

## Company Profile

### Fact sheet 2022-2023

- **1994** – Commenced business representing **Standox** Paints as their Nation-wide importers & distributors for the entire range of Standox 2K re-finishing paints.
- **1997** – Commenced business with ITW Finishing UK. (Carlisle Finishing Technologies) in 1998, initially exclusive distributors representing **DeVilbiss** Gravity spray guns to the Refinish Markets.
- **2001** – Commenced business with a range of polishing systems from **Farécla** Products Ltd. UK. Representing their range of polishing products to the OEM, re-finish, industrial, marine & automotive markets. (Representation discontinued in 2012)
- **2002** – Commenced business with ITW Industrial Finishing, (now Carlisle Finishing Technologies CFT) representing the brands **Binks, DeVilbiss & Ransburg**, to the Automotive & General industry. Also Commenced Engineering & Manufacturing customized Turn-Key paint kitchens, complete paint circulating systems with SS piping & complete end spray systems manual & automatic. RSA has an installed base of over 80 paint kitchens Nationwide.
- **2010** – Commenced contract manufacturing of our own brand of spraying equipment. The product was Launched in 2011 June & is branded **SprayFine**, this economical range is targeted at the tier 2/3 industrial & Garage markets.
- **2012** – Commenced business with an entire range of Polishing & detailing Systems. These products are manufactured in Germany, down filled & rebranded **FineCut**.
- **2013** – Commenced business with **BASF, Kansai** Refinish Paints.
- **2018** – Commenced business representing STARCHEM UK for various consumables & personnel safety equipment needed in a paint application environment at Auto factories & auto workshops.

#### Management Team

Mr. Pervez Andhyarujina	: Partner - Technical, Sales & Marketing – FineCut, Standox, Glasurit
Mr. Ian Saldanha	: Managing Partner- Marketing –Binks, DeVilbiss, Ransburg, SprayFine
Mr. Kunal Bansode	: GM Marketing & Sales –Refinish – DeVilbiss & SprayFine
Mr. Abhishek Gaikwad	: Asst. Manager – Sales (Western India-Pune) – DeVilbiss & SprayFine
Mr. Ravikant Kadu	: Asst. Manager – Sales (Mumbai, Navi Mumbai & Thane) – DeVilbiss & SprayFine
Mr. Sumit K	: Regional Manager (East) – Refinish – DeVilbiss & SprayFine
Mr. Tanmoy Ghosh	: Regional Manager (North) – Refinish – DeVilbiss & SprayFine
Mr. Gunjan Loandkar	: Asst. Manager Business Development - FineCut
Mr. Ganesh Jadhav	: Manager Accounts & Administration.
Mr. Anthony Nar	: Customer Service Manager
Mr. Yashwant Rane	: Manager Logistics

## Introduction

Rohan Standox Autolack (RSA) is a Partnership firm; the firm was started in 1994, primarily to import & distribute the Standox brand (hence the name)

Over the last 20 years, RSA has grown from a small one-product start-up to a diverse firm that is an acknowledged leader in the surface finishing industry, both partners have constantly pushed the concept of offering the customer a complete solution (A One-Stop-Shop) especially since, the product range, in the early days, was totally new to the country. RSA has, over the years built a sound foundation in the import & distribution industry. The group today has an established footprint of loyal distributors & dealers, spanning the entire country. **Every BRAND that we represent, are world leaders in their respective industries.**

Rohan Standox Autolack, is today a leading distributor & service provider of surface finishing products i.e., Standox & BASF Refinish paints, SprayFine, DeVilbiss Binks & Ransburg spray equipment & FineCut polishes. We are privileged to serve the re-finish, industrial & automotive OEM markets. RSA, also has 4 sister organizations 1> Pro Spray Systems 2> Ahura Spray Technologies Pvt. Ltd. 3> Mazda Motors & 4> Raydiant Ventures Pvt Ltd. The Management has a hands-on approach to the business & is closely involved with the day-to-day operations. Our Firms & Companies collectively employ 58 staff members of which 12 are Regional Support Staff who work closely with our larger Dealers in their respective regions. We also have our team of staff who are specialized in “Paint Circulation systems”, Automatic 2K application, painting process automation & Electrostatic Systems, we have successfully installed & commissioned several systems across India.

In July 2006 Rohan was certified as an ISO 9001-2000 organisation. In June 2010 Rohan received the ISO 9001-2008 certification.

### Products Represented –

Rohan has over 20 years of solid partnerships with their principal suppliers.

#### Standox Paints – Germany

Area of distribution – Western India – Rohan along with its sister concerns supply a channel of 12 re-finish dealers spanning the territory of Mumbai, Thane & Navi Mumbai – distributors since 1994.

#### Carlisle Finishing Technologies U.K. – Binks – DeVilbiss – Ransburg

Area of distribution – Nation-wide – Rohan has a network of 6 Industrial distributors & 50+ refinish dealers spanning India. We also have a support team of 12 technical staff who are regionally located.

#### FineCut Products – Menzerna Germany

Area of distribution – Nation-wide – Rohan has a strong network of dealers across the country, who have come to believe in the quality of the products we promote, we have been in the polish distribution business for over a decade & we introduced FineCut in mid- 2013. In a short time, the product has created a strong position for itself in the refinish, industrial & plastic manufacturing Industry, based purely on the product’s inherent strengths.

### **SprayFine Equipment – Taiwan**

Area of distribution – Nation-wide – This product was launched in May 2010 & in the last 10 years the brand has been well accepted throughout the re-finish, metal-work & wood work markets. Rohan has over 20 years of experience in finishing equipment & hence engineered a low-pressure (LVMP) spray gun targeted at the price sensitive tier 2/3 market. These guns are manufactured under license to our specifications, in Taiwan & are distributed throughout India through our network of distributors. In 2013 we added a range of double diaphragm pumps that are also supplied to the tier 2 & 3 industries. As of 2018 we commenced contract manufacturing for customers who purchase in bulk.

### **BASF & Kansai Refinish**

Area of Distribution – Mumbai & Maharashtra – The Refinish Brands are primarily to cater to Garage segment.

### **A brief List of OEM Customers**

ASK Auto LTD. > AA Autotech (Auto ancillaries) > ACGL Goa > Classic Wheels> Cooper Engines Ltd> Cummins Ltd.> BHEL.> CLASS Agri Equipment > Eicher Tractors (Tafe) > Eicher Motors > Escorts Ltd > Featherlite Furniture > Greeves Cotton> HAL. > Honda Siel Cars India Ltd. > Honda Motor Cycle & Scooters > Hero Motors (Motor Cycle Div.) > Hero Cycles > Hyundai Motors India Ltd. > Hindustan Motors > Hosur Coir Foams> Indian Railways > ISRO > John Deere > Kirloskar Engines Ltd.> Kholer Ltd> Kurlon Sleep Systems> Lumax Industries Ltd. > Lupin India> Mahindra & Mahindra > Mahindra Scooters > Man Force Motors > Minda Ltd. > Munjal Showa > Munjal Auto Ltd. > Mahavir Die Casters> Nirlep Industries> Rico Auto > Rail Wheel Factory> Sunbeam Auto Ltd.> Swaraj Mazda> TTK Prestige> Tata Motors Ltd. > Tata Ceramics > TACO > Tata International > TVS Motors Ltd. , Volvo India > Volkswagen India Ltd. > & Wirtgen> among many others.

### **Refinish Customers**

Audi, Fiat, Honda Cars, M&M, Skoda, Renault, Nissan, Kia, Tata Motors, Mercedes, Renault, Hyundai Motors & several large independent Garages among others.

Paint Co Approvals -DeVilbiss Approved by: -

Akzo Nobel, Asian PPG, BASF, DeBeers, Axalta, Kansai, Standox, Nippon

Direct Contact Information

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Vision Statement

Our vision for the immediate future is to ensure that any product supplied by us, is backed up with well-trained regional distribution thereby delivering service standards that are unmatched in the industry, ensuring we remain the vendor of choice.

Environmentally Friendly Initiatives.

Continuing on from 2020-2021 is the introduction of an environmentally responsible "GREEN APPLICATION PROGRAM" where we as equipment suppliers together with the OEM's project department, systematically re-access, re-engineer & upgrade painting processes & systems at customer's factories after demonstrating & proving all parameters quality, ROI etc., with the overall goal of keeping our supplied systems environmentally friendly while ensuring regular savings for our clients.