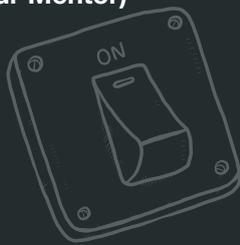


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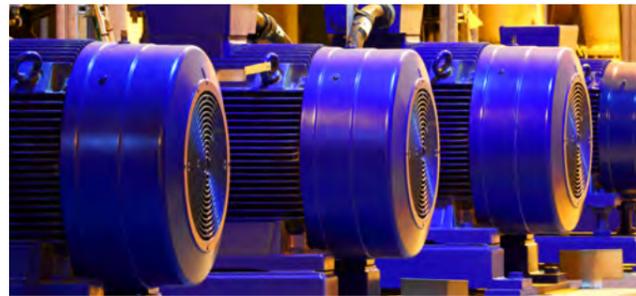


All lasting business is built on **customers thus always focus** to make a **customer and not a sale**

- Late Shri Sushil Kumar Mohta.  
(Our Mentor)



## INTRODUCTION



“ We have an **unflinching commitment** of treating **our Customers, Suppliers, Associates & Team** with Integrity in a Collaborative and Dependable manner that results in **personal Growth and Financial Success for everyone.** ”

With over twenty five years of experience in delivering electrical excellence, we at **Mohta Electric & Engineering Co. & Evolution Elektrotech Pvt Ltd.**, firmly believes that “**The whole is greater than sum of its parts**”. With a comprehensive range of end-to-end electrical products and solutions, we have maintained a reputation of being the largest Electrical Distributors in the region and for good reason. Every decision we make is backed by our **reliability, intelligence and commitment** to serve our customers, a precedence set by our mentor Late Shri Sushil Kumar Mohta.

Our purpose as an organization is more than just Electrical Distribution. Our shared purpose is to create everlasting values for those we serve. We continue to build on our reputation as a preferred electrical supplier and today, our product focus is on high efficiency, energy saving solutions for domestic, commercial and industrial applications. We continually look to expand our offerings which now Includes: **Cables, Wires, Motors, Pumps, Lighting, Luminaries, Fans, Switches, Switchgears, PVC Conduits & Accessories, DG Sets & Jointing**

**Kits.** We've partnered with the biggest names in the industry - **Polycab, Kirloskar, Siemens, Crompton, Almonard, CG, Wipro, Homedec & North West** and others with similar reputations to bring you a wide range of products suited to all requirements. The products of these manufacturers are not only known for their quality but also for their after-sales service.

While market, technologies and processes evolve, one thing will never change: Our core competencies of selling Quality Products, Maintaining Large & Diversified Inventories and ensuring timely deliveries – Always.

With the depth & breadth of our distribution capabilities, our large & diversified inventories, efficient team having a combined experience of more than 300 years in the electrical trade, we are your dependable partners in everything electricals.

We guarantee consistent & Trust-worthy performance every time.

# QUALITY ELECTRICALS FROM QUALITY SOURCES.

Quality is our first and foremost priority. We partner with world class electrical product manufacturers and ensure high accountability across all our dealings. Our solid relations with manufacturers ensures that you have the finest experience in accessing and using the products and the manufacturer's problem-solving expertise and services, whenever you need them.

We thrive on our diversity and ability to deliver anything, anywhere – and on time, everytime. We are proud to say that today we are marketing & distributing quality electrical products for all segments of the power supply chain - from **Generation to Transmission to Distribution and right upto Consumption.**

## The brief product line includes:

PRODUCTS	MANUFACTURERS WE PARTNER
LT / HT & EHV Cables & Wires.	 POLYCAB Connection Zindagi Ka
LT / HT & DC Electric Motors.	 Crompton    SIEMENS    Kulobas Enriching Lives
Industrial & Domestic Pumps.	 Kulobas Enriching Lives
Industrial & Domestic Fans.	 ALMONARO    Crompton    POLYCAB Connection Zindagi Ka
Lighting Luminaries & Poles.	 Crompton    POLYCAB Connection Zindagi Ka    HOMDEC Lighting
PVC Pipes & Accessories.	 POLYCAB Connection Zindagi Ka    VURAJ
Modular Switches & Domestic Switchgears.	 NORTH-WEST    POLYCAB Connection Zindagi Ka
D.G. Sets.	 SUPERNOVA ENGINEERS LTD.
Cable Jointing Kits.	 3M

## Thinking towards tomorrow for more than Twenty Five Years.

In order to **realize our vision** to be the preferred choice of customers, **we will provide quality products and services** and constantly meet or exceed our customers' expectations.

In our efforts to contribute towards a cleaner and greener future, we also commit to promoting energy-efficient and green products which truly contribute towards not just major cost-savings, but a more sustainable future for the next generation.

Before we take any decision to stock products of a new manufacturer, stringent quality checks ensure that only the most top-notch products see the green light. Additionally, our team evaluates the market acceptance of the Manufacturer, the Quality of the manufacturer's sales representation and their customer support, ease of doing business with them, training they provide to their sales team, our team and customers, their financial capability, their after-sale services, trade association affiliations, etc. Every step ensures we deliver the best and only the best to you, nothing else.



## OUR VISION

Our Vision is to lead the Electrical Distribution Industry - as the most Preferred & Dependable source of Quality Electrical Products from the most reputed & trusted Manufacturers, at the most competitive prices, with Complete Customer Satisfaction, through an outstanding team and productive teamwork, always executing the task, efficiently.

## OUR MISSION

Our mission is to define Excellence in Electrical distribution industry & continue to increase Our Market share through ever evolving operating & service efficiencies which will make us stand above the competition and will help all of us to achieve profitable growth.

## OUR VALUES

Our Core values defines who We are and how we approach our business every day. As an Organization and as individuals we value truthfulness, trust, transparency and accountability to our customers , partners and associates.

## OUR PHILOSOPHY

We do not want to get ahead of others, but to get ahead of ourselves, to break our own records and to outstrip our yesterday by our today for a better tomorrow.

## OUR PROMISES

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- To Listen learn and be helpful to our customers during every experience they have with us.
- To work hard to understand market trends & business needs of our customers - so that we can build on over twenty five years of success we have experienced.
- To build a team atmosphere between you, us and the manufacturers - so that we can work faster, simpler and together.
- To have an ever lasting and profitable business relationship with our customers based on strong fundamentals, trust and highest level of integrity.
- To respect the confidential information of our customers, principals ,competitors and associates.
- To compete fairly & squarely and abide by the law of the land.
- To conduct our business Professionally, Efficiently, Honestly and Ethically.
- To support the growth of our customer's business by nurturing relationships, developing innovative services and delivering best in class products on time, every time.
- To be responsive to our customers need - every day with every phone call, every email, every order, every delivery and during every interaction.
- To dedicate ourselves intelligently, in finding the right solutions to customers need till we exhaust all possibilities in the process.
- To provide the best value at the lowest price to our customers through Quality products, Quality processes and Quality service.

“**Our customers deserve the very best,** and we shall **accept nothing less from ourselves** than being exceptional.”

## OUR STRENGTHS



“Quality would mean being **reliable, consistent**, the ability to **differentiate** ourselves from competitors, and always striving to earn **trust** and full **satisfaction** from our customers.”

### EXPERIENCE

Our in-depth knowledge of electrical trade surpasses any other, spanning more than twenty five years of experience in distribution of electrical products. We know and support what works and improve what doesn't.

### EASE OF DOING BUSINESS

We are equipped to understand and drive decisions to support our customers and personally cater to every need of our customers, principals and associates. We understand your needs and deliver accordingly.

### INFRASTRUCTURE

With a fully computerized warehouse sprawling over 30,000 sq. ft. and located in the largest transport hub of the state, we are empowered to supply anywhere and anytime.

### TECHNOLOGY

Our in-house ERP system ensures a fast, seamless and efficient experience to all our customers – right upto their doorstep.

### TEAM

We've worked hard on building and training our team from ground-up to ensure you get the smoothest experience working with us. With a combined experience of over 300 years, we are focussed on delivering only the very best to you.

### RELATIONSHIP WITH OUR PRINCIPALS

The mutual trust and support we enjoy with our manufacturers & principals directly benefits our customers. It gives us unparalleled access to the latest products, trends and to the experts who know them inside out.

### VALUE FOR MONEY

Our name and history in the electrical distribution space ensures you transact with us at rates that are inaccessible in the entire market. We pride on making highly economical deals with ease.

### GOODWILL

Trust is key to establish great relationships. We adhere to the highest standards of ethics and conduct, and expect the same in return. Our positive business attitude enhances our reputation in the communities we serve and is key to where we are today.

### REGULATORY & STATUTORY COMPLIANCE

We are particular about complying with all applicable (State & Centre) regulatory & statutory requirements.

### SOCIALLY RESPONSIBLE

Our Organization & Team are committed to support communities in educational, civic and charitable causes.

# OUR SUCCESS IS LINKED TO THE SUCCESS OF THOSE WE SERVE

Our Customers are at the heart of all our business activities. We continually seek to acquire, maintain, and enhance relationships with our customers. A customer-first approach has been central to our business since inception and is our key to winning more business and leading this space today.

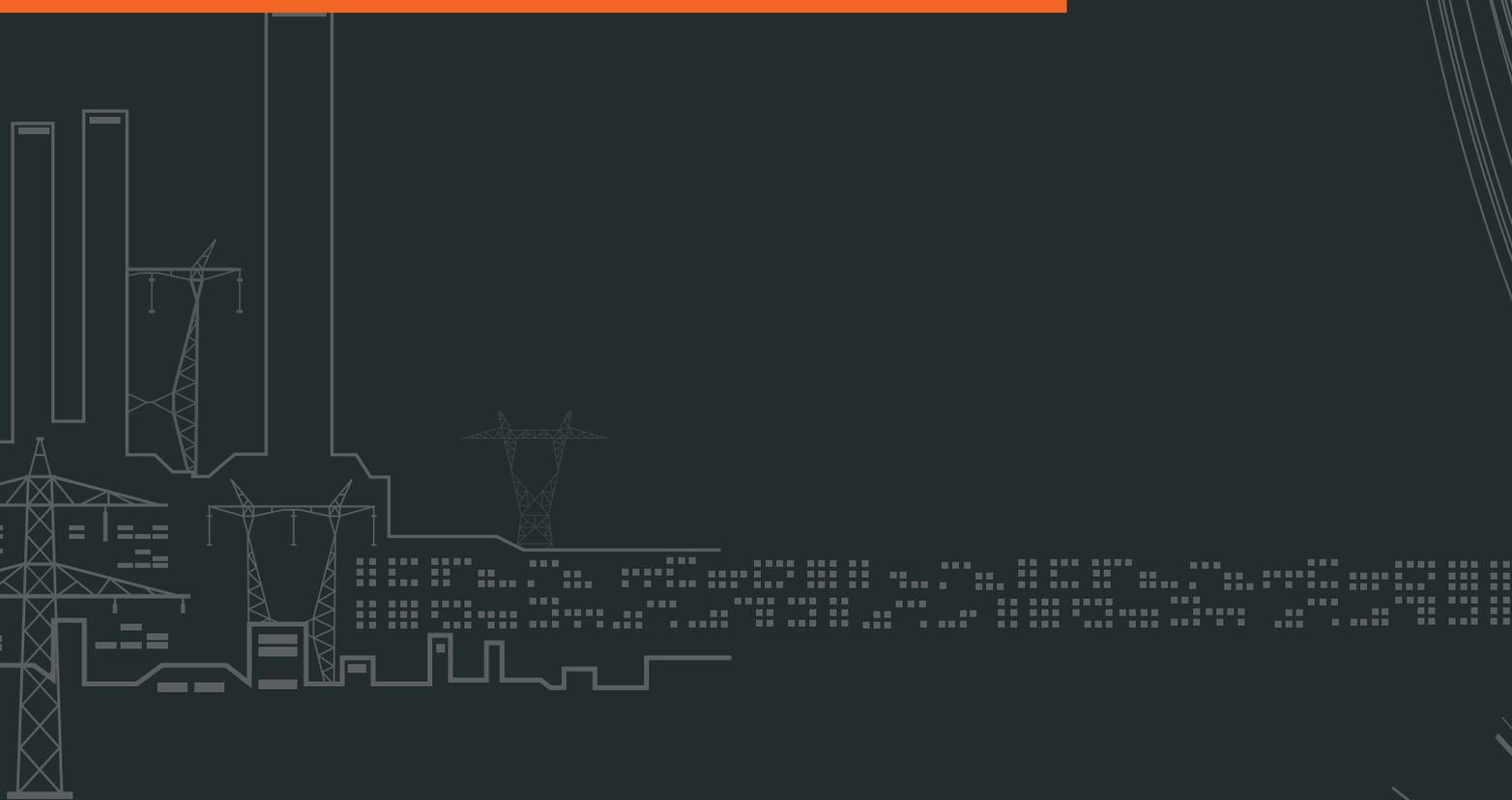
We have worked with customers of every scale, from global blue-chip companies to independent electrical consultants and have the bandwidth to support every demand you might have.

We are confident you have seen our work somewhere or the other - Fortune 500 Companies, Indian & Foreign Multinationals, Government & Semi Government Organizations, Public sector units, Large, Medium & Small scale Industries, Electrical & Civil Contractors, Electrical Consultants, Architects & Interior Designers, Utilities, Shipyards & Ports, Builders, OEM's Hotels & Hospitals, Electrical Traders & Retailers, Refineries, Railways, Airports, Local Bodies, National, Foreign & Private Banks, Automobile, Telecom and about everywhere else too!



Our history and vast experience has taught us that the key to building a business that lasts is building relationships that sustains.

and many more...



## QUALITY. INTEGRITY. CONSISTENCY.

With Mohta Electric & Evolution Electrotech on your side, you can be reassured that you are in great company. As a CRISIL Rated company and with millions of electrical goods sold, we strive towards one primary goal – **Complete Customer Satisfaction**. Whenever you buy from Mohta, Mohta owns the responsibility of looking after you and your needs above and beyond everything else.

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## CONTINUOUSLY WORKING TO BE YOUR PREFERRED CHOICE

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**Mohta Electric & Engineering Co.**

**Evolution Elektrotech Pvt Ltd.**

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**CRISIL RATED COMPANY**

