

# company profile

year 2010

## KUNDAN CAB

S I N C E 1 9 6 8

wiring cables • switch gears • luminaries



**fybras**  
ELECTRIFYING REVOLUTION

truly electrical

## THE COMPANY

Kundan Cab is one of the leading electrical company for the last 4 decades. The company has diversified its product portfolio by adding different product range to its name. Innovation and quality has always been the primary consideration of the company. Kundan Cab is globally approved and recognised by leading consultants, architects, engineers and electrical contractors.

The company has a strong R&D team which enables us to come up with futuristic product

that has a good scope and at the same time it also emphasizes on energy saving motto.

Kundan Cab is one of the leading manufacturers of wiring cables in the world. The company enjoys a brand loyalty and has emerged as a brand leader.



## SWOT ANALYSIS

### SWOT Analysis

S - Strength

W - Weakness

O - Opportunities

T - Threat

**Strength** - The company has a state of the art infrastructure and sophisticated machineries and skillful labour. The major strength of the company lies in the goodwill of the brand. The marketing network is very strong which gives a volume turnover.

**Weakness** - In every trade there are some limitations or other, our weakness is the raw material price fluctuation wherein we are helpless. Government policies sometimes gives us a major setback which includes different type of taxation and duties.

**Opportunities** - Smart business policies in order to plan the future of the company by taking a good advantage of the government policies by setting up a industrial plant in the non taxable zones. By doing this we will be able to reduce our



product cost due to the exemptions of the tax by the particular state government.

Threat - In this modern day business there are many players who have ventured in different market segments, due to this there has been fierce competition. Although our main emphasis has always been delivering quality products at low cost but the fierce competition will always be a threat to our brand.

## INNOVATIONS

The company is keeping constant touch with day-to-day technology. The R & D team is very sophisticated and thrives to come up with futuristic products which are technologically sound and designed to cater the needs of the modern era.



## MISSION STATEMENT

To be the brand leader by offering different product range at a competitive rates. To emphasize on quality and innovation in order to make product more attractive. Satisfying our clients is our basic goal.

To cover every nook and corner of the country by setting up an efficient marketing team and distribution system.

## QUALITY POLICY

The company has always given first priority to quality.

The raw material is procured from the renowned suppliers the sources are selected on the basis of company's stringent quality standards, vendor evaluation and continuous assessment and testing.

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S T A Y   A H E A D

## CERTIFICATES

- An ISO 9001/14001 Certified Co.
  - CE - European Certification
  - Safety Certification
  - BIS Standard
  - CRISIL Rated Company
  - ITID Quality Award Winner
  - CPWD Approved
  - PWD Tamilnadu Approved
  - TNPHD - Tamilnadu Police Housing Development Approved
  - FIA - Fire Insurance Approved
  - TAC - Tariff Advisory Committee
  - 100% Electrolytic Copper Certified by Govt. of India
- Approved by ● ERDA ● ERTL ● NTH ● CETL ● RTC ● CPRI

*Internationally Approved*



ISO  
**9001/14001**  
Certified Company



## CLIENTELE LIST

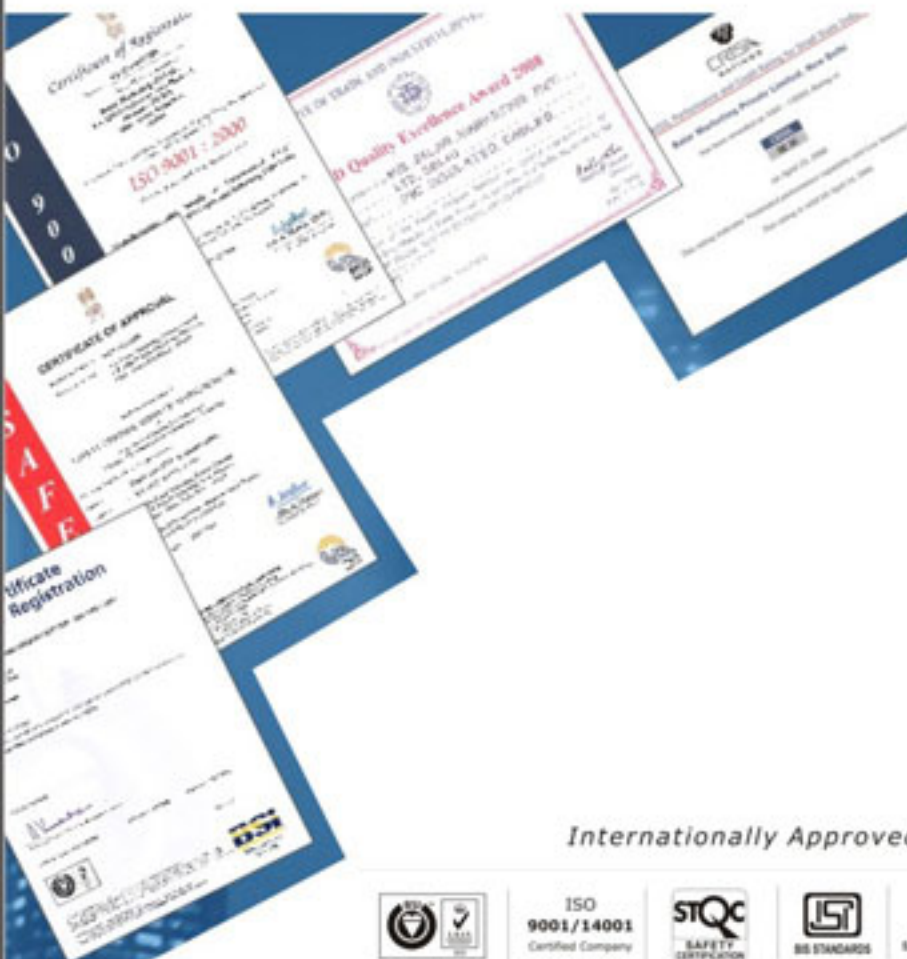
- ☒ Chennai Port Trust
- ☒ Cognizant Technologies Solutions
- ☒ Shapoorji Pallonji & Company Limited, Bangalore
- ☒ SJR Enterprises Pvt. Ltd.
- ☒ Fire Pro Systems Pvt. Ltd.
- ☒ Madurai Kamraj University, Madurai
- ☒ Tata Consultancy Services, Bangalore - TCS
- ☒ Jain Builders, Bangalore
- ☒ Alliance, Infrastructure Projects Pvt. Ltd., Bangalore
- ☒ Prestige Builders, Bangalore
- ☒ Jain Projects India Ltd.
- ☒ Raja Housing Ltd.
- ☒ Alpine Housing Development Corporation Ltd.
- ☒ Bangalore Dairy
- ☒ Confident Project India Ltd.
- ☒ Concorde Group
- ☒ T.V.H. Chennai
- ☒ Mangal Tirth
- ☒ DABC
- ☒ Sakthivel Electrical Contractor (PWD) Madurai
- ☒ P.S.K. Electrical Contractor (PWD) Namakkal
- ☒ Shyamaraju & Co. Pvt. Ltd.
- ☒ Eta constructions Pvt. Ltd.
- ☒ East Coast Constructions & Industries Ltd.
- ☒ Golden Gate Properties Ltd.
- ☒ Hindustan Aeronautics Ltd. - HAL
- ☒ Sterling & Wilson Pvt. Ltd.
- ☒ Shahi Exports Pvt. Ltd.
- ☒ Divyashree Builders Pvt. Ltd.
- ☒ Nitesh Construction Pvt. Ltd.
- ☒ Nitesh Infrastructure Pvt. Ltd.
- ☒ Kalyani Developers
- ☒ Purvankara Projects Ltd.
- ☒ Indian Institute of Management
- ☒ South India Sponge Iron Pvt. Ltd.
- ☒ Vakil Housing
- ☒ Mantri Developers Pvt. Ltd.
- ☒ Savitra Engineering College - Chennai
- ☒ Jain Housing
- ☒ Appswami Housing - Chennai
- ☒ Marg Housing - Chennai
- ☒ BHEL - Trichy
- ☒ Rohini Builders - Trichy
- ☒ Sankar abord - Trichy
- ☒ Ceebros
- ☒ Wawoo Developers
- ☒ Indira Builders
- ☒ G.K. Shetty
- ☒ BSNL (Chennai)
- ☒ PWD - Kerala



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Approved by ● ERDA ● ERTL ● NTH ● CETL ● RTC ● CPRI



*Internationally Approved*





**S  
A  
F  
E**



# KUNDAN CAB

## wiring cables

	<p>ISO <b>9001/14001</b> Certified Company</p>
	 <p>BIS STANDARDS</p>
 <p>European Certification</p>	 <p>CRISIL RATED COMPANY</p>

Internationally  
Approved



**SAFETY FIRST**  
and  
**LAST LONGER**



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S I N C E 1 9 6 8

Wiring Cables | Switch Gears | Luminaries



Internationally Approved



Approved & Tested by : ERDA - ERTL - MTH - CETL - RTC - CPRI

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