



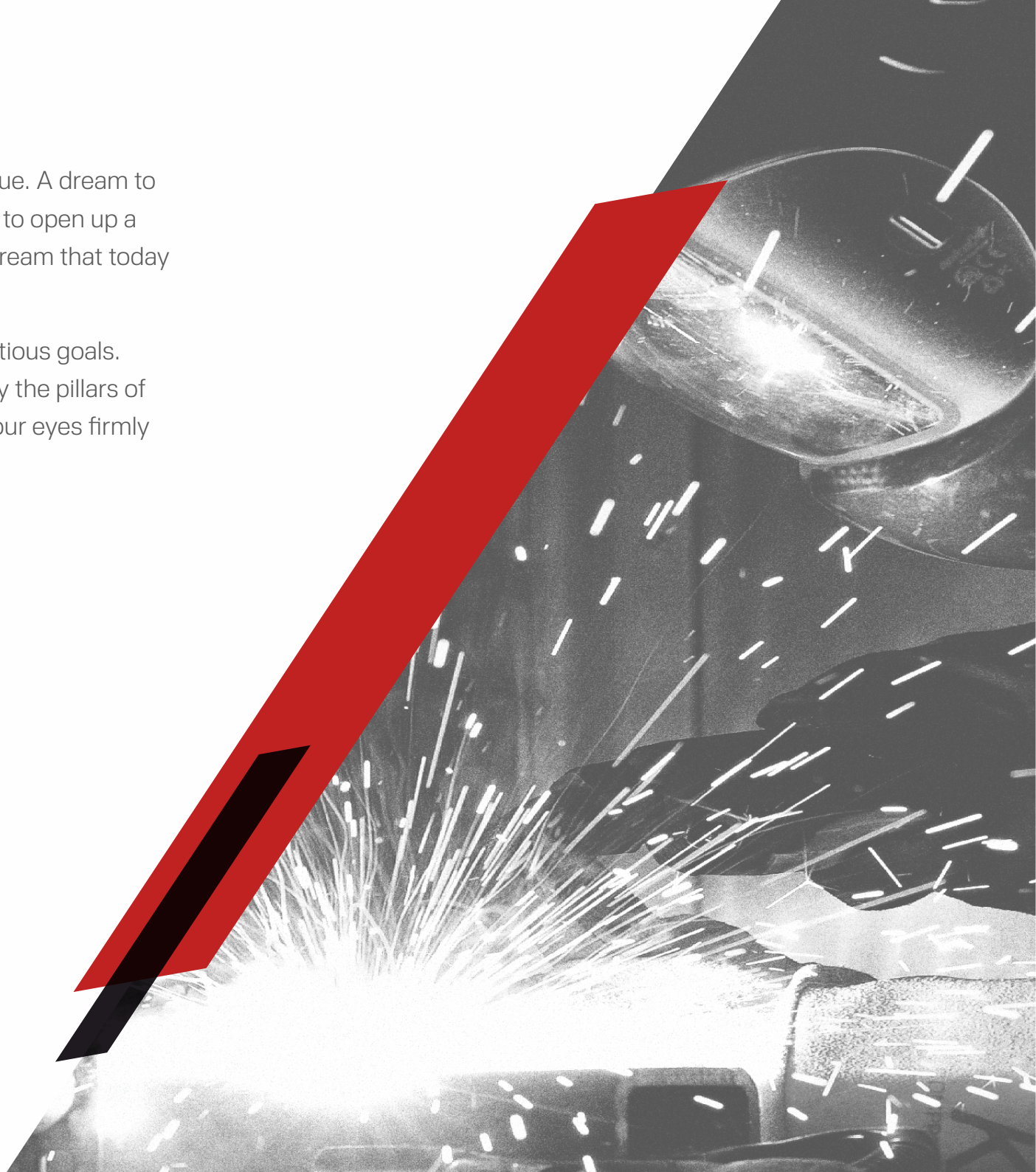
# THE VNC GROUP

“It all began with a dream. A dream to create value. A dream to excel - with honesty and commitment. A dream to open up a world of possibilities for every human being. A dream that today has become a reality - VNC.

Now, we are moving towards bigger, more ambitious goals. Armed with the spirit of growth, strengthened by the pillars of quality, honesty and commitment, we have set our eyes firmly on the highest echelons.”



**C. Basker**  
Managing Partner  
VNC Group





# VALUES

VNC Group is driven by four core values



## INTEGRITY

We conduct our business fairly, with ethics and integrity being the cornerstone of everything that we do. We match our behaviours to our words and take responsibility for our actions.



## STEWARDSHIP

We fulfill our obligation of building a better, stronger and more durable company for future generations. We meet our commitments to stakeholders and help improve communities and the environment.



## PURSUIT OF EXCELLENCE

We don't settle for anything less than excellence. We have the self-honesty to admit when we're wrong and the courage to change.



## EMPOWERMENT

We inspire people to be ambitious. We challenge people, and trust them to rise to that challenge. We support the development of our people and empower them to make choices.

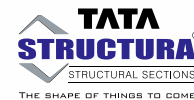
# BUSINESS OVERVIEW

VNC offers a wide range of innovative products, including the famous BEST series that has become the industry benchmark over the years. Apart from our own brands and products, we've got an entire range of quality products that we also distribute.

## BRANDS



## DISTRIBUTION





BESTARC was developed as a solution to the scarcity of general-purpose electrodes for both organized and unorganized sector. The small fabricators choose BESTARC owing to its all-positional, operational welding. The organized sector found BESTARC very energy efficient. BESTARC helped save 15% on electricity bills and achieved a 15% increase in output, thereby providing a total saving of 20% on the operational cost.

### Why choose BESTARC?

- Best value for money
- Best welding performance
- Best energy saver
- Best sales and service
- Best reliability, durability and quality



E6013 WELDING ELECTRODES



BESTWIRE binding wire was introduced in 1988. Back then, binding wires were sold as a commodity product. We were the first in the country to introduce a branded binding wire as a high-quality alternative to the rest of the low quality binding wires. BESTWIRE is scale free and bar benders find it most suitable to work with. Owing to its superior quality, good packaging and its availability through our extensive network, BESTWIRE is not only a top class branded product but also a market leader in Tamil Nadu.

### Features

- Very soft and doesn't break easily
- Uniform size throughout its length and ensures savings to customers
- Doesn't scale and hurt the masons
- Distinct packaging to protect the wire from rusting



MS BINDING WIRE



GI BINDING WIRE



In today's world security is one of the main requirements not only for the residential houses but also for industrial plots and agricultural fields. We observed a need for providing high-quality fencing solution to agriculturists and common men to protect their property and investments with minimum expenditure. This led to the introduction of BESTFENCE. We were the first in the industry to come out with branded products of barbed wires and chain link fencing. We were also the first one to introduce selling by length, rather than weight. This is a radical step for making it simpler for end-customer to buy the product.

### Features

- First in the industry
- Radically different
- Assured quality



BARBED WIRE



GI CHAIN LINK



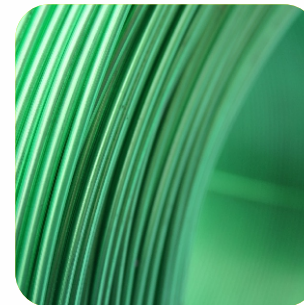
PVC COATED  
CHAIN LINK



Voltwire is a high quality GI Sleeve Wire with a uniform coating of PVC on the GI wire. High purity hot-dip zinc coating and the excellent strength of GI wire delivers a strong and long-lasting life. Its superior PVC coating assures excellent heat resistant characteristic that helps plantations to creep and grow better. Voltwire is also fire resistant & retardant insulation.

### **Applications**

- As stay wire and earth wire
- As support wire for cables in cable TV network installations
- In farms of tomatoes, grapes, etc.
- For creepers as support & trellises
- For cloths drying hangers
- For manufacturing hooks, hangers and handles







GODRY is an outcome of VNC's belief that good quality waterproofing is an essential part of any home. Because, a waterproof home enables its occupants to live a trouble-free, healthy lifestyle.

Our constant desire to enhance the lives of our customers is the driving force behind the launch our exclusive waterproofing solutions brand, GODRY.

GODRY range of products include

- **UNIPROOF** - Integral waterproofing & water reducing admixture
- **MAXCOAT 1X** - SBR based bonding & waterproofing agent
- **MAXCOAT 2X** - Two component elastomeric waterproofing coating



UNIPROOF



MAXCOAT 1X



MAXCOAT 2X



GECO enables you to bring your dreams to life; with the right products that deliver superior performance. The GECO product range consists of numerous variants of Tile Adhesives, Grouts, Sealants & Tapes which gets the job done easily, without any compromise on workmanship. What's more, we endeavour to continuously add products in the GECO range to meet all your needs.

The GECO brand is inspired by Geckos which are renowned for their extraordinary ability to stick on any surface.



TILE ADHESIVES



TILE GROUT



SILICONE SEALANT



EPOXY PUTTY



PTFE TAPES



MASKING TAPES



Indicus is a paints and coatings brand inspired by the Indian Bull.

Indicus brings robust paint products that are backed by modern research and development and deep customer insights.

Indicus offers a range of solutions for every home decoration and protection function with new-age, performance-oriented products.



EMULSION PAINTS

FUNCTIONAL COATINGS



PROTECTIVE COATINGS



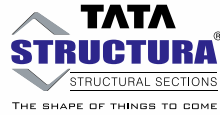
ENAMEL PAINTS



CRACK FILLER

# DISTRIBUTION

Apart from our own brands, we've got an entire range of quality products that we also distribute.



# WHY WORK AT VNC?

## A COMPANY DRIVEN BY VALUES.



VNC is a company which is rooted in its values. VNC operates with the guiding light of ethics and integrity. At VNC, you have an opportunity to be a part of building the future that stands for the values that we rise with.

## FOCUS ON YOU.



We recognise the fact that people are the core of who we are, and the company provides the ground for personal and individual growth, challenges its people and empowers them to make choices.





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