

## RE INDIA TEN YEARS CELEBRATION



Ten years have passed away, 10 years with some difficulties but with much more successes.

With Mr. S.K. Shah, General Manager of Re India, and Roberto Galbiati, Branches Manager of Re S.p.A., we want to celebrate the first 10 years of Re India.

Let's rewind the tape together with Mr. S.K. Shah:

The story of Re India started the 30<sup>th</sup> of April 2011 in Ahmedabad, India.

At that time the Indian market was beginning to grow at a breakneck pace and Re S.p.A. decided to make a joint venture with Shilp Gravures Ltd. named ReShilp.

Operations started in a 1500sqf area with 12 employees.

After only five years, in 2015, the growth of the company was excellent and ReShilp had to move to a bigger new area of 8800sqf as the employee strength increased to 32 people.

It was in 2017 that the joint venture changed and the company name became Re Equipments (INDIA) with a wonderful result: Re India crossed INR 10,00,00,000 in only 7 years.

But its growth never stop and today Re India, reached a turnover of INR 15,00,00,000 and recently added a new area of 800sqf for the sales and after sales team to give customers the best support



### Which has been the difficulties? And the main successes?

“There was already a known established player in the market when the new venture started. So, creating Brand awareness itself was the most challenging task for which aggressive fieldwork was required. Success came through sustainable dedicated efforts from Re INDIA team as well as a unique performance of products.”

### 10 years have passed, how do you see Re India in the next years?

“Within 10 years of Indian operations, Re INDIA reached up to INR 15 crores turnover, which is a multifold growth path and we are optimistic for the future too. Having come to this level, Re INDIA will definitely grow looking to its established brand for several products like Web tension control system, web guide systems, Air Shaft and moreover as a result of growth in various industry segments in which Re INDIA is operating.”



## THE TEAM

But the strength of Re India is the team, so, we asked a feedback to people who made it possible to achieve these goals:

**Saurin Patel** - (Northern India sales manager - 6 years in Re India) "I have found the job enjoying interesting and challenges. There are continuous new challenges as the company growing and we cater to multiple industry segments."

**Kushal Modi** - (Technical and service manager - 8 years in Re India) "I enjoy the working culture, tuning amongst the team members ... Reindia is my second family."

**Ayananshu Parmar** - (Technical manager - 10 years in Re India) "I find the working atmosphere and freedom of work as interesting to work in Re India. I'm solution-driven and feel like to be a working partner of the company."

**Naresh Goshwami** - (Assembly technician - 10 years in Re India) "I find my work interesting due to freedom of work, exposure to a variety of products as well as experience with different machines and applications. I also find machine installation tasks at the customer site to be exciting as there is a lot of learning."



Re Shilp team during the new office opening



The new Re India offices



Mr. Galbiati and Mr. Shah the first day of Re India

## CUSTOMERS

We also asked a feedback to some of our Indian customers. Because one of the most important value for Re family is the cooperation with customers.

Mr. Shah (Pelican) “Overall, all our machine equipped with Re products perform very well. Maintenance is very low and the service we have from Re India team is excellent”

Mr. Singh Negi (Uflex) “Re India can offer us very high quality products at a competitive price, that’s why we cooperate with them since 8 years. Keep it up!”

Ten years have passed away, the path is very long...Good luck Re India Team.

