE YOUR GOOGLE BUSINESS PROFILE



This is the single most important step. With a complete profile, photos, business hours, product categories, and location, customers can discover your shop on Google Maps. Encourage customers to leave ratings after purchase; even a few positive reviews significantly boost visibility.

✓ BE ACTIVE ON AT LEAST ONE SOCIAL MEDIA PLATFORM

For most electrical traders, the best choices are:

- **INSTAGRAM** – great for photos, small videos, trends, and branding
- **FACEBOOK** – ideal for local community reach
- **WHATSAPP BUSINESS** – essential for enquiry, catalogue sharing, and repeat orders

A consistent presence reassures customers that your business is active and updated.

2. SHOWCASING PRODUCTS THE SMART WAY

Electrical items may seem “commodity-like,” but the way you present them online can set you apart.

✓ SHARE PRODUCT PHOTOS AND APPLICATION VIDEOS

Stocking new LED panels? Display their brightness difference on video. Selling smart home switches? Demo their functionality in a 10-second reel. Posts with real applications get far more engagement than plain product photos.

✓ HIGHLIGHT NEW ARRIVALS AND WEEKLY PICKS

A simple “Product of the Week” post keeps your page active without much effort. This is especially effective for:

- New lighting solutions
- Branded MCBs, DBs, and wiring accessories
- Home automation devices

✓ USE WHATSAPP BROADCAST LISTS

Send catalogues, special discounts, and new product notices to existing clients. Since these customers already know you, the conversion rate is much higher.

3. EDUCATING CUSTOMERS: BECOME A TRUSTED ADVISOR

Electrical traders who help customers make better decisions always win in the long run.

✓ CREATE SHORT EDUCATIONAL CONTENT

Examples:

- “How to choose the right LED driver”
- “Difference between PVC and FRLS wire”
- “Why a branded MCB saves you money in the long term”

This builds authority and encourages customers to come



HOW ELECTRICAL TRADERS IN MUMBAI CAN INCREASE SALES USING SOCIAL MEDIA AND DIGITAL TOOLS

to you for guidance rather than bargain-hunting elsewhere.

✓ Partner with manufacturers and distributors

Many brands such as Anchor, Syska, Polycab, KEI, RR Kabel, and automation companies offer ready-made content, brochures, and videos. Use them. Some even sponsor dealer promotions which can be highlighted online.

4. USE DIGITAL TOOLS TO IMPROVE CUSTOMER EXPERIENCE

Modern buyers value speed, clarity, and convenience.

✓ Share digital catalogues

Rather than sending dozens of photos individually, use tools like Canva, Google Drive, or WhatsApp Catalogue. A clean, well-labelled catalogue increases buyer confidence.

✓ Maintain a simple CRM

A basic Excel sheet or free CRM app can remind you of follow-ups, repeat orders, quotations, and annual requirements of contractors and builders.

✓ Enable online payment

UPI has made transactions immediate and transparent. Display UPI QR codes at the shop and include them on invoices and WhatsApp messages.

5. RUNNING SIMPLE, LOW-COST ADS (OPTIONAL BUT EFFECTIVE)

Small-budget targeted ads on Instagram or Facebook can reach electricians, contractors, interior designers, and local customers around your shop.

If you try ads, start with:

- ₹150-₹300/day
- 3-5 km radius around your store
- A clear message: "Wholesale Prices | Genuine Material | Same-Day Delivery in Mumbai"

These campaigns ensure your shop stays visible to the right audience.

6. BUILDING A STRONG COMMUNITY AND REPUTATION

✓ Respond quickly to enquiries

Even a short, polite message such as "Will share details in 10 minutes" reduces customer drop-off.

✓ Share customer testimonials

A short quote or a photo of a completed project (with permission) increases credibility.

✓ Support electricians and contractors

Featuring local electricians in your posts or running monthly spotlights helps build loyalty and referrals.

7. COLLABORATION WITHIN THE ASSOCIATION

The Electrical Merchants Association of Mumbai can play a powerful enabling role:

- Create a shared online directory of all member shops.
- Conduct monthly workshops on digital marketing basics.
- Share brand educational content and bulk promotions that members can repost.
- Promote members' offers during festive seasons via a common social media page.

Collective visibility strengthens the entire ecosystem.

CONCLUSION

Digital platforms are not replacing traditional business, they are strengthening it. For Mumbai's electrical traders, using social media and digital tools is a practical, cost-effective way to:

- **Attract new customers**
- **Retain existing clients**
- **Display expertise**
- **Build trust**
- **Increase sales**

Even if you start small, one social media post a week, a Google Business update, or a WhatsApp catalogue, you will see results. The future belongs to traders who blend experience with digital visibility, and the Electrical Merchants Association can lead this transformation for the entire industry.



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The Maitri Metals: Powering Progress as an Authorized Distributor of KEI Wires & Cables

In today's rapidly evolving infrastructure and real-estate landscape, the demand for high-quality, reliable electrical solutions has never been greater. The Maitri Metals (P) Limited, a trusted name in the metal and industrial supply sector, has emerged as a strong and dependable partner in this journey as an Authorized Distributor of KEI Wires & Cables.

A Legacy of Trust and Diversification

With decades of experience in the steel and metal trading industry, The Maitri Metals has built a solid reputation across products such as stainless steel round bars, wire rods, billets, pipes, fittings, flanges, and fasteners. Recognizing the growing demand for quality electrical infrastructure, the company strategically expanded into the wires and cables segment in 2021 by partnering with KEI Industries Limited, one of India's most respected electrical brands.



Comprehensive KEI Product Portfolio

As an authorized KEI distributor, The Maitri Metals offers a wide and readily available range of electrical products catering to both project and retail markets, including:

- Project House Wires (300 mtrs & 200 mtrs)
- 90 mtrs House Wires
- Multicore Flexible Cables
- Copper & Aluminium Control & Power Cables
- Communication Cables

The company also provides cut-length services for aluminium and copper armoured LT cables, ensuring customized solutions for project requirements.

Strong Supply Chain & Strategic Stockyards

The Maitri Metals operates well-organized stockyards at:

- Bhiwandi & Khetwadi
- Bhiwandi (Padgha)
- Chhatral (Near Ahmedabad)

Project wires, multicore flexible cables & control Cables. This strong warehousing infrastructure enables efficient logistics, faster dispatches, and reliable availability across regions.



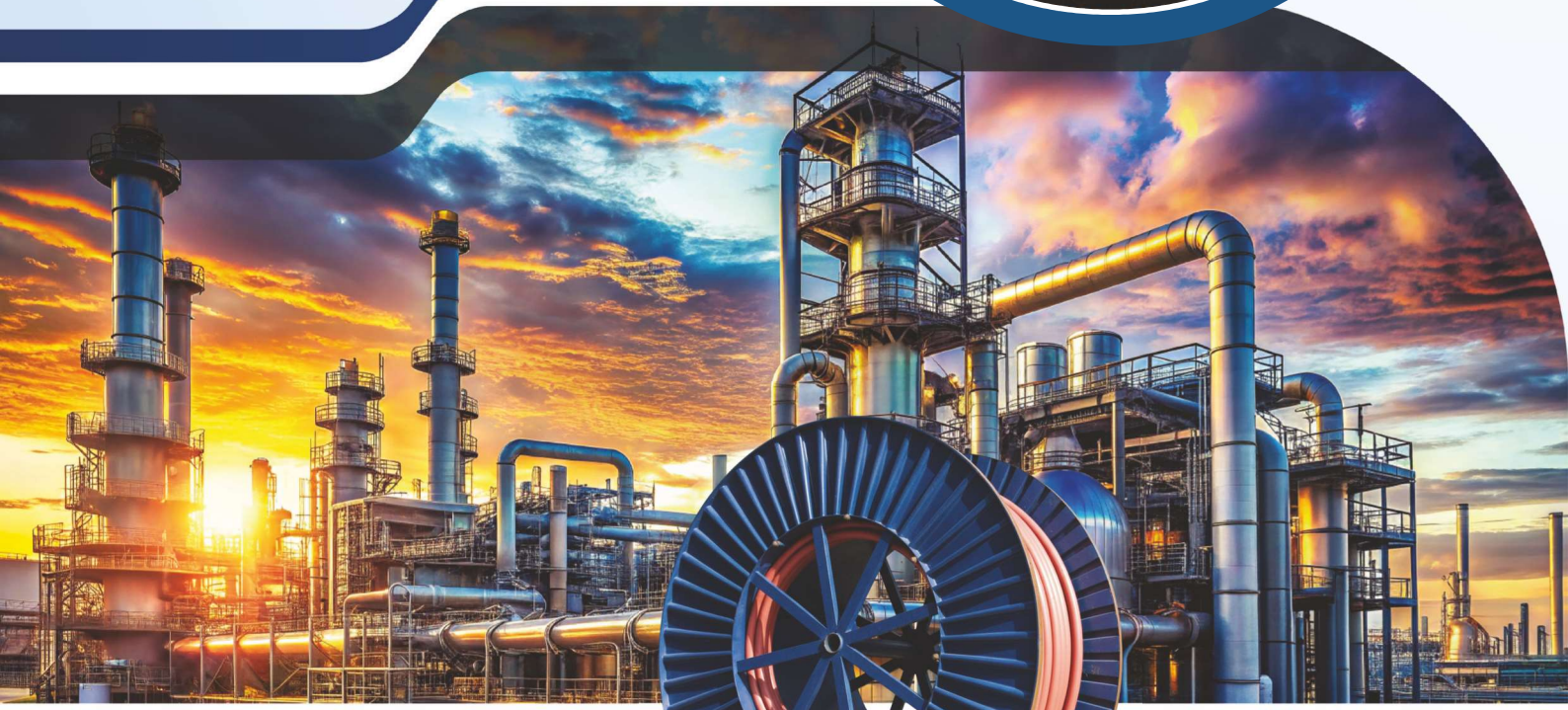
Presence Across Key Markets

With fully operational offices in Mumbai and Ahmedabad, The Maitri Metals effectively serves contractors, developers, industrial clients and electrical consultants across western India. The company's customer-centric approach, competitive pricing, and strong technical understanding have helped it build long-term relationships and consistent growth in the KEI wires and cables business.

Commitment to Quality & Growth

Backed by KEI Industries' world-class manufacturing standards and The Maitri Metals' strong market reach, the company remains committed to delivering **quality, reliability and timely service**. With an expanding project portfolio and increasing demand in infrastructure and housing sectors, The Maitri Metals continues to strengthen its position as a preferred KEI Distribution Partner.

RELIABLE POWER FOR DEMANDING ENVIRONMENTS.



WIRES & CABLES DIVISION

+91 90760 00262 | +91 90760 00264

wiresncables@maitrimetal.com | maitrimetal.com

Warehouse : Bhiwandi (Padgaa)

Office: 109/110, Shreeji Chambers, Tata Road-2,
Opera House, Mumbai-400 004.

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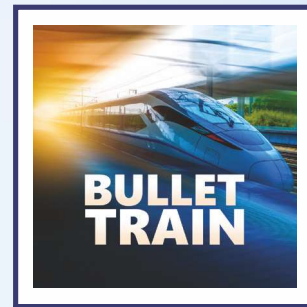
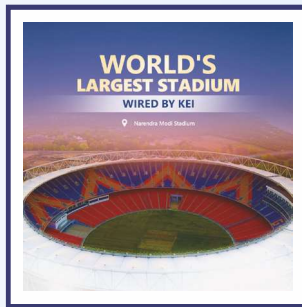
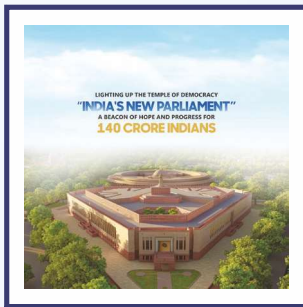
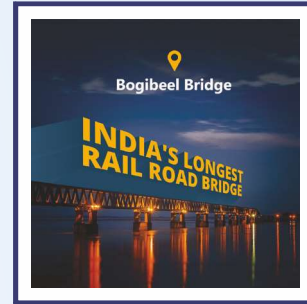
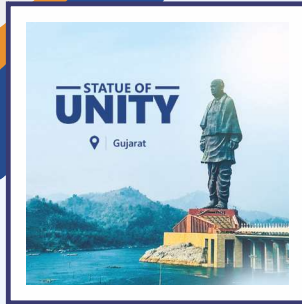
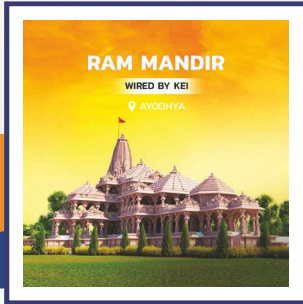
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Mumbai - Ahmedabad

WHY TRUST IS THE MOST IMPORTANT FACTOR IN RUNNING A SUCCESSFUL BUSINESS

In Mumbai's dynamic and competitive electrical market—where dozens of traders may stock the same brands, offer similar pricing, and serve the same neighbourhood—there is one factor that consistently separates long-lasting businesses from the rest: trust.

Trust is not just a “nice-to-have” quality. It is the foundation upon which customer relationships, supplier partnerships, and long-term business success are built. In fact, trust often matters more than price, more than variety, and more than advertising.

Here's why trust is essential for every member of The Electric Merchants Association.

1. TRUST REDUCES CUSTOMER DOUBT AND SPEEDS UP DECISION-MAKING

Customers—whether homeowners, electricians, interior designers, or contractors—buy faster when they trust the trader.

In the electrical industry, many products look similar, prices vary, and safety risks are real. A trader who consistently guides customers honestly helps them avoid confusion and builds long-term loyalty.

When trust exists:

- Customers don't second-guess your pricing
- They don't cross-check your advice with five other shops
- They make faster decisions and return more often

In a city where time is valuable, reducing customer uncertainty becomes a huge advantage.

2. TRUST CREATES REPEAT BUSINESS—THE TRUE ENGINE OF PROFIT

Winning a customer once is easy. Keeping them for years is what creates a stable, thriving business.



In electrical trading, many of the best customers—contractors, electricians, maintenance teams, and builders—place *recurring orders*. They value reliability more than low prices.

When they trust you:

- They don't switch suppliers
- They bring larger and more frequent orders
- They refer other customers to you

Repeat customers cost nothing to acquire and generate the highest lifetime value.

3. TRUST ALLOWS YOU TO CHARGE A FAIR PRICE WITHOUT CONSTANT BARGAINING

Many traders in Mumbai face the same challenge: customers bargaining aggressively or comparing prices online.

But trusted traders rarely face this problem.

Customers pay a fair price when:

- They know you sell genuine material
- They know you don't overcharge
- They know you stand behind your products

Trust eliminates the exhausting “price war” race to the bottom.

4. TRUST DIFFERENTIATES YOU IN A MARKET OF SIMILAR PRODUCTS

In the electrical industry, most shops stock the same brands—Astral, Polycab, Havells, Precision, Anchor, GM, Goldmedal, RR Kabel, KEI, Legrand and others. So how does the customer decide where to buy?

Your reputation becomes your unique selling point.

When people talk about your business as:

- “Honest shop”
- “Reliable dealer”
- “Always gives genuine goods”
- “Never fools customers”



WHY TRUST IS THE MOST IMPORTANT FACTOR IN RUNNING A SUCCESSFUL BUSINESS

you stand out in a crowded market. No competitor can copy your reputation

5. TRUST STRENGTHENS RELATIONSHIPS WITH SUPPLIERS AND MANUFACTURERS

It's not just customers who care about trust—suppliers do too.

Trusted traders get:

- Priority during stock shortages
- Better credit terms
- Early access to new products
- Faster warranty support
- Occasional price benefits



Strong supplier relationships are often the invisible advantage behind the most successful traders.

6. TRUST REDUCES CONFLICTS AND PROTECTS YOUR BRAND

Returns, warranty claims, installation issues, or misunderstandings are common in any electrical business. When trust exists, these issues become easier to handle.

Customers are more patient and understanding when they believe that:

- You will solve the problem
- You will not run away from responsibility
- You genuinely care about their satisfaction

This protects your reputation and strengthens your brand.

7. TRUST IS THE BEST MARKETING—BETTER THAN ANY ADVERTISEMENT

A satisfied customer tells people.

A trusted trader becomes known in:

- Local markets

- WhatsApp groups
- Contractor networks
- Interior designer communities
- Society maintenance teams

Word-of-mouth is free, powerful, and long-lasting. No amount of advertising can match genuine recommendations.

8. TRUST BUILDS A BUSINESS THAT LASTS GENERATIONS

Many members of the Electrical Merchants Association of Mumbai proudly run businesses started by their parents or grandparents. These businesses did not survive for decades by luck—they survived because the market trusted them.

When a business is built on trust:

- It easily passes from one generation to the next
- Customers continue loyalty even after a change in ownership
- The brand becomes stronger over time

Trust is the most valuable asset your business can hand down to the next generation.

Conclusion: Trust Is Not Built in a Day—But It Pays Every Day

Trust is built through small actions repeated consistently:

- Honest advice
- Genuine products
- Transparent pricing
- Responsiveness
- Respectful communication
- Standing by your word

In an industry where customers rely on traders for safety, reliability, and long-term performance, trust becomes the most powerful business strategy.

For the electrical traders of Mumbai, trust is not just a principle—it is a competitive advantage, a relationship builder, and the foundation of a successful, enduring business.





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REPORT

31ST PICNIC TO JAWAI & JODHPUR

The **Electric Merchants' Association** successfully organized a well-planned and memorable group tour to **Jawai** and **Jodhpur** for **100 members**. The tour offered a perfect blend of **leisure, wildlife, culture,** and **entertainment**, making it a truly enriching experience for all participants.

Accommodation & Hospitality : The group stayed for two nights at **Aaramgarh by Radisson, Jawai**, followed by one night at a **Safari Camp in Jodhpur** (Luxury Tents).

Aaramgarh by Radisson impressed members with its excellent hospitality and high service standards. The quality of food, room service, and overall guest management was commendable. The staff was courteous, cooperative, and attentive, ensuring a comfortable and pleasant stay for all members.

The Safari Camp in Jodhpur provided a unique and refreshing experience. Staying amidst nature while enjoying well-maintained luxury tents added a distinctive charm to the tour, offering both comfort and safety.

Experiences & Activities : One of the key highlights of the Jawai stay was the Leopard Safari, which was well-organized and thrilling. Members were fortunate to spot leopards as well as crocodiles, making it a memorable wildlife experience.



REPORT

31ST PICNIC TO JAWAI & JODHPUR

A **kite-flying activity**, thoughtfully arranged in keeping with the festive season, added a cultural and celebratory element to the trip. This activity was enjoyed enthusiastically by members of all age groups.

The Musical Night and DJ Nights were professionally managed and created a lively and joyful atmosphere. Members actively participated and thoroughly enjoyed the entertainment sessions, adding energy and fun to the overall experience.

Sightseeing & Excursions : The visit to **Umaid Bhavan Palace**, Jodhpur, was another major attraction of the tour. Members appreciated the rich heritage, magnificent architecture, and grandeur of the palace, making the excursion both delightful and enriching.

Travel Arrangements & Member Coordination : The train travel arrangements for the entire group were excellently planned and executed, ensuring a comfortable and hassle-free journey for all members.

A detailed and complete itinerary was shared with each member well in advance, enabling smooth coordination and clarity throughout the tour. Additionally, personalized gifts were thoughtfully presented to every participating member, adding a special and memorable touch to the overall experience.

Picnic Committee & Acknowledgements : The successful planning and execution of the tour were made possible by the dedicated efforts of the Picnic Committee Chairmen: **Mr. Niren Dharia, Mr. Ketan Thakker, Mr. Ketan Kadakia, and Mr. Parin Parikh.**



REPORT

31ST PICNIC TO JAWAI & JODHPUR

The Picnic Committee extends its sincere gratitude to the President of **The Electric Merchants' Association** - **Mr. Prem Vora** for his constant guidance, encouragement, and wholehearted support in planning and executing the tour smoothly and successfully.

Overall Experience : Overall, the Electric Merchants' Association tour to **Jawai** and **Jodhpur** was highly successful. Members thoroughly enjoyed the two-night stay at **Jawai** and the one-night stay at the Safari Camp, along with the well-balanced mix of relaxation, adventure, cultural exposure, and entertainment. The tour created lasting memories and further strengthened bonding and camaraderie among members.



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REPORT

EMA HALF YEARLY AGM & FINANCIAL SEMINAR

EMA has consistently strived to deliver the very best to its members—whether through New Year gatherings, skill-enhancement programs, technical seminars, or industrial visits. Continuing this tradition, the Association recently organized its **Half-Yearly Annual General Meeting (AGM)** at the **Indian Merchants' Chamber, Churchgate**, on **18th December 2025**, alongside a Financial Seminar conducted by **M/s Kumar Financials**.

Highlights of the AGM The meeting commenced at 6:30 p.m. and was graciously hosted by **Mr. Chintan Sanghvi**. Members participated with great enthusiasm, and the performance report presented on the agenda received widespread appreciation for EMA's achievements over the past six months. Key points discussed included:

- 1. List of Holidays** - A schedule followed for several decades was reviewed and formally approved by members.
- 2. Constitutional Amendments** - The principal amendment proposal was deliberated, with discussions on the process for implementing necessary changes.
- 3. Presidential Term** - In line with the June 2025 AGM, the committee reaffirmed that the President's tenure will remain two years. Considering the non-availability of members during elections, it was decided that no extension of term or alternate application formats would be entertained.

The AGM witnessed active and spirited participation from members throughout.

Financial Seminar Following the AGM, **Mr. Devang Shah** delivered a welcome address and called our President **Mr. Prem Vora** to say a few words to the crowd. After the President speech **Mr. Devang Shah** conveyed President **Mr. Prem Vora** to felicitate the speaker **Mr. Shrenik Daga**. **Mr. Devang Shah** called the treasurer and committee chairmen **Mr. Nayan Pandya** to felicitate our Past President **Mr. Hasmukh Shah** for arranging the seminar for our members. The session was then led by **Mr. Shrenik Daga** from **Mirae Assets**, who presented an engaging and insightful talk on:

- **Systematic Investment Plans (SIP)**
- **Equities**
- **Systematic Withdrawal Plans (SWP)**

His detailed presentation provided valuable guidance for members exploring these investment opportunities.

The seminar concluded with a closing address by Mr. Krishna Gupta, owner of M/s Kumar Financials, followed by a heartfelt Vote of Thanks delivered by **Mr. Maulik Mehta**.

Networking & Dinner The evening ended on a warm note, with the floor reopening for networking and fellowship over dinner, strengthening the bonds among members





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Membership No: C/1928/O

Name of the Proprietor

Mr. Samay Ashok Choksi

Mob.: 9324966112

Email : samay@cplelectricals.in

Name of the Nominee at EMA

Mr. Samay Ashok Choksi

M/S. GLASCAB

175, Manhar Bldg., Gr. Flr., Lohar Chawl,
Mumbai – 400 002.
GST No. 27ADVPR8694P2ZV
Membership No. G/1931/O

Name of the Proprietor

Mr. Parvez Nisar Sayed

Email Id. glascab@gamil.com

Mob No. 9892292429

Name of the Nominee at EMA

Mr. Parvez Nisar Sayed

M/S. MANSI TRADERS

2nd Floor, Shreeji Bhawan, 51, Mangaldas Road,
Lohar Chawl, Mumbai – 400 002.
GST No. 27AAMPG2752P1Z7
Membership No. M/1932/O

Name of the Proprietor

Mr. Seema Goyal

Email Id. info@mansitraders.com

Mob. No. 8080302226

Name of the Nominee at EMA

Mr. Megha Goyal

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Name of the Proprietor

Mr. Jigar Punjabi

Mob.: 9930034508

Email: jp@vibrantengineering.in

Name of the Nominee at EMA

Mr. Jigar Punjabi

M/S. ELECTROFOCUS ELECTRICALS

Unit No 7, Saarthak Bldg No 6, Square,
Industrial Park (Nr.Hotel Rudra Shelter,
Tungar Phata, Vasai (E), Mumbai- 401208
GST No. 27AACFP7871Q1ZD
Membership No: E/1927/L

Name of the Partner

Mr. Dhruven Rajeev Chitalia

Mob. : 9819586148

Email : dhruven@electrofocus.com

Name of the Nominee at EMA

Mr. Dhruven Rajeev Chitalia

M/S. SHIV ENTERPRISES

Shop No. 173, First Floor, Ashoka Shopping
Complex, Leval One, Near G. T. Hospital,
L. T. Road, Mumbai – 400 001.
GST No. 27HFWPK9718D1ZP
Membership No: S/ 1929 /L

Name of the Proprietor

Miss. Anupama Kumari

Email : shiventerprises1609@gmail.com

Name of the Nominee at EMA

Mr. Ranjan Singh

M/S. DYNATRIKS INCORPORATEION

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G. T. Hospital, L. T. Road, Mumbai - 400 001.
GST No. 27BFKPS2433D1ZH
Membership No: D/1930/L

Name of the Proprietor

Mr. Harsh Pramod Shah

Email : harsh_sh@ymail.com

Mob. : 9867646252

Name of the Nominee at EMA

Mr. Harsh Pramod Shah

CHANGE IN COMPANY NAME & NAME OF NOMINEE

Old Company Name:

M/s. Hazari Trading Company

New Company Name

M/s. HAZARI TECH CONNECT PVT. LTD.

Hazari House, 197-201, Dr. Cowasji Hormusji Street,
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GSTIN: 27AAGCH6611K1ZF

Email : chandan@hazari.com

Website: www.htcinstrument.com

Membership No: H/0011/L

Old Nominee Name: Mr. Lalkumar T. Hazari

New Nominee Name: Mrs. Amrita Hazari

Old Company Name:

M/s. J. K. Switchgears & Kable Pvt. Ltd.

New Company Name:

M/S. J. K. SWITCHGEARS & KABLE

Shop No. 4, Ashish Estate, 40, Babu Genu Road,
Off. Kalbadevi Road, Marine Lines (E), Mumbai-2.

Email Id: jkkable@gmail.com

GSTIN: 27KPBPS4926H1ZE

Membership No: J/0077/L

Old Nominee Name: Mr. Kartik Ratilal Shah

New Nominee Name : Mr. Anuj Kartik Shah

Old Proprietor Name : Mr. Kartik Ratilal Shah

New Proprietor Name : Mr. Anuj Kartik Shah



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POLICY

We at EMA are committed to achieve satisfaction of our members by all such means as may be deemed necessary within legal framework and acceptable to all interested parties. We will try to achieve our objectives by adhering to applicable requirements and try to continually improve the effectiveness of the quality management systems

VISION

- 1) To become a one stop solution for the members to resolve all their business related issues.
- 2) To be associated with other similar institution and other allied associations across the globe for the betterment of the members.

SCOPE

Safeguarding interest of the Members, keeping them up to date with relevant information, providing a platform to the members for exchange of ideas, resolving trade disputes of the members providing them with legal administrative and technical support, engaging them in various recreational activities.

ACHIEVEMENT

Provided a meeting place for conference, exhibition, demonstrations, lectures, seminars and other relevant functions for exchange of views of members and other interested parties.

PURPOSE

To promote co-operation among persons, firms, companies connected with the electric trade and industry in India, whether as importers, exporters, wholesale or retail dealers, manufacturers, contractors, consultants or commission agents. With a view to their adopting a common policy and collectively taking such steps as may be considered

EMA POLICY, VISION & OBJECTIVE

necessary or expedient to further and safeguard the interest of trade and industry.

To frame and from time to time update and try to enact rules and bye-laws for the benefit of and binding on the Association and/or its members and non-mebers dealing with the members to promote and safeguard the interest of the Association and its members.

To elevate standard of business moral and promote system of preferential treatment to the members of the Association.

Providing facilities and machinery for the settlement of disputers by arbitration.

To take such steps which may be deemed necessary for promoting, supporting or opposing legislation or actions by the Government or any departments thereof or by any local body or bodies and in general to take the initiative to safeguard the interests of the Electrical Trade and Industry.

To Organise in a calendar year at least one :

- Excursion
- Factory Visit
- Social Family Gathering
- Sports Event
- Medical Seminars
- Medical Camp for Members and Staff.
- Technical Seminar
- Taxation Seminar

To acquire, verify and circulate relevant notifications issued by regulatory authorities among the members within two weeks of their receipt.

To educate general public including members by all suitable means on the advantages and the utilities of electricity, electrical appliances and articles used for domestic, commercial and industrial purpose twice a year.

Establishing, equipping and maintaining a library for the benefits of the members.

PURPOSE

OBJECTIVE



**ROUND
CONDUIT uPVC
PIPES & FITTINGS**

