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## Launch of the ENDEL - BARODA

ENDEL is expanding its horizons since its inception in 1998. Recently ENDEL launched its Baroda branch.

ENDEL is growing exponentially since its introduction in the local (national) market in 2004. ENDEL has expanded its horizons in 12 states with the strength of about 100 dealers all to gather.

Expanding further; company is launching its first full fledged branch office in Baroda from February, 2007. Gujarat's industrial growth is much concentrated in its southern belt; from Baroda to Vapi. Now onwards ENDEL is

operational to provide best quality products and services to esteemed clients in this belt.

Mr. Kashyap Shah is looking after ENDEL's Baroda branch. You may contact him at 0-98250 36079 for any work related to Baroda & Bharuch sector.



### From Chairman's Desk

I am glad to present this first volume of our News Letter. This is our humble effort to become more transparent in our business with our valued dealers, clients, suppliers, vendors, business associates and colleagues.

In this first issue of E-weighing News Letter; I would like to inform all of you about our integrity towards the best business practices in Weighing Scale Industry of India. I sincerely quote that we are committed and we will be committed in future also towards the most modern weighing technology, best of the after sales services and best business ethics in order to grow together with all our associates.

*Parag Shah*

- Parag Shah, CMD

### Special points of interest:

- Launch of ENDEL-Baroda; contact Mr. Kashyap Shah, Baroda
- Fruitful tie-up with Fuzhou Furi of China
- Entry of new combatant in ENDEL—Mr. Vijay Shinde
- This month's Best Performer - Digital Electronics, Madurai

## WELCOME Mr. Shindell



ENDEL is proud to announce the joining of Mr. Shinde from 5<sup>th</sup> February, 2007 as a Vice President (Net Marketing)

Mr. Vijay Shinde (41) is highly experienced person in Marketing.

After graduating in 1989 from Gujarat University he

started his carrier with Nexus Yellow pages.

Before joining ENDEL he was working with Marathe Infotech Pvt. Ltd. (Maharashtra Industries Directory) as a Marketing Manager and worked there for 7 years.

He is thorough in his line of action and much sincere about his work. He is now a committed combatant of ENDEL.

Looking at his capabilities, the management has

chosen him for responsibilities of:

- Govt. Business (Tenders)
- Corporate Business
- Net marketing Business
- OEM business

You can contact him freely for any of the above related inquiries at his mobile no. 0-990911643 or mail him at [mktg@endelweighing.com](mailto:mktg@endelweighing.com)



### Endel ties up with Fuzhou Furi Elec. of China



Mr. Lan of Fuzhou Furi Elec., China.

Endel was negotiating with most reputed Balance manufacturer of China – Fuzhou Furi Electronics Co., Ltd. since the china visit of Mr. Vatsal Thakkar in December, 2006 Recently in February, 2007 Mr. Parag Shah, Chairman of EWSP and Mr. Lan Xiao Qi, General Manager of Fuzhou Furi signed the agreement for marketing tie-up for some models manufactured by Fuzhou Furi Electronics Co. They are using most advanced weighing technology and most modern techniques to manufacture these products.

This tie-up will be beneficial to ENDEL dealers who are dealing in Jewellery Scales and also to their clients who need innovation in Weighing Technology.

#### New Model Launch



EJB-FRH 600 (600 g x 0.005g) with Front & Rear LCD display

ENDEL will now be able to provide many new models for Jewellery Scales' Market in coming months. However, ENDEL has already launched its new model EJB-FRH in Jan., 2007.

ENDEL participated at VI Indo-Arab Conference at Sharjah, UAE

ENDEL's participation in the Trade Fare - Krishi Melo at Bharuch.

### Best Performer

M/s. Digital Electronics of Madurai is chosen as a performer of the month of Januray, 2007. We congratulate Mr. Kumaran of M/s. Digital Electronics. He receives the Certificate of Best Performer for January, 2007.



### That's it!

#### Guest Column

We invite all our colleagues, dealers, clients, suppliers and business associates to give their contribution for this column. You can send your article (not more than 100 words) describing your views, ideas, queries, complaints about EWSP along with jpg image of your passport size photograph at [news@endelweighing.com](mailto:news@endelweighing.com); the selected article will be published here every month.



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### "Quotable Quote"

*In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create. Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman.*

- David M. Ogilvy