

CUSTOMER ORIENTATION – THE PATH TO SUCCESS

Raymond Nogueira A/60 ERA & Mathew Varghese A/61 ERA

Is there anything an Artificer can't do?

For entrepreneurs, the customer is god. Customers are at liberty to spell out their requirements, either precisely or at times very vaguely. Understanding customers and advising them correctly on lines of whatever they have in mind, and ultimately converting their requirements into engineering specifications is a skill. Partner **Raymond Nogueira, ERA A/60** has been firm believer of this and always walked this path. 'REDRAY ENGINEERS' success story is bright example of this.

Raymond joined artificer apprenticeship in 1972. After three and half years in INS Shivaji he moved to INS Satavahana in Vizag. for type training in Petya class of ships, for 6 months before joining fleet as ERA 5. Warships acquisitions from erstwhile USSR was in full swing those days. Raymond got marked as one of the commissioning crew of INS Rana and was sent to the USSR for 18 months. In due course of time, after serving the fleet in various capacities till 1986, he had developed confidence in his engineering capabilities and was eager to settle in civil life. He did so at appropriate time.

The entrepreneurial bug was biting him then, but for lack of necessary capital at hand, he postponed the thought for the time being. Raymond found one well-paying job. But he was never comfortable with it. He was itching for trying hand at being independent. That was the time he met another partner who also was having the same mind set. Partner **Mathew Varghese, ERA A/61**, after following more or less same track through navy, had come in civil life just 6 months after Raymond. They worked on a common thinking about what they would like to do. Raymond being an ICE and Gas turbines man, and not being a boiler man was a stumbling block for their idea, but partner Varghese was of 'A' stream ships and very much a 'steam' man. Raymond took the lead. They registered a company "REDRAY ENGINEERS" and started watching for opportunity. Soon they saw one in Thermax Limited, a leading Boiler manufacturer of India, who had offered franchise to service their boilers in and around Mumbai. 'REDRAY ENGINEERS' took the plunge at the Thermax offer. They got the contract on the basis of naval experience and later service in civil. They started doing well, thanks to hard work and tireless efforts. Soon they registered their company as MSME (Micro, Small and Medium Enterprises) unit to be eligible for numerous benefits that come along with MSME / SSI Registration Certificate. The company became entitle for Collateral Free loans from banks, special consideration on international trade fairs, Octroi benefits, Protection against delay in payment, Reduction in rate of Interest from banks and so on. Making optimum use of these benefits, they expanded their scope of work. They employed additional staff to help in the expansion process.

As operations radius expanded geographically, both the directors took a wise decision of outsourcing instead of increasing fat. They tied up with contractors who have their own employees on their projects and sites, as and when required. Our partners were very careful to build 'Quality' clause while awarding every individual contract. They also had a 'supervision' clause carefully embedded. They had 3 Engineers and 3 Technicians in their permanent employment besides 1 Admin & Finance Manager to take care of the registered office and Sales Office at Sion, Mumbai. On the identical lines, they got contract of a Fabrication factory at Rabale, Navi Mumbai, wherein their limited production requirements were met as per their drawings and requirements, under 'partners' quality supervision.

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From 2003 ‘Redray’ expanded their scope of operations in various off-track businesses from boilers. They took bold step in areas that others were scared to tread on. One such ‘different from the run of the mill’ project was Ozonisation of a semi Olympic size Swimming Pool of the Municipal Corporation of Greater Mumbai. It was a new field with little experience at hand. But headlong involvement brought grand success to them. Later on they took many such projects for big organisations like the Taj Group of Hotels wherein they also solved their problem of Exhaust Gas from their Diesel Generators, which was to be scrubbed before being let out into the atmosphere. These, and the other projects not only tested their limits of mechanical and electrical engineering efficiencies but also got their grey cells working in the chemical engineering and chemistry field. “REDRAY ENGINEERS” established themselves as a holistic solutions provider.

In every project of ‘Redray Engineers’ both the partners never substituted their personal involvement at progressive stages. They had maintained focus on “only excellence” in quality. As of today, they are well established as solutions providers, consultants and service partners for engineering solutions. Currently they are spanned across the fields of hospitality, building utilities, industry and bespoke requirements. The core competencies of the company are professional portfolio focused on servicing of all types of industrial boilers, fabrication of water purification systems, ozonisation for swimming pools, solar lighting, solar water heating systems etc. Some of their clients include the Taj Group of Hotels, Kohinoor Hotel Management Institute, and the whole lot of other five-star hotels. They also provide services to hospital chains such as Kasturba Hospital, Cooper Hospital, LTMG Hospital, Group of TB Hospitals, P.D. Hinduja Hospital and Research Centre etc., besides some major organisations like Indian Oil Corporation Pvt Ltd, Municipal Corporation of Greater Mumbai and Deonar Abattoir

At “REDRAY ENGINEERS”, they understand the value of working in a team environment and welfare of team members. They also have firm belief in establishing and maintaining a close and healthy working relationship with clients. Notwithstanding all the success, both the partners always believe that whatever they are, it is the Indian Navy and the institute called ‘Artificers’ which made them from the raw material off the schools at matriculation level.

