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	Vision, Mission and Values	Supersedes:	QP 4.1.1-02/00
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Vision, Mission and Values

Our vision

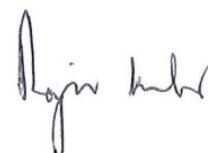
- To manufacture products comparable to international standards, to be customer-focused and globally competitive through better value for money using latest technology and continuous innovation.

Our mission

- To manufacture world-class products that gives our customers a niche so that we can make every end-user smile.
- To encourage decentralization through empowering staff and motivating them to work as a team.
- To attain highest level of efficiency, integrity and honesty and work in an ethical manner.
- To attain best employer-employee work relationship.
- To work towards ZERO effect on environment and ZERO accidents.

Our values

- Customer's satisfaction and delight.
- Superior quality of performance.
- Concern for the environment and the community.
- Passionate about excellence.
- Fair to one & all.
- To provide a safe workplace and promote healthy work habits.
- To have no discrimination towards anyone.
- To pay highest possible wages and set benchmark for the industry.
- To honor commitments irrespective of the obstacles, we may encounter with.



Rajiv Kehr

Managing Director