

EMSONS GROUP



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Snapshot

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- ❑ Founded in 1983
- ❑ As a distribution company for textiles and yarn
- ❑ Revenues of over 700 million rupees (both direct and indirect)
- ❑ Network of sales and service personnel across the country
- ❑ Network of product specific distributors through out the country

Business divisions

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- Business divisions include
 - Photography
 - KIS Photo-Me
 - Cpac Imaging
 - Textiles
 - Defense/Railways/Police/Airports
 - Exports
 - Polymers & Fibers
 - Reliance Industries Ltd.
 - Medical equipments
 - CT scan
 - MRI

Photography

KIS Photo-Me

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- Sole importers and marketers
- Second largest manufacturer of Digital Minilabs and the largest operator of digital kiosks/photo booths (90% market share) worldwide
- KIS (France) is a wholly owned subsidiary of a listed British company Photo-Me
- Products sold in India include:
 - ▣ Digital minilabs
 - ▣ Photo kiosks
 - ▣ Album creation equipment and software

Photography

KIS Photo-Me

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- KIS had a negative brand value in India prior to our distributorship due to product failures and technical support withdrawals
- Took 6 months for first 3 installations
- Now over 200 machines installed in a little over 3 years
- Presently have about 30% market share in 10” minilab market

Photography

Cpac

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- We market a full range of Cpac chemicals in India
 - Film chemistry
 - Paper chemistry (both 20 and 45 sec)
- Softwares marketed include:
 - Imaging Pro: enhancing pictures
 - Perfect Pro: auto correction of pictures
 - Gallery Pro: professional album making
- Have the option to sell medical chemicals as well

Textiles

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- Customer include the defense forces of India in addition to the police, railways, airport authority, industrial undertakers
- Products include:
 - Canvases
 - Tarpaulins/100% Polyester Tarps
 - Shirting materials
 - Uniform fabrics
 - Specialty materials (water proof, fire proof, parachute etc.)
 - Voils etc.
 - Geo textiles

Polymers

Reliance

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- Reliance is one of the largest private sector companies in India
- We have been associated with them for over 20 years
- We are distributors for the western region for the following products:
 - PSF
 - PTY
 - TOW
 - PET

Medical

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- We import, refurbish, market and service used CT Scans, MRIs and other equipment all across the country
- This helps us take advantage of our existing sales and service network by adding regional experts who will train our existing team
- We have setup up a large refurbishing, testing and storage facility in the outskirts of Mumbai to facilitate this business
- We have installed 15 CT & MRI units already and have orders pending for about 5 more

Infrastructure

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- Fully staffed offices:
 - Mumbai
 - New Delhi
 - Ahmedabad
 - Vapi
- Large testing, repairing and storage facility in the outskirts on Mumbai
- Large team of experienced sales staff across the country

Infrastructure

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- Fully trained service personnel located strategically across the country to provide immediate response to customers
- Areas specific, product based distributors across the country
- Specific “Keys Accounts” team, dedicated to corporate clients and business creation
- Dedicated marketing person to co-ordinate all activities

Sales methodology

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- Our sales support includes, help in tying up finance for customers
- Advise on selection of equipment based on customers' needs, aiming to change clients mind and pre-conceptions
- Ex-stock availability of products
- Help our clients grow:
 - ▣ Customized business plan creation to help customers take maximum advantage of equipment bought from us
 - ▣ Customized marketing plan creation to help customers increase their business and reach pre-set goals
- Entire relationship managed with a long-term view

Service methodology

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- Low response times due to geographical distribution of engineers across the country
- Quality responses to technical difficulties – based on continuous training of engineers
- Cost efficient service
- Continuous monitoring of the service process by actively obtaining feedback from customers
- 24X7 toll free support to provide immediate response to customers
- Comprehensive AMC plans to provide customers with worry free equipment, enabling them to concentrating on their business

Contact details:

1-A Edeena, Maharshi Karve Road, 1st floor, Mumbai – 400020

Tel: +91 (22) 22096523, 22094865, 56301168. Fax: +91 (22) 22096698

Email: eipl@emsonsindia.com

Website: www.emsons.in