



DAH BASHI ENGINEERING

wishes all its readers



Seasons greetings

and a very



Happy New Year !



DIRECT ENERGY SAUDI at the TRANSTEC 2015 !

Now in its 7th. year, the **TRANSPORTATION, MATERIALS HANDLING & LOGISTICS, EXHIBITION and CONFERENCE** is

the longest running Saudi Arabian Transport and Logistics fair.

With the Saudi Arabian Government embarking on a major

initiative to spend over \$ 100 billion by the year 2020 for the realization of a modern and technologically advanced logistics and transportation system, it stood to reason that **DIRECT ENERGY COMPANY** (our Joint Venture partner in Saudi) should have a presence in this exhibition.

It was felt that it would be a good platform to showcase DEC's Traction & Reserve Power products and services.

Once the decision was taken, everyone got down to producing a whole series of graphics that would adorn the 3 walls of the shell scheme stand. Work on a couple of new leaflets for the company's

Inside...

SAUDI TRANSTEC
2015
EXHIBITION AND
CONFERENCE

1-4

ICPS

Persistence pay !

5-6

DE happenings !

6





brochures
proceeded in
conjunction
with the dis-
play graphics.

The Exhibition
began on
December
08th. for a
duration of 3
days. The
next three
days were
busy, to say
the least !
Even though
we had a lot



of “hands on deck” with the entire **DEC** sales team
in attendance, we had our hands full with the sheer
number of visitors that passed by in a steady stream.



Compared to the biennial Materials Handling
Exhibition in Dubai, the Saudi Transtec is on a much
smaller scale which actually works in its favour as,
owing to its size, all visitors actually visit each and
every one of the exhibitors !





DAHBASHI ENGINEERING
Delivering Excellence
since 1985

دهب باشي الهندسية

Volume 138

DAHBASHI ENGINEERING





Vinod Arya and Chandan Vaidya (**DAHABASHI ENGINEERING**, Dubai) joined us for the last two days of the Exhibition to provide the much-needed support in interacting with all the visitors at the stand.

The response to our company and its products was extremely satisfactory. When you go into an Exhibition with low expectations, you are always pleasantly surprised. We are really glad we participated.

I would like to take this opportunity to thank each and every member of the DEC family for their involvement, be it direct or indirect, our principals (**DAHABASHI ENGINEERING**) and last, but most important, everyone who took time off of their busy schedules to visit us. The show was a success, thanks to all of you !

Ashok Kumar

Manager - Motive and Reserve Power
Direct Energy Company



PERSISTENCE, ALONG WITH A “NEVER-SAY-DIE” SPIRIT ULTIMATELY PAYS !

This is a case history that goes back ten years and I have been fortunate enough to see the series of events unfold in front of my eyes.



It all started in 2005. After years of fruitless visits to a particular customer that had been contracted to manage one of the Port operations in Mumbai, we finally got a breakthrough 3 years later when we received an order for a Turbo Repair Kit for one of their 30+ **CATERPILLAR** engines installed on their **Container Handlers**. Till then, all our efforts to get a foot in the door (even by our Director in each of his visits to Mumbai) had been in vain as the customer was extremely particular about maintaining the highest safety standards in their maintenance and repair of equipment; a scenario in which the use of after-market parts was almost a non-starter.



Well, 2008 brought in the first order, the turbo Repair Kit mentioned above. But as luck would have it, the customer was dissatisfied with the contents of the kit, decided not to use it and furthermore, decided that they would not continue business relations with **ICPS**, literally after it was just a few weeks old !

Of course, **ICPS** does not know the meaning of the phrase “give up”; we continued to regularly visit the customer as and when we were in Mumbai, if only to say “hello”.

Seven long years passed by. Even though we were not willing to accept it, the writing was clearly on the wall that this customer was virtually impregnable.



Just as we were finally resigned to call it quits, a stroke of luck as well as the persistent follow-up brought us another inquiry this October. However, just like a “B” grade Bollywood thriller, there was yet another twist in the tale ! The supplied parts faced rejection again on account of some damage during transit, certain cosmetic defects as well as replacement numbers being supplied against some parts originally requested, with the said replacement numbers still not available to them in their system.

Quick and prompt action saved the day and the matter was amicably resolved before the week was out. Due kudos to the teamwork of Arpit, Uttam and Danish; their detailed understanding, pro-active response and prompt solution salvaged a relationship that could have been permanently damaged.



A few weeks ago, the customer had a breakdown and approached the dealer who unfortunately could not respond in time due to a Server malfunction owing to the heavy rains in Chennai. Who do you think the customer thought of.....**ICPS** of course. It seems we had actually won over the senior management with the last episode.

To cut a long story short, we quoted immediately and received the order at a premium over the dealer’s price mainly due to the fact that the part was available with our principals and could be delivered through emergency courier within a few days.

The case history highlights a few basic tenets of selling :

- The importance of taking the customer complaints seriously, responding immediately and resolving them in a timely and professional manner.
- The importance of persistence.





- The significance of teamwork.
- A general awareness of the competition's strengths and weaknesses.
- Taking advantage of the DE systems wherein we have real time direct access to our suppliers' inventory.
- Being able to ask for a premium because of all of the above.

Mukesh Kumar
General Manager - Operations, ICPS



January birthdays 2016 ! February birthdays 2016 !



Hakim Shakul Hammed Service 01/01	Sandeep M. Vaishnav ADHBRH 14/01
V. Shree Kumar ADHBRH 02/01	Kripa Dhwa Giri SHJBRH 17/01
Arshad Khan DIC STORES 03/01	Vipinkumar R. DIC SERVICE 17/01
Anish Joseph P. ALNBRH 04/01	Ravi Kumar Sonar DIC SERVICE 19/01
Aravindakshan K. P. ADHBRH 05/01	Deepak Kumar Chetri DIC STORES 20/01
Dil Bahadur Sunar DXB STORES 09/01	Mastan Sab Shaikh DIC SERVICE 20/01
Praveena Lasrado SERVICE 12/01	Lorena Juan Balquin DIC HR 21/01
Mohan Ankush Fadte H.O. SERVICE 30/01	



Rohit R. Kurup EQT 03/02	Shaikh Chan Basha DICSTORES 10/02
Sabin Kumar Rai DIC STORES 04/02	Radhika Mathur MIS 12/02
Idunil D. Kumara DIC SERVICE 08/02	Mofiz Uddin DIC SERVICE 14/02
Fahad Dabhshi H.O. 09/02	Chinta Bahadur Sunar DXB HR 22/02
Mohammed Asief SERVICE 09/02	Hari Adhikari DIC SERVICE 27/02

DE happenings !



Phinu Ninan and Karuna were blessed with a baby boy on Feb 21st., 2015. **Abel Phinu**, weighed in at 2.75 kgs.

HEARTIEST CONGRATULATIONS !



Baby's name: **Rozale Marisol Sequeira**
Born to : **Lawrance S. Sequeira** and **Dipti Fernandes** on December 08th ., 2015 at 0404 hours and weighed in at 3.160 kgs.

**HEARTIEST
CONGRATULATIONS !**