

ASTER
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essence



ABSPL Monthly News Letter | Edition: May'14

Sales Tips:

“The purpose of a business is to create a customer who creates customers.”

“Being on par in terms of price and quality only gets you into the game.
Service wins the game.”



Business Update:

We have booked 1,672 MT jobs in the month of April'14. The major jobs booked are:

1. Global Foods – 554 MT
2. Shankar Packaging – 312 MT
3. BVL Infra – 261 MT
4. Ganga Sweets – 167 MT



Projects Update:

We have completed 5 projects in the month of April'14, namely:

1. Job no 521 – Cinda sheeting
2. Job no 517 – Cinda Pipe Rack
3. Job No 556 – Fishfa Agri
4. Job no 570 – Amrit Hatcheries
5. Job no 591 – Kartikeya Industries



Jobs under WIP:

Following major jobs are under WIP stage:

1. J-496 - L&T MRO – Nagpur – 160 MT
2. J-460 - Indigo Denim – Nagpur – 473 MT
3. J-516 - Cocacola – Bidadi – 1654 MT
4. J-558 - Multivision – Ahmedabad – 830 MT
5. J-568 - Celloplasts – Valsad – 270 MT
6. J-577 - Amrit Hatheries – Kolkata – 160 MT
7. J-583 - Cinda Eng. – Bharuch - 535 MT
8. J-584 - Gold Seal Saragumi – Baroda – 367 MT
9. J-588 - L&T (TCS-Adipatla) – Hyd. – 900 MT
10. J-634 - Godrej RIL – Sholapur – 270 MT



L&T TCS - Adipatla



RIL - Sholapur



Kartikeya Industries - Hyd

Announcements:

- ❖ Mr.Praveen Sai M (Costing) has completed 10 years' of service in April'14. We congratulate him to be there with team at all times and he has proved that any team member can become an asset to the organization with his/her dedication towards work.
- ❖ Following colleagues have completed 5 years' of service in April'14, congratulations to all of you. We are proud to have a team member like you:
 - Surya Sekhar M. – Designs
 - Kishore Raju K. – PMG
 - SKRNV Divakar – Production
- ❖ Following colleagues have joined us in April'14:
 - Kaustubh Hinge – Manager (Sales) for Pune location
 - K.Nagendra Prasad – F&A
 - K.Kiran Kumar – Detailing
 - T.P. Veera Bhadrudu – Detailing
- ❖ Detailing team has made following releases in April'14:
 - Approvals – 1227 MT
 - Shop releases – 1569 MT



Birthday Buddies of May'14:

1. Kishore Raju (PMG) – 4th May
2. Vahini S (Detailing) – 10th May
3. Vandan Joshi (Projects) – 14th May
4. P.Shiv Shankar (Prod.) – 18th May
5. G.S.Babu Prasanna (Projects) – 20th May
6. M.Sridhar (Detailing) – 20th May
7. Atmaram M (Admin) – 28th May
8. S.V.Sesha Sai (HR) – 29th May
9. N.Veera Bhadrappa (QA) – 29th May
10. Bhavin Patel (F&A) – 30th May



Customer Relations Tips:

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”

“Your most unhappy customers are your greatest source of learning.”

Know your Team: Designs Team Leads



Mohd. Naseeruddin

Vice President

Joined in 2011. He has completed his M.Tech (Structures) from JNTU. Carries over 26 years' of structural designing experience in Indian and international companies. He has also worked as a lecturer for 4 years in the beginning of his career. His hobbies are reading books and coaching. His wife is a homemaker. He has three children, two sons (Md. Najeeruddin & Md. Nazimuddin) and one daughter (Naailah Firdous).



Sudhakar T

Associate General Manager

Joined in 2008. He is a Civil graduate from Nagarjuna University. Carries over 20 years' of experience in PEB and structural steel designs. His hobbies are reading books, training, collection and development of PEB templates. His wife is a home maker. He has two children, one son (Sai Praneeth) and one daughter (Parnika Vani).



Surya Sekhar M

Senior Manager

Joined in 2009. He has completed his M.Tech (Structures) from JNTU. Carries over 16 years' of experience in structural and Civil designing. His hobbies include reading books, surfing net for technical upgradation & gardening. His wife is a home maker. He has two sons (Dhruv & Madan). He is instrumental in building brand 'Aster' within industry with his innovative designing. One of his building's designs was nominated for Innovation in Structural Engineering by Bentley.



Srikanth Akkapeddi

Manager

Joined in 2012. He did his B.Tech (Civil) from IIT (Kharagpur) and MS (Structures) from Auburn Uni., US. Carries over 10 years' of structural designing experience in Indian and international companies. His hobbies are playing tennis, reading books and travelling. His wife works in Karur Vysya Bank as Asst. Manager.



Pramod Ch.

Manager

Joined in 2013. He has completed his M.Tech (Marine Structures) from NITK Suratkal. Carries over 11 years' of experience in structural designing. His hobbies are listening soft music, reading books and going on long drives with friends & family. His wife works as an accountant in a private firm.



Srikanth Sikha

Deputy Manager

Joined in 2012. He has completed his M.Tech (Structures) from JNTU. Carries over 8 years' of experience in structural designing. His hobbies are listening music, playing cricket, reading books and internet surfing for technical upgradation. His wife works as R&D engineer in a private firm based at Hyderabad. He has one son (Manideep).