

UNIPATCH RUBBER LIMITED

OMNI NEWS LETTER

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AN ISO 9001:2008 CERTIFIED COMPANY

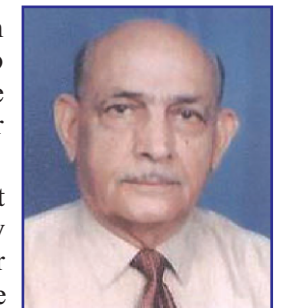


A JOINT VENTURE WITH TECH, USA

FROM DIRECTOR'S DESK

Unipatch Rubber Limited, country's No. 1 patch company for the last 32 years, has always been on the move with continuous effort on improving its processes, products and services, so as to provide its valued customers the best products at most competitive prices. In this direction, we continuously monitor the requirements of the end users and develop products to meet user expectations, with the help of our fully functional R&D Centre.

As on date, one of the major challenges facing the company is the issue of duplicate counterfeit products. These products, besides tarnishing our image, also endanger the human life, as they fail easily, being of poor quality. In order to deter the duplicators and counterfeiters, your company is taking a number of steps, e.g. changing packaging design, using difficult to duplicate HTLs, conducting raids on facilities manufacturing / selling such products, etc. I would like to appeal to our business associates to be observant and bring to the notice of the company any such infringements that come to your notice. On successful outcome we shall suitably reward you for this support. Finally, I would also like to take this opportunity to wish all our business associates and their families a 'Very Happy Diwali' and 'Happy New Year'.



Maj Gen(Retd) SP Sethi,
PVS, AVSM

INFORMATION POINTS

Indian Achievers' Award

1. It is a matter of great pride for Unipatch Rubber Limited that our Director, Maj Gen (Retd) S P Sethi, PVS, AVSM, was conferred with Indian Achievers' Award : 2015 for 'Industry Development' by Indian Achievers Forum, on 10 Sep 2015, at India Habitat Centre, New Delhi.



2. Addition of New Distributors

We have great pleasure in announcing that your company is constantly growing with more business partners associating themselves with Unipatch. We welcome the following distributors, who have joined the Unipatch family since 01 Jun 2015.

8. Marketing Campaign

In order to increase visibility of brand name 'OMNI' and to spread awareness about the quality of OMNI products amongst the end users i.e. 'Puncturewalas', a marketing campaign was undertaken by the company on NH-1 (Delhi to Chandigarh). During this trip, samples of tyre and tube patches were distributed to the Puncturewalas and a few tyre covers, with OMNI logo, were put up at prominent locations on either side of NH-1.



9. TyreExpo India 2015

Unipatch participated in the TyreExpo India, held at Chennai (Tamil Nadu) from 7th to 9th July 2015. Unipatch stall showcased the entire range of products and services it delivers to its various clients and distributors. The visitors varied from domestic dealers to international distributors as well as officials from various tyre and auto companies, such as, Michelin, Apollo, MRF, BKT, Ashok Layland etc.



10. Defence Exhibition

Head Quarters, Northern Command of the army conducted a symposium at Udhampur on 07 & 08 Sep 15. The army had invited only a selected few reputed companies to participate in the symposium. Unipatch was the only patch company extended such invitation. Army Commander, Northern Command, along with other senior army officers visited the stall and evinced keen interest in our technology and products.



Army Commander, Northern Command, at Unipatch Stall

11. Corporate Social Responsibility (CSR) Activities

The Digital Literacy Centre being run by Youthreach at Nalagarh, on behalf of Unipatch, has become very popular amongst the villagers. Two batches of students have successfully completed their four month computer course and 46 are presently enrolled in various courses being conducted at the centre.



North Zone

M/s Cycle Centre,
Ludhiana,
Punjab.

M/s Punjab Tyres,
Batala,
Punjab.

M/s Universal Treads,
Zainakot,
Srinagar

South Zone

M/s Mulla Cycle Agencies,
Bailhongal, Dist Belgaum,
Karnataka.

East Zone

M/s Hindustan Tyre,
Ranchi,
Jharkhand,

M/s Roy Lubricants,
Udaipur, Gomati,
South Tripura.

West Zone

M/s All India Cycle Agency,
Shivpuri,
Madhya Pradesh.

M/s S. S. Marketing,
Nagpur,
Maharashtra.

M/s Shree Mahalaxmi Cycle & Tyres
Peth Vadgaon, Dist. Kolhapur,
Maharashtra

M/s Dinesh Automobiles,
Khaneri, Dist. Shimla,
Himachal Pradesh.

M/s Sanjeev Tyres,
Mehatpur, Dist. Una,
Himachal Pradesh.

M/s Puliyoath Automobiles,
Manathavady, Wayanad,
Kerala.

M/s Polo Tyre,
Golitar Singtam,
Sikkim.

M/s Shankar Automobiles,
Sivsagar,
Assam.

M/s B.P.M. Enterprises,
Amreli,
Gujarat.

M/s Shevgaon Machinery,
Ahmednagar,
Maharashtra.

M/s J D Subhash Chander,
Malout,
Punjab.

M/s Swarn Enterprises,
Manimajra,
Chandigarh.

M/s Sankar Tyres,
Golaghat,
Assam.

M/s Kuber Agencies,
Sant Domaji Nagar,
Dist. Solapur, Maharashtra.

M/s Shri Ganesh Automobile,
Nanded,
Maharashtra.

3. Change of Packaging

In order to improve the aesthetics of the existing packaging, and also to make it difficult for duplicators to copy, the company has introduced new look packaging for its 2-way products, namely, Cycle Round, Tiny Round, Mini Round and Small Oval. These 2-way patches, from Oct 15, will be supplied in these new packings



4. Dispatch of Gift Items

The company extends its heartiest congratulations to the winners of Diwali Bonanza (Q3, 2014 – 15) and New Year Dhamaka (Q4, 2014 – 15) schemes. 40 distributors have won and received items ranging from Digital Cameras, Microwave Ovens, Smart Phones, Washing Machines to 32" LED TVs. Let's hope the number of winners is much more next time.

5. Retreaders Meets

During a recent market research exercise conducted by the company, it was noticed that many retreaders were not aware about the advantage they gain by using high quality products of OMNI while retreading. In order to spread this awareness, a number of retreaders meets have been conducted since Jun 15, across the country, by the Area Managers. In case you want a retreaders' meet to be conducted in your area, please contact your Area Manager / Sales Representative.

(a) North Zone



Retreaders' Meet : Jammu

(b) South Zone



Retreaders' Meet : Devangere

(c) East Zone



Retreaders' Meet : Bhubaneswar

(d) West Zone



Retreaders' Meet : Bilaspur / Ambikapur

6. Publication of 'Caution Notice'

Your company is determined to root out duplication / counterfeiting of OMNI products. In order to warn such unscrupulous entities, a 'Caution Notice' in English has been published in 'Hindustan Times', Delhi Publication, on 13 Oct 15, and in 'Punjab Kesari', in Hindi, on 19 Oct 15. A photocopy of both the publications is enclosed. Besides manufacture, sale of duplicate / counterfeit products is also forbidden by law. If you come across any individual / agency indulging in this activity, please bring it to our notice. We will take necessary action against the individual / agency and the informer will be suitably rewarded.

7. Auto Rickshaw Advertising

With a view to spread awareness about the brand name 'OMNI', the company had decided to use one of the most visible mediums, i.e. Auto advertising, in Delhi. It captures maximum eyeballs as Autos go to each nook and corner of the city. Presently it has been done on an experimental basis on a limited number of Autos, to see the impact.



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