



DAHBASHI ENGINEERING at AUTOMECHANIKA 2014 !



Having taken part in 3 editions of the **Materials Handling Exhibition** over the years, we now have a fairly good idea of exactly what to expect but this was our first time as an exhibitor in **Automechanika**, an exhibition renowned as the region's largest and most comprehensive trade and networking show for the automotive aftermarket.

The past decade has seen the event, which started off as a one-hall show that attracted just 119 exhibitors in 2003, transform into a region-encompassing comprehensive business platform in Dubai which now features almost

1,500 exhibitors from 58 countries and more than 24,000 visitors from 130 countries.



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Still, doubts abounded : was it the right platform to show-case our largely heavy off-the-road construction, earthmoving and mining equipment related quality after-market parts; would it be a wasted exercise in time, manpower and resources; would the exposure do us

more harm than good.....

However, nothing ventured, nothing gained : we decided to take the plunge. If nothing, we had the **Donaldson Filtration Systems**



for buses, trucks as well as heavy equipment to show-case.

Once the decision was taken, we embarked on finalizing the details only to be told that all the spaces were sold out ! Persistent follow up finally resulted in a 24 sq.m. space in Hall 1, open on two sides, being allotted to us. I think we should



count ourselves really lucky that we managed to get literally the last piece of "real estate" in the exhibition !

Having already developed a

certain rapport and gained a comfortable level of understanding and trust with the "exhibition stand specialist" from our Materials Handling Exhibition experience, we decided to award the design and build contract to Spectrum. I guess the "comfort level" and "feel-good" factor weighed heavily in their favour.



The final design and layout of the stand was chosen from a few alternatives that they proposed. Not wanting to detract in

any way or take the focus away from the graphics and the parts display, we kept the design of the stand basic and simple. Unlike the

Materials Handling Exhibition, this time round all the graphics and logos etc. were provided by our principals. Individual invitations to the customers were handed out by the sales team and the company brochure was tweaked and re-printed.

The build-up of the stand started on May 31st. I took it upon myself to be present at the stand throughout the build-up stage. On June 02nd., a last minute glitch had me in a panic.....the size of the logos appeared to be a bit too small ! But prompt intervention by Mr. Arya quickly resolved the situation. By



1700 hours, the stand was handed over to us.

It was the cue for Mr. Varghese and his team to spring into action; the exhibits were brought to the stand and everything was in position by 9 p.m.

The exhibition was inaugurated by **Mr. Mattar Al Tayer**, Chairman of the Board and Executive Director of the Roads and Transport Authority (RTA).





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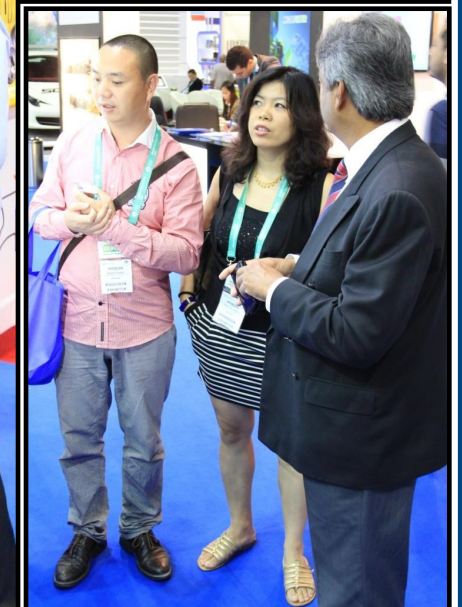


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The next three days were busy, to say the least. Even with the number of "attendants" on duty, the steady stream of visitors kept us on our toes. It was heartening to see the top management's commitment; they all spent a majority of their time at the stand !

When you participate in an Exhibition with low expectations, you usually end up being pleasantly surprised ! That we certainly were; we were able to generate a lot of interest in our products, especially creditable in a forum and platform that was largely devoted to the automotive industry.

What was heartening to note was the fact that we received a whole new category of customer.....the visiting overseas Afghan, African, Pakistani, Yemeni, Iraqi and so on that we had till now missed out on barring the occasional few.

The icing on the cake was the visit of 4-5 important customers





from Kuwait and Saudi along with the respective branch managers from the two territories.

How quickly the 3 days flew by. The show wound up at 1900 hours on Thursday, June 05th. Again, with the help of Mr. Varghese and his team, we had everything packed and dispatched to the office by 2100 hours.

I would like to take this opportunity to thank each and every one that was directly or indirectly involved in making it the success it was. We now have our work cut out for us in following all the leads we generated during the exhibition.

Achaiah Vaterira
Sales Manager
(Spare Parts Division)



July birthdays 2014! August birthdays 2014!

Shaik Khadar Basha 01/07 HR	Rajesh Joga 20/07 SERVICE
Dheerendar Singh 02/07 SHJBRH	Shabbir H. Asgarli Hussain 20/07 AWRBRH
Jahir Hussain A. Wahab 03/07 SERVICE	Amjad Khan 21/07 SERVICE
Mohammed Yousuf Khan 07/07 ADHBRH	Geetank Arora 22/07 ADMIN
Sujan Bishwokarma 13/07 DXBSTORES	Varghese K.J. 25/07 ADMIN
Mahadev Puri 16/07 ADHBRH	Tarvath Diwakar Menon 27/07 DXBSTORES
Nabin Koirala 16/07 DXBSTORES	Nabil Nizamuddin Juwle 27/07 ADHBRH
Sreejith M. Krishnakutty 19/07 SHJBRH	Md. Farooque Koprantavita 27/07 ADHBRH
Lal Bahadur Sunar 29/07 DXBSTORES	

Ali Mohd Abdulla 01/08 HR	Mohamed Areebu 15/08 ADHBRH
Surender Reddy Alugubelli 01/08 SHJBRH	Taizoon Maad Dahodwala 18/08 DXBSALES
Shab Uddin 02/08 SERVICE	Bipin Raj Sarode 19/08 HR
Nasim Hasan 03/08 ADHBRH	Irfan Ahmed 21/08 H.O.
Kadavil Jacob Thomas 10/08 SHJBRH	Parashuram Guptha D. V. 22/08 ADMIN
Jose Arnel Macapayad 12/08 SHJBRH	Avito Jr. Luarez Arimang 26/08 MIS
Nicodemus Quintos Dilao 12/08 MIS	Milan Lama 29/08 DXBSTORES

WEDDING BELLS !



Haridas Bharath
Chemdandan (Service Dept.)

and

Bijitha were married on
09/02/2014 at the Souper-
nika Auditorium in
Thrissur, Kerala.

**We would like to take
this opportunity to wish
them a very happy, long
and prosperous wedded
life !**

"Only the man who crosses the river
at night knows the value of the light
of day !"

Chinese Proverb

"Don't go around saying the world
owes you a living. The world owes you
nothing. It was here first."

Mark Twain

"In times like these it helps to recall
there have always been times like
these."

Paul Harvey

"In taking revenge, a man is but even
with his enemy; but when passing it
over, he is superior."

Sir Francis Bacon