



*Integrating excellence with innovation since 1961*



**Ajay Industrial Corporation Ltd.**

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Knowledge, Innovation and Persistence  
determines how far you can go...





“BUSINESS IS BEING RUN BY GOALS.  
IF THE GOAL IS GREAT THE BUSINESS WILL ALSO BE GREAT.”

We are the pioneers in extrusion technology in India. Our founder, Shri SC Jain along with his brothers set up this enterprise that had its humble beginnings to manufacture Furniture cane in a garage at Old Delhi. A piece of straw taking shape of a beautiful domicile... this story of enterprise perspiring with hard work, is path-breaking and inspiring. 'Plumbing for life is the corporate motto that translates into making life easier, smoother and comfortable with strong, resilient and flexible solutions for everyone. The streak of leadership made us delve and explore our ability in search of new frontiers. Driven towards the goal of self-identity and innovation, we pioneered UPVC Piping System and are credited for being the oldest ISI (BIS:4985) license holder in India. Our identity grew to be multi-faceted through introduction of reinforced suction, Layflat hose and corrugated pipe technology in India. We are also the first to use State-of-the-art European machines for UPVC and CPVC pipe manufacturing which have become industry norm today in India.

Another pioneering achievement is the title of being one of the largest manufacturing companies of hand pumps across the Globe and with history of successful relationship with UNICEF for supply of hand Pumps and UPVC casing pipes.

The pioneering story or story of leadership has been rejuvenated by its Golden Jubilee Celebration in 2011. This limited company is governed by senior and industry experienced Board of Directors.

A Landmark achieved... we are moving forward with stronger vision, responsible mission and flexible approach towards bigger breakthroughs in extrusion technology.



## VISION

"To be the most respected and number one plastic plumbing company in India".



## MISSION

"To ensure customer service & satisfaction by providing high quality plastic piping solutions through a ubiquitous distribution network, spreading product awareness and constantly improving manufacturing and operational efficiencies through systems and result oriented, competent manpower resources thereby creating sustained value for all our customers and stakeholders while maintaining high ethical standards"



## CORE VALUES

- Invest in Quality of People First
- Go the Last Mile for the Customer
- Focus on Innovation & Speed
- Run Lean & Unbureaucratic
- Improve Performance every singleday
- Act Honestly, with Integrity & Citizenship
- Work Hard, Oriented to Results, yet have fun



“ we have incorporated and shared corporate ethics within the organization and in our dealings with clients. Ethics and standards that build our strong foundations with innovation as its seed. ”



## FROM THE CHAIRMAN'S DESK

Dear Friends,

Ajay is the vision fulfilled by the zeal and willing hard work of its people from top to bottom of the corporate chain of command. From the beginning, we made innovation and uniqueness our corporate identity. Setting trends in industry is our norm and we believe in being in a league of our own. For this, product research, innovation, technology and understanding the vagaries of market have been our mainstay. The achievements all through these years resonate our success in a market that was once in a fledgling state. Consistency towards our goals, firm believe in our core values and being optimistic of our technology, engineering and ethics has borne tangible and intangible results for all stakeholders. For we believe in Success that's all-inclusive.

Today, we are acknowledged leaders and pioneers in extrusion technology with 550+ strong dealership & distributorship panning India and striding ahead to expand our footprints across the world.

50 years strong yet young and exuberant at heart, we are blooming with new ideas, adding new feathers of accomplishment to our hat. And for this I am indebted to my employees, stakeholders and clients.

I once again thank you for your patronage and look forward to your continued support.

S C Jain  
Chairman



# ACHIEVEMENTS

Excellence through perseverance

Pioneer in UPVC pipe manufacturing



Largest Handpump company



50 year old diversified plastic products company



The oldest BIS:4985 license holder in India



Largest supplier of automotive extruded products



Largest supplier of refrigeration door gaskets



Preferred plumbing brand



National and International presence



# AWARDS

Recognition is the greatest motivator

Winner of **EEPC** Award for Export Excellence for 5 consecutive years

**BEST EXPORTER** Award from PLEX Council of India for a decade

World's **LARGEST** Hand pump company



- Year 1998 – 2000 : Award for Highest Export Performance during the year
- Year 2000 – 2001 : All India Trophy for Highest Exports during the year
- Year 2004 - 2012 : Shield for Star Performer & Outstanding Contribution to Engineering Exports



# CERTIFICATIONS & AFFILIATIONS

Trustworthiness inspires dependability

Our facilities are accredited with

- ISO 9001 for quality management system
- ISO 14001 for environmental management system
- OHSAS 18001 for health & safety management system

- 153 rated by Dun & Bradstreet (D&B)
- D&B DUNS® NUMBER : 65-034-4641
- Government of India Recognized Export House
- Affiliated with EEPC INDIA under the sponsorship of Ministry of Commerce & Industry, GOI
- Affiliated with PLEXCONCIL under the sponsorship of Ministry of Commerce & Industry, Department of Commerce, GOI
- Affiliated with FIEO, set up by Ministry of Commerce, GOI
- Associated with All India Federation of Plastic Industries

Products Certified By

- NSF
- CBRI, ROORKEE
- CFTRI
- CIPET
- IIT
- SHRIRAM INSTITUTE
- BMC
- SGS
- PWD
- BIS



## BACK TO FUTURE

Rooted in past, Vision for future



The Beginning (1961)



Oldest Twin Screw Extruder (1974)



First Factory (1968)

Benchmarks are created when foundations are strong and vision is persistent. Past is an ever flaming inspiration to motivate the present and propagate us towards a resplendent future.

## CORE OF SUCCESS

IS BUSINESS DESIGN AND PROCESSES



PUNE PLANT I



PUNE PLANT II



DEHRADUN PLANT



DELHI OFFICE

Infrastructure is the hub of a company that predetermines and forecasts its growth, efficiency and progress. We take care that our infrastructure performs like a well-oiled machinery from the very basic to the peak level. Everyone ought to know what to do, when to do and how to get it done. We have a PAN India presence through a sprawling network of warehouses across the country and 3 strategically located plants at Delhi, Dehradun and Pune. We stand unrivalled in quality and state-of-the-art in house Design Centre for product innovation and tool development. We have fully equipped test labs for strict conformance to international norms and standards. The entire range of Pipes and fittings are manufactured on industry leading automated machine.



## OUR TEAM

UNITED WE STAND TO GROW

Our team spread across India is working towards corporate goals with integrity, consistency, commitment and service oriented approach. Skills, expertise, effort and achievement come from youth and experience alike and we foster continuous training and encouragement programs to keep alive their vision and inspiration. Employee recognition programs and a supportive work environment enables them to focus on self-development and consistent improvement ensuing in overall growth.



## OUR NETWORK

ACCELERATING THE PACE OF GROWTH

Network is one of our strongest arms to deliver products, technical support and enhanced system reliability. We have a robust network strength of 550+ Dealers and Distributors across India and a team of over 100 sales professionals to service our customers.

### DISTRIBUTION HUBS

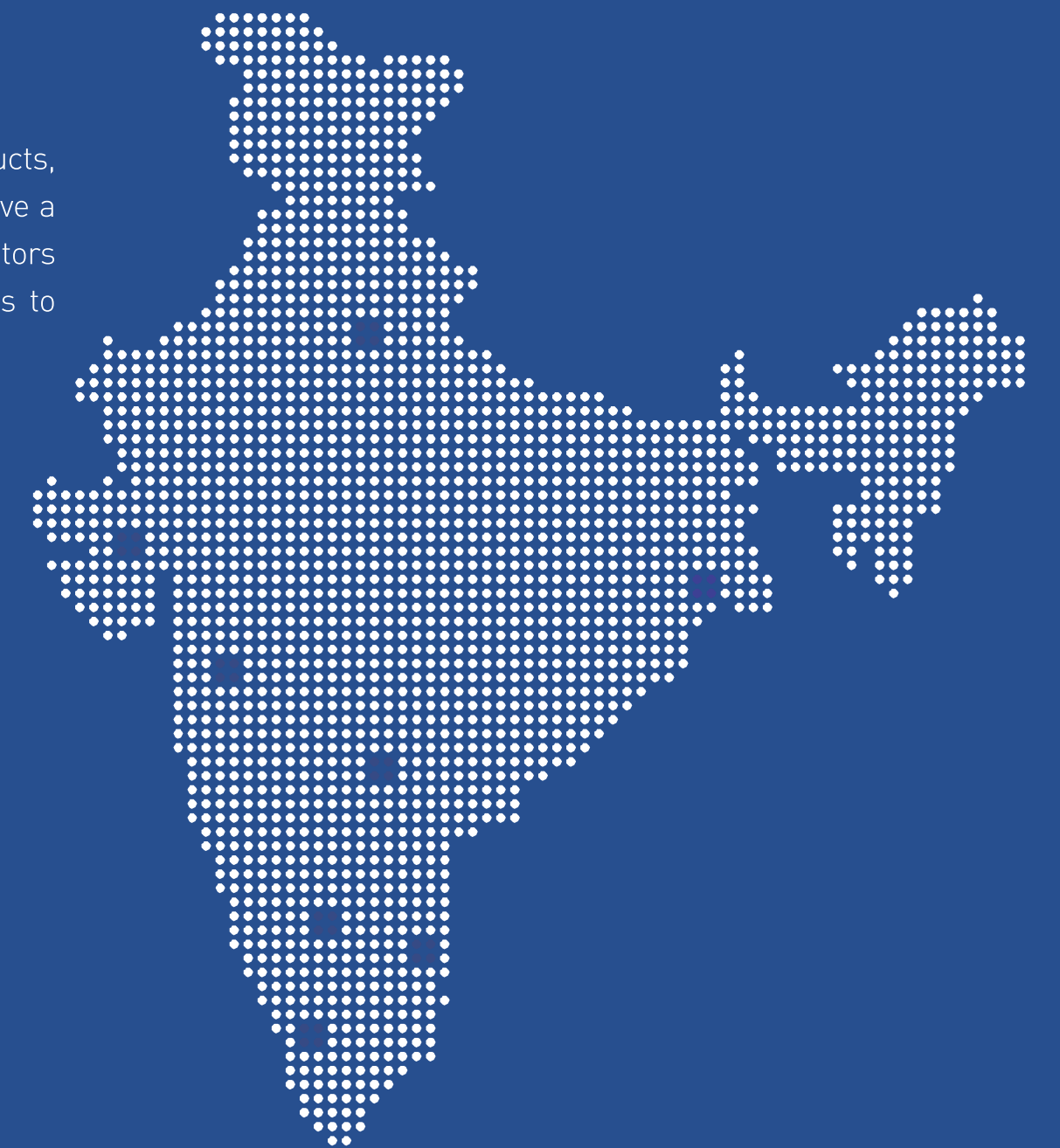
WEST & SOUTH: PUNE (Maharashtra)  
NORTH & EAST: Sahibabad (DELHI NCR)

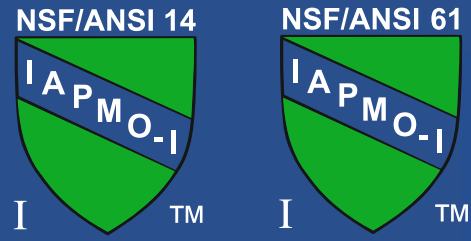
### DEPOTS

AHMEDABAD  
BANGALORE  
CHENNAI  
HYDERABAD  
KOCHI  
KOLKATA

### NETWORK

MORE THAN 500 DEALERS & DISTRIBUTORS LOCATED ACROSS  
ALL PARTS OF THE COUNTRY





## AJAY FLOWLINE PLUS

For hot and cold water applications

Ajay Flowline Plus CPVC Pipes & Fittings are designed for 50 year life.

These pipes & fittings are made from specialty plastic called Chlorinated Polyvinyl Chloride (CPVC) and manufactured using a new twin screw extrusion and advanced injection molding technology that ensures increased product toughness and unsurpassed durability. The pipes and fittings are assembled with inexpensive tools and the jointing is done using Flowline Plus CPVC Fusion Compound which is proven with more than 50 years of successful service history and assures the reliability of a Flowline Plus Plumbing System.

Available as a complete system along with a complete range of pipes, fittings, valves, flanges, unions and solvent cements, Ajay also ensures that its technical team is available to provide training and services round the clock for single family homes, large residential buildings, commercial buildings, hotels and hospitals.



## AJAY GREENLINE

For potable water plumbing applications

Ajay Greenline, a brilliant white range of pipes and fittings manufactured from virgin UPVC lead free environment friendly compounds developed in-house by research and development and using raw materials sourced from top worldwide sources. This product has already established its superior performance in plumbing application in the toughest of conditions. The exceptional corrosion resistance and all weather UV stability with its easy and fast installation helps in substantial long term cost savings.

Ajay Greenline system is designed to last for 50 years and is available as a complete range of pipes, fittings, valves, flanges, unions and solvent cements.







1<sup>st</sup> Time in India



## AJAY DRAINLINE

For sewage, rain and waste applications (SWR)

Ajay Drainline, the latest offering from Ajay Group is the finest product in SWR category manufactured from virgin UPVC compounds with the aim to offer the most durable and leak-proof Sewage and Waste Water transportation system.

The system includes both the conventional solvent cementing system and the unique and advanced rubber ring jointing system.

Using latest technology Ajay Drainline offers sharp pipe and fitting groove profiles for tight seating of rubber rings. A new generation DM Seal ensures complete sealing integrity for a long period of time enabling fool-proof installation resulting in reliable service and durability.

The complete system of pipes, fittings, solvent cements, rubber-rings and lubricants are available under Ajay Drainline.

## HANDPUMPS

Basic need of community

Ensuring healthy and safe water supply with widest range of deep well hand pumps

Salient features

- Reliable and proven community hand pump
- Capable of drawing water from 5 to 90 meters operating depths
- Long & heavy handle provides adequate mechanical advantage
- Fully fabricated steel structure makes the above ground portion of pump sturdy & corrosion resistant
- Easy installation and inexpensive maintenance
- Suitable for open well installation
- Adaptable for use with Windmill or Motorised operation
- Easy availability of spare parts

Types of Hand Pumps:

- India Mark II
- India Mark III
- Afridev
- Direct Action
- Treadle



# RELIEFLINE

Helping you help communities around the world

A division dedicated to disaster management and humanitarian relief aid with comprehensive product line of emergency relief supplies, having several offices and spreading throughout Africa.

- Domestic Items
- Shelter Items
- Education & Sports Items
- Water & Sanitation Items
- Water Filter/Purifier
- Food Items
- Agricultural Items
- Clothing Kits
- Medical/Hospital/Surgical Equipments



# COLUMN PIPE

Ajay Submersible Column Riser pipes are produced on modern machines and threaded on advanced fully automated precision CNC machines. A stringent Quality Control Management System is adopted with state-of-the-art laboratory set up and 5-S Shop Floor Management.

## Salient features

- Friction less
- Non-corrosive
- High tensile
- Low installation cost
- Unique Locking System
- Rigid with high impact resistance
- Can bear maximum load in bore well environment. These pipes can be assembled and dismantled easily.
- 100% leak proof. EPDM 'O' Rings are used for joints and also to absorb jerks when the pump is switched ON or OFF.

## Types

- Medium class
- Standard class
- Heavy class
- Super Heavy class

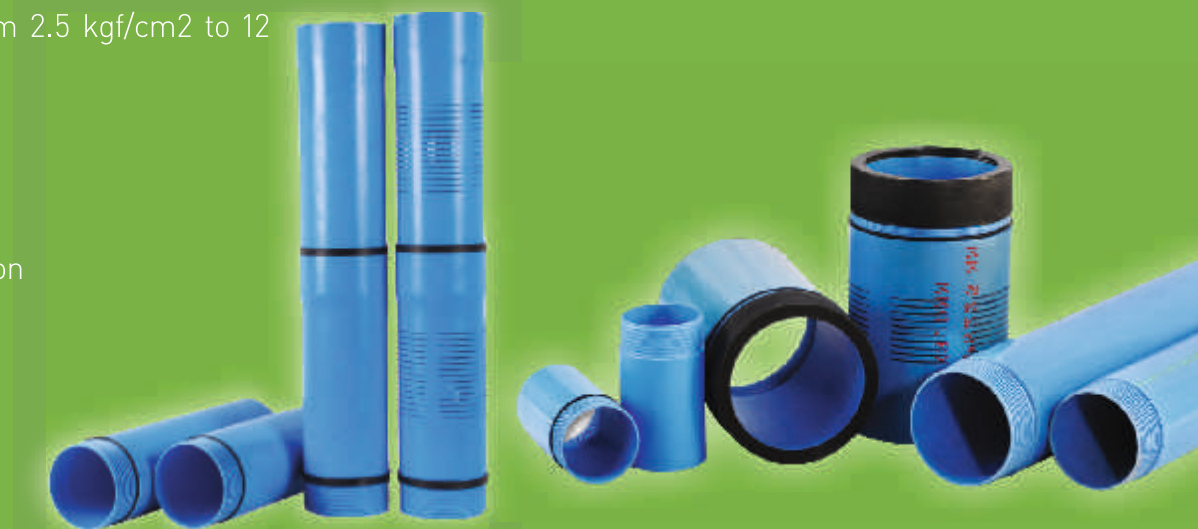


# SCREEN & CASING PIPES

Ajay UPVC Screen & Casing Pipes for application in Borewells/Tubewells, irrigation projects are manufactured by house of AICL, who are in the field of Plastic Extrusion for past 5 decades. Produced with strict quality control, the plant is equipped with Cincinnati Milacron Twin Screw Extruder Machine capable of producing the complete size range from 2.5 kgf/cm<sup>2</sup> to 12 kgf/cm<sup>2</sup> pressure classes.

## ADVANTAGES

- No Chemical Contamination
- No need of protective liners, coatings, encasements or cathodic portion
- Low Thermal conductivity
- Flexibility
- Variety of Jointing Methods
- Non-Toxic
- Biological Resistance to water hammer/surge pressures
- Light weight, easy to handle, transport and install
- Resistant to all kinds of acids used in well-generation
- Resistance to corrosion, erosion and encrustation



# XTRULINE

We make plastics meaningful

[www.xtruline.com](http://www.xtruline.com)

## MAINLINE

Power strips for safer India

- Mainline is an innovative, track based, power distribution solution, which enables truly flexible access to power wherever it is needed.
- Mainline provides you the flexibility to safely and easily add, remove or reposition the power points where and when required.

### SALIENT FEATURES

- Universally adaptable.
- Freedom of movement.
- Quick and easy to use.



## CUSTOM PROFILES

From components to a solution provider

Profiles, injection molding and assemblies

Based on the diverse possibilities, we offer complete solution under one roof according to individual requirements and offer it as a component or ready-to-install product. We specialize in extrusion & injection molding of a wide range of thermoplastic polymers including Polycarbonate, Acrylic, ABS, PVC and Blends in order to satisfy the most demanding needs and requirements of our varied customers.



# PRECISION PIPES & PROFILES CO. LTD.

- Leading automotive extruded parts OEM supplier
- Focus on flexible thermoplastic extruded pipes & molded items
- Multiple manufacturing locations
- Technical collaboration with Tokai Kogyo Co. Ltd.
- Clients: Suzuki, Honda, GM, Mahindra, Toyota, TATA



# AJAY POLY PVT. LTD.

REFRIGERATION SEALING DIVISION:

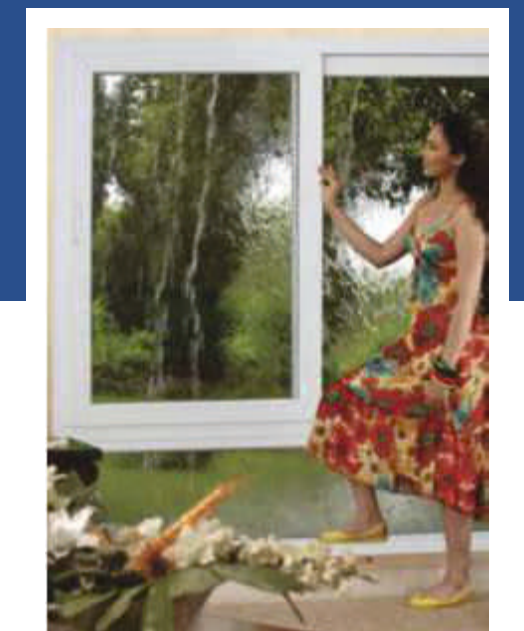
- Refrigerator door gaskets
- Multiple manufacturing locations
- Clients: LG, Samsung, Godrej, Videocon, Blue Star, Carrier

IRRIGATION DIVISION:

- Complete range of Drip, Micro & Landscape irrigation systems

ENCRAFT UPVC DOORS & WINDOW PROFILES DIVISION:

- Casement and Sliding Doors
- Casement and Sliding Windows
- Fixed Windows



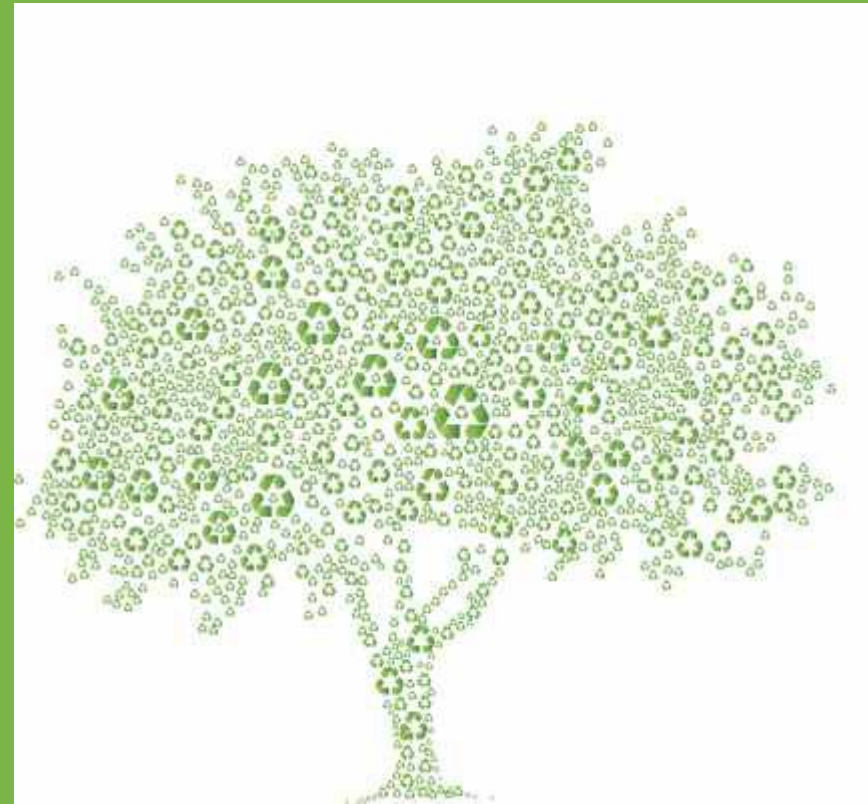
"As a strategic restructuring of our group, now above businesses are separate entities."



# SUSTAINING GROWTH

Through Environment Sustainability

The Earth and the Environment gives us sustenance and nurtures our existence. Every individual and group needs to be sensitive towards its physical and metaphysical significance in life. As responsible corporates, we have greater responsibility towards environment to protect and nurture it while aiming for growth. Ajay is aware about its environmental responsibilities and complies with the requirements of ISO 14001. We strive to reduce our carbon footprint by using latest power saving technologies, recycling water in our facilities and use of environment friendly technologies and raw materials for manufacturing our products. Our CPVC and UPVC pipes are made from non-toxic raw materials which do not cause leach harmful chemicals into water that may affect human health. The products are designed for 50 years life with very low maintenance requirement and are completely recyclable.



## AIMING FOR SUCCESS WITH RESPONSIBILITY

As corporates we understand that looking beyond boardrooms and profits is indispensable in today's world. The quality of people's life and sustainability of environment is integral to growth and performance of business. We inculcate the best community and environment friendly policies to maintain highest standards of work efficiency, employee safety and operations. Progress that is founded on people, planet and then profit. We believe that healthier environment and happy community is a huge motivator for a corporate to grow.

