



Gowthaman



Karthik B

South 2

CA Name - Gowthaman
 Product Segment - WA / BLZ / IVY
 ProjectName - French Colony to MK Colony
 ProjectValue - N/A

The objective was to convert Pondichery, an ex-french colony to a future proof MK Colony. Acknowledged and leveraged the strengths of our stockists in Pondy, we offered complete support in terms of increased frequency of market visits across all levels of MK, focussed on increasing the customer and project database, and consolidating the relationship with the installers and engineers by doing specific programs. This has helped us cross INR 10 Million in Pondy in 2009!

CA Name - Karthik B
 Product Segment - Blenze
 ProjectName - Get back Lost customers
 ProjectValue - N/A

In keeping with the objective of utilising Blenze to get back lost customers into MK's fold, 40 specifiers and 8 dealers were identified. Presentation were made to them with Blenze, Charmed by the aesthetics and mesmerised by the features of the product, the customers opened the doors for MK. Regular follow ups, close looping with end customers and successful implementation of trade schemes helped us to get through those opened doors and achieve more than 200% of Blenze budget.

CA Name - Sujoy Ghosh & Yogesh Tiwari
 Product Segment - Blenze
 ProjectName - Ajmera Healty
 ProjectValue - 35 Lakhs

Interacting closely at all levels we identified the power structure of the project and targeted the decision influencers. Presenting the right solutions to the decision influencers, we earned their trust and confidence and pitched our case to the decision makers. Once we worked our way up, there was no stopping us and we ended up with this 35 lakh win!

CA Name - Rahul Parikh
 Product Segment - Blenze / Ivory / FDS / CMS
 ProjectName - Ovea International University
 ProjectValue - 1 Crore

Part of the renowned JHM group, the client is a giant in the vertical of Hospitality. Having done Taj Gateway in Surat earlier, we were aware of the huge logistical pre-sales and post-sales requirements of the project. This helped us start early and get Blenze and FDS specified in the project. Close looping with the client and the specifier and regular follow ups helped us seal the project in our favour. But that did not stop us to pitch Ivory for Utility Areas and convert the project into a MK showcase!

West



Sujoy Ghosh



Yogesh Tiwari

CA Name - Anirban Sarkar
 Product Segment - WA, BLZ, FDS
 ProjectName - IIM, JOKA
 ProjectValue - 43 Lac NR

Problems Faced?
 Due to late entry, Legrand was specified.

What was done differently?
 Continuous followup with contractor, explaining the price and functional advantage helped to change the contractor/consultants mind

What was the Achievement?
 Even after loosing the spec, an order could be won

A classic approach of bundling all our products, we pitched Blenze for Hostel and Classrooms, Wraparound for other areas and FDS for power and data connectivity. A great relationship with the contractor helped our cause as he pushed our products. We did the basics right by close looping the entire value chain and won this prestigious project!

CA Name - Rajesh Lama
 Product Segment - Wraparound
 ProjectName - Winning market share in North Bengal
 ProjectValue - NA

What was done differently?
 2007 - Lack of Channel & Specifier support
 2008 - A Phenomena Recovery by doing the below things.

- Concentrated on Siliguri & Bhutan Market
- Appointed dealers in Siliguri Gangtok & Bhutan
- Conducted PM Events
- Close looping with dealers and electricians 2009 - Retained the market & grown more
- Appointed 4 stockists in Siliguri & Jaigon
- Appointed 1 more stockist in Sikkim

What was the Achievement?
 23.3% growth over last year

Roadmap to market leadership was drawn. With a clear eye on new stockist appointment and demand generation as the tools, we focussed on one territory at a time and consolidated it before shifting the focus to another. Bhutan was conquered, followed by Siliguri, Jaigaoan and Sikkim. The market share increased from 5% to 25% but this is a work in progress and we have raised the bar in 2010!



Anirban Sarkar



Rajesh Lama

East



Honeywell

SUCCESS STORIES



North



Avish Tyagi



Rajat Kumar Verma

CA Name - Avish Tyagi
 Product Segment - FDS
 ProjectName - DIAL
 ProjectValue - 2.5 Cr NR

Problems Faced?
 Project Demanded Customized solution Too many people to deal with to close the order

What was done differently?
 Customized solution developed with the help of PD through local vendors Close looping, continuous followups and quick clarifications done with GMR, L&T, ABBA & IBM

What was the Achievement?
 India's Biggest Airport Order Won

The biggest project in the country demanded customised solution. This was developed with the help of PD through local vendors and offered to customer on time. Close-looping with GMR, L&T, ABBA & IBM, continuous follow ups and quick clarifications were the order of the day and we were upto the task, with extensive support from Marketing and PD. This tremendous team worked us to the biggest airport order win and proved once again that MK Team is the best in business!

CA Name - Rajat Kumar Verma
 Product Segment - CMS/FDS/WA
 ProjectName - Incore Collectorate Building
 ProjectValue - 55 Lac NR

Problems Faced?
 Lac of FDS knowledge to the end customer

What was done differently?
 Early Start/ Lock out Spec Designed & Product Details Explained

What was the Achievement?
 First & Biggest CPWD - Govt Order Won

While we were successful in getting Wraparound specified in the project, we encountered a hurdle in FDS as the civil tender had already been issued and FDS was not scoped in it. Not allowing the hurdle to stop us, we pitched FDS as the strongest product of MK that provides power and data connectivity with the Architect and the client. Convinced with the benefits of the product, the customer decided to increase the floor levels specifically to incorporate our EGA flooring system and issued a fresh tender for interiors, resulting in this huge success!

South 1



Arvind Pai



N Sameer

CA Name - Arvind Pai
 Product Segment - WA/ASP/BLZ/LMS
 ProjectName - Sterling MAC Hotel
 ProjectValue - 4094 MKNR

Problems Faced?
 Neck to Neck Competition with Clipsal Matching colour shade with interiors Non availability of IntelSocket

What was done differently?

- With PD's help, developed new Bliz colour plates to match the interiors
- With PD's help, developed IntelSocket quickly and made it available for supply
- Our Technology product ranges - LMS helped in getting bundled orders for WA/SWD/BLZ/LMS

What was the Achievement?

- Won one of the biggest hotel order
- Bundled sales with 4 product lines - Expecting order from Phase 2 also

We rightly identified the needs of a hotel project and bundled Wraparound, Aspect, Blenze and LMS.

The fact that the client was UK based helped but we had to counter strong competition from Clipsal. Rightly positioned MK as technology company by pitching LMS for the vestibule areas inside the room and the common toilets, we utilized the strong relationship with the customer to bag this prestigious project!

CA Name - N Sameer
 Product Segment - Blenze
 ProjectName - Conquest of Trade Market with Blenze
 ProjectValue - N/A

Problems Faced? "A strong NO from Customer for price

- Architect looking for more technological products
- Consultant looking for intel socket and step regulator

What was done differently?

- Good Rapport with contractor
- Convinced the contractor explaining the advantage of electro mechanical switches in aspect
- Contractor got convinced and installed Aspect compliance metal boxes
- Convinced the architect with good rapport and customer with good pricing.

What was the Achievement?

- Won 7 lac biggest Aspect order
- Bundled Sales - Won 1 lac WA product order

Malappuram, a market dominated by Crabtree and Legrand is one where Wraparound's acceptability was poor. To conquer this NH market, Blenze was used as a primary tool. Visibility and awareness of Blenze was created amongst sub dealers and installers, accompanied by extensive field work to generate demand from IB customers. This resulted in tremendous excitement about the product not only in Malappuram but also in neighbourhood areas, which led to a 137% achievement over budget in Blenze!