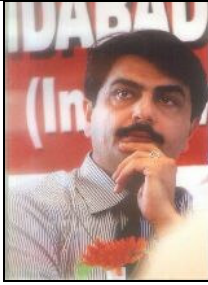


## E-circular dt 25-Mar-2008



Rajive Chawla  
President, FSIA



Sangeet Kr Gupta  
Hony Consultant, FSIA

## First Time – An invention by a company of Faridabad, Ranks Equal to Best-in-India



## Maharani Paints “invention” shares Award Equal to

- Tata Motors “Nano Car”
- Kirloskar Brothers “innovation” at Sardar Sarovar Dam.
- Titan Watches “invention” of World’s Slimmest Watch. (slimmer than any Swiss Watch, ever produced)



( Just see the attached List of the Nominees ... → Corporates who did not get this award, including Idea Cellphones, Mahindra “Bio-Diesel Scorpio”, Reliance Webstores, KingFisher Airlines for Live TV and so on.)



*The Executive Chairman of Ogilvy & Mather India (O & M, the World's Leading MNC in Advertising and Marketing), Mr Ranjan Kapur, honouring Mr B. R. Bhatia, Chairman, Maharani Paints India Pvt Ltd, with the award. Also seen is Mr A S Vishnoi*

## The Jury:



All the Jury members are eminent personalities, par excellence. The Jury comprised of

- & Dr Ramesh Mashelkar, Chairman, Marico Innovation Foundation & FRS, CSIR Bhatnagar Fellow, NCL,
- & Mr Ashwin Dani, Vice Chairman & MD, Asian Paints,
- & Mr Dileep Ranjekar, CEO, Azim Premji Foundation,


- & Mr Satish Jamdar, Dy MD, Blue Star
- & Mr G.Sundaraman, ED, Godrej & Boyce,
- & Dr Ashok Jhunjhunwala, IIT, Chennai,
- & Mr Sam Balsara, CEO, Madison,
- & Mr Ranjan Kapur, Executive Chairman, O & M,
- & Mrs Anu Aga, Director, Thermax,
- & Mrs Rama Bijapurkar, Marketing and Strategy Consultant,
- & Mr Dorab Sopariwala, Consultant

## **The Selection of Entries:**

It was a very exhaustive round of in-depth debate and dialogue. And there are seven Innovations that are selected as winners at the Innovation for India Awards 2008. The Marico Foundation has advised that “.....that your entry has been selected as a **Winner of the Innovation for India Awards 2008.** Your entry emerged as a winner among the 25 shortlisted, and out of the 240 entries that were received. ....”


Some of the other past candidates for this award include : -

<ul style="list-style-type: none"> <li>• Tata Steel</li> <li>• NIIT</li> <li>• Mahindra</li> <li>• Godrej</li> <li>• GAIL</li> </ul>	<ul style="list-style-type: none"> <li>• Reliance Infocomm</li> <li>• Apollo Healthcare</li> <li>• ABB</li> <li>• Amity</li> <li>• Dainik Bhaskar</li> </ul>	<ul style="list-style-type: none"> <li>• Pepsico</li> <li>• Tata Teleservices</li> <li>• TCS</li> <li>• Perfetti</li> <li>• Taj Hotels</li> </ul>
<ul style="list-style-type: none"> <li>• Infosys</li> <li>• Candico</li> <li>• Cavin Kare</li> <li>• United Breweries (UB)</li> <li>• Su-Kam</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Star-TV</li> <li>• Tata Tea</li> <li>• Titan</li> <li>• Wipro</li> <li>• Tata Motors</li> <li>• Air Deccan</li> </ul>	<ul style="list-style-type: none"> <li>• APCC</li> <li>• Hughes</li> <li>• IIT Madras</li> <li>• Delhi Police</li> <li>• Asian Paints</li> </ul>



**Grand Finale !!**

19th of March



“Unfortunately, the 'I' in India has stood for imitation and inhibition for far too long; it's high time it stood for innovation.”

**Dr Ramesh Mashelkar,**  
Chairman, Marico Innovation Foundation.

[more...](#)

The Gala Event ( on the lines of Filmfare Award Nites) was conducted at

Date: **Wednesday, 19th March 2008**

Time: **1830 hrs (registration) to 2100 hrs**  
(Followed by cocktails & dinner)

Venue: **Regal Room, Hilton Towers, Mumbai**

S.No	Winner Name	Criterion
1	Titan	<b>the Slimmest Water Resistant watch in the world!!!</b> Titan has launched the Titan Edge- a watch as thin as the edge of a floppy disc: only 3.5 mm thickness.... contributing around 8-10% of Titan's Watch division's revenue. This was considered Impossible even in Swiss and US manufacturers.
2	Su-Kam Power Systems Pvt. Ltd	Established in 1997, launched Sine wave inverter, → the Plastic body inverter, → Home UPS system, → Hi-Frequency inverters, → solar power devices, → Sealed Maintenance Free battery- and a UPS upto 100KVA  With a Dedicated Inhouse R & D.
3	<b>Maharani Paints- Recycling Paint Sludge</b>	For the <b>First time in the world</b> → Sludge, a complete Waste was converted into 100% safe and usable Paint-Primer
4	Kirloskar Brothers Ltd.	First Time in the World, → Water in Sardar Sarovar Dam at Gujrat was raised 220 ft ( height of 20 storey DDA Vikas Minar building at ITO) without the aid of power using "siphon system" instead.
5	Evalueserve	First KPO in India : Knowledge Process Outsourcing Industry Ex-IBM and Ex-McKinsey friends set up a professional firm, growing to 2000 headcount, and biggest in India. – Patents, Market Research, Data analysis, etc
6	Bosch Ltd. India	Making it the R & D engine for the Bosch-worldwide , rather than mere "Indianising a foreign technology", They delivered on the <u>the key challenge to deliver required fuel quantity at 1600 bar pressure with the single cylinder PF pump, instead of 3 cylinders, increased the life of diesel engines, reduced the cost by 75%.</u>
7	Bhinge Brothers: Eco-Flo Pressure Treadle Pump	make a lightweight plastic treadle pump which completely solved the problem of no electricity for the poor farmers... this pump is not only eco-friendly by not using fuels, but it also requires no electricity for its functioning!!!
8	Azim Premji Foundation	Successfully giving education to the poor family children through a innovative "Learning Guarantee Program" → along with State Governments of 5 states viz. Karnataka, Gujarat, Madhya Pradesh, Uttarakhand and Rajasthan.





#### Partners for the Marico Awards

##### Knowledge Partners



Erehwon Innovation Consulting

##### Media Partners



The Economic Times

### A Note on the Invention

#### Paint Sludge Recycling



**Maharani Paints** unveils its patented, innovative and ecofriendly, Clean Technology for Recycling/Conversion of Paint sludge, a hazardous waste into user friendly primers, undercoats, Floor Coatings, Structural Primers etc; as per customer's specification.

They undertake Paint Sludge Recycling as a service as well as provide Technical Consulting and Know-how to organizations keen to adopt this technology.

## **Some Key points for FSIA members**

1. **Paint Sludge is a Waste.**
2. It is made when you use the Paints / Powder Coatings in your Paint Shop → Whether it is coating of a part of a Hero Honda Motorcycle, or for the part of a LG/ Samsung Refrigerator, and so on , in each and every industrial paint process.
3. It is estimated to be 40% to 65% of the paint (by kg-weight)
4. This was 100% useless waste till now
5. And this was a pollutant
6. **Maharani Paints has devised the technology to make this Sludge(waste) into 100% useful paint-primer again.**
7. And this primer is reported to be offering technical qualities better than even the fresh virgin paint/primer being purchased by the auto industry.
8. This is truly a wonderful invention + innovation
9. Already many large corporates like **Hero Honda, Punjab Tractors**, have approved it and **started using it Commercially**, on a relatively large scale.
10. **Congratulations to the Maharani Paints team for this.**
11. FSIA members who have the sludge handling problem , can contact Maharani Paints for “conversion” of this waste Sludge into “primer”.
12. **They can also “sell-off” this waste sludge to Maharani Paints Team.**
13. **Maharani Paints has all the relevant permissions to handle this .(Approved Recycler status awarded by the Pollution Control Departments)**

MAHARANI PAINTS (INDIA) PVT LTD

C.DASS  
सी.दास

HOME ABOUT US PRODUCT RANGE PAINT SLUDGE RECYCLING CONTINUOUS INNOVATION

The company started its operation in the year 1980 under the name & style of C.DASS CHEMICALS PVT. LTD. and over the years has earned the recognition as a manufacturer of quality Paints and Allied products confirming to International Quality Standards.





MAHARANI PAINTS (INDIA) PVT. LTD. was incorporated in the year 1986 for manufacturing

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The Top Team Members  
behind this success of Maharani Paints are

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Mr B R Bhatia Chairman	Mr R K Bhatia Managing Director	Mr Vipen C Bhatia Director	Mr Mukesh Bhatia Director

Hats off to the Entrepreneurs of Faridabad.

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**For queries, suggestions and feedback , you can e-mail us at :**

*Sangeet Kumar Gupta*

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**FSIA Off** : FSIA Park, Opp. Plot No.23, Sector-24, Faridabad- 121005



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