



*Mr. Dinesh Kumar Banka,*  
*Managing Director,*  
**Novoflex Marketing Pvt. Ltd.,**  
**Kolkata**

**Impact - of the global meltdown on Industry and the spirit of Enterprise**

There has been a general cut down of production of Electrical / Electronics Appliances across Industries, resulting in a slowdown in the industry to some extent. But as they say, when it rains, everything gets wet. So when there is a Global Meltdown then it is bound to have an impact. But I am happy to see that the impact is not severe and the spirit may be down for a while, but it is not out. It is bound to bounce back very soon.

**Blueprint - for Revival**

We are working to make our operations most competitive by increasing efficiency at each step of our working. Our R&D team is working hard to bring innovation in product design to offer unique and cost effective solutions to the customers.

**Winning Formula - for Engineering Success**

Shape up or Ship Out. We are striving to offer the customer innovative solutions at the most competitive terms.

**Emerging Opportunities - amidst the economic gloom**

We are utilizing this period for consolidating and expanding our capacity for catering to future demands which will result after this phase has passed.

**Initiating Innovations - Key Drivers to Success**

There are no layoffs. In fact we are hiring talented and skilled people. We are constantly working at improving the design of our products, resulting in savings in cost and efficiency / lowering of labour to the end user.

