



Editor's Choice

Vectus

Reaching Out To Masses

Every market place in the current era is directed towards delivering consistent and superior quality products and services which earns rare customer satisfaction and strengthened brand reputation. Analogous to this concept is the vision of Vectus, a leading brand in India that caters to providing plastic piping and storage solutions





With an aim to excel and foster growth in the market, Vectus has proved to be the fastest growing piping and storage Solution in India. It aims to harness contemporary technology in the highest effective form along with delivering quality and innovation with its complete range of products.

Vectus places strong relevance at the idea of manufacturing innovative products that can offer quality and utility to the customer. Their superior products have introduced a whole new dimension to storage and piping techniques. Further, Vectus offers an innovative and durable range of products which are available with an array of features. Concrete research work and dedicated implementation of apt manufacturing skills has enabled Vectus to gain an edge over others in the market place.

The success factors of the company also involve continuous innovation and improvement attempts at existing products as well as creation of new products.

Vectus Industries Limited is India's leading and fastest growing Pipe and Water Storage solution Company. The group has been involved in manufacturing of PPR Piping Systems, CPVC Piping Systems, PVC Pressure Piping, Multi-Layer Composite Piping System, SWR Piping Systems, Blow Moulded Tanks, Rotational Moulded Tanks, Polyethylene Manholes and various kinds of plastic moulded articles for agricultural and household purposes. Vectus group companies has been growing at an average growth of around 35% from last nine years. In last financial year Vectus group did an overall sales turnover of approx 500 Crores (75 million USD).

With its corporate office at Noida in the National Capital Region, Vectus group has manufacturing facilities at 12 locations in India and offices / depots at 13 locations in India. Vectus group has a staff strength of around 800 people.

Vectus is one of the few companies in India that is involved in processing of all major polymers like PP, PE & PVC using all major technologies like Extrusion, Injection Moulding, Blow Moulding & Rotational Moulding. Vectus has been the pioneer in establishing Blow Moulded technology as an alternate method to Roto Moulding for large size Water Storage Tanks.

Seizing opportunities, taking risks and innovating are key to entrepreneurial success, says Ashish Baheti, a first generation entrepreneur and IIT graduate who runs Vectus Industries Limited, a manufacturer of water tanks and other plastic products, along with his cousin Atul Ladha.

A fortnight ago, PE firm Creador invested Rs 100 crore in Vectus, saying that the two factors that attracted them was the quality of the management and the company's sound financials.

After finishing his engineering from IIT Kanpur, Baheti worked briefly as an employee, and then decided to become an entrepreneur. "Though entrepreneurship was not in the family, it was in my genes, considering I am from the Marwari community," says Baheti, the son of a banker.

In 1990, the market for water tanks was moving from iron and concrete products to plastic ones, so Baheti decided to set up a factory at Ghaziabad to manufacture plastic water tanks. The investment was around Rs 5 lakh and raising the money was not a big constraint, considering his father is a banker, he says.



CERTITUDES

- Vectus has now installed 18 machines based on new technology across its 11 facilities.
- It is spread in Uttarakhand, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Rajasthan, Karnataka and Jammu.

BEACON OF TOMORROW

- Vectus reported revenues of around Rs 420 crore and profit after tax of Rs 24 crore in 2013-14, with a return on equity of 27 per cent.
- Revenues and profits have seen a compound annual growth rate of 34 percent and 45 percent respectively over the past three years.