

Our Customer Speaks



P. P. Chhabria
Chairman

Finolex group, a Rs.20 billion group, is a diversified group and manufactures various types of cables, wires, PVC pipes, extrusion equipment and drip irrigation system. The group is led by Mr. P.P. Chhabria, Chairman and Mr. K. P. Chhabria, Managing Director. The group consists of flagship companies Finolex Cables Limited and Finolex Industries Limited. Finolex Cables Limited has plants located at Pimpri and Urse in Pune and takes pride in offering Total Cable Solutions having a range of cables to suit the housing and the communication industry. Finolex Industries Limited has been in Plastics and manufactures PVC graded pipes & fittings from its plant at Ratnagiri.



K. P. Chhabria
MD

To understand more about the group, its values, systems and reasons for their dominant position in their industry, NEWSTRACK spoke to their Dy. Managing Director, Mr. P. P. Chhabria and others. An excerpt:

Q. How did the brand name Finolex come into being?

A. Initially we started making cables. The product cable is "FINE", "fLEXible" and it is 'O' (i.e. round) in shape and hence the name FINOLEX.

Q. What is the secret of being a successful group in the respective industry in spite of the industry dominated by huge unorganized sector and very few organized players?

A. There are basically 3 reasons for our success in the respective industry. One is the QUALITY, which has to be consistent, Best Equipment / Machinery available in the world and above all 'Customer First' attitude. In addition, we also focus on increasing productivity per employee and give all what the market wants, i.e. present a whole bouquet of products.

Q. How wide is your distribution network?

A. We are spread across the country and have offices in all the major towns and cities. We have over 450 dealers and 2000 sub-dealers.

Q. How do you find dealing with Bajaj Allianz General Insurance Co. Ltd.?

A. We don't have any reasons to complain. We are extremely happy with the commitment displayed by your people in dealing with our queries and issues.

Q. What was behind the decision of choosing Bajaj Allianz General Insurance Company as your general insurance partner?

A. We had decided to choose Bajaj Allianz as they were prompt in risk inspection and courteous service. The team of qualified people who have given us the right advise and guidance regarding the optimization of risk cover at reasonable price impressed us.

Q. Kindly inform us how can we improve our service levels to provide the best services to an important client like you?

A. Oh! You are already doing a wonderful job by speedy settlement of our claims. Having a "Customer First" attitude would help any company in the long run. I also would like you to launch some unique form of risk cover pertaining to our industry using your risk expertise and global experience.

Finolex
Gets People Together.