

## About Mehjal Adhesive

Mehjal Adhesive offers an exhaustive range of tapes for all sorts of industries. The applications are numerous like bonding, sealing, fastening, mounting and packaging. Their USP is that they can provide customized solutions and revert very quickly on the feedback of the customers by delivering products based on specific requirements.

Mehjal started as a trading business in 1988. They started with cello tapes and then graduated to distributing specialty tapes in the 1990s. Later, in 2013, they started dabbling in coating and conversion and manufacturing their own. Importantly, they took the step to create their own branded products. Their primary market as dealer and distributor was Baroda all throughout the years. It's only since 2014 that they have spread their wings.



Currently, they sell 70% of their own brands. Even left dealership of other manufacturers, who objected to them producing their own. Their aim by next year or so is to go to 100%. Being in the business for almost 30 years, finding customers in their region has never been a problem. "Customers ask for us. Either for specific brands or application-wise. We can make developments and modifications."

Mehjal brand has major advantages. Biggest being the difference in price as against leading manufacturers like 3M. They also match the bonding strength, so make for great replacements. Typically, they send samples, based on which, they receive orders. Their products have a wide range of pricing. "Bees rupaiye ka bhi roll hai, aur barah hazaar ka bhi hai."

A tempo that goes full with packing tape can have a product worth Rs 1 lakh. Whereas a small amount of specialty tape can cost as much. "Activa ke aage rakh kar chala jayega, jiski value 1 lakh hogi." They deal in consumables and get recurring business, with their huge assortment of products. The range and sizes they offer no one covers in Gujarat. Very few in Delhi, Mumbai and Bangalore are managing that scale.

Mehjal's 70% turnover is from Gujarat. Interestingly, Vadodara and nearby territories are growing in terms of demand for their products. Since innovation is one of the hallmarks, their profits and earnings are invested in R&D. They work closely with their customers. Take feedback and then make changes like coating thickness and tensile strength. "Continuous process hai. Order to order."

"Customers jobs change and so does our work. Something normally the MNC can't do. It's our expertise - our flexibility." A company like 3M, to deliver flexibility like Mehjal, will lose 2-3 weeks, as they order from the company, which takes time. Whereas Mehjal can process things very quickly. "We can do it in 2-3 hours. Today's orders we deliver the next day."

### **The Manager - Mehul Shah**

Mehul Shah is the 2nd generation family member. His father started the business in 1988 and in 2003 he joined in full time. He is the key person, who runs the show and is responsible for taking Mehjal to new heights. Focusing on innovation, taking on world class competition, he is now even expanding the markets, so Mehjal makes new strides.

### **Digital History**

Mehjal has been into online marketing since 2010 and spends a good amount every year - Rs 2.5-3 lakhs. "We get inquiries. Also depends on us, if we cater to them or not. Out of our top 10 customers, we found 3-4 online.", says Mehul.

Mehjal received inquiries from Nigeria and Oman, which they managed to convert. They have had a long association with IndiaMart, but Mehul isn't too happy with them. He says, "90% inquiries are not genuine. Either finding rates, or my own customers ask me details. Joh genuine inquiries aati hai, woh convert bhi ho jati hai."

He appreciates the difference of NowFloats. "NowFloats ka tareeka alag hai. IndiaMart mein to mujhe andar bhi jaana padta hai, NowFloats par simple domain, meri company dikh jaati hai."

He mentions the offerings of IndiaMart, "Catalogue, TrustSeal, Leading Supplier...competitors lete hai to unka visibility zyaada hai. Woh BuyLeads ek type ka injustice hai. Jo zyaada de raha hai, usko zyaada dikha rahein hai. NowFloats par abhi to kuch aisa issue nahin hai."

### **NowFloats Association**

Mehul joined NowFloats chiefly because of his research. He did check what NowFloats were doing, "Sampling kari. Existing accounts were impressive."

He acknowledges that there is a good response and he has taken five more locations to spread his reach. "Inquiries aa rahi hai", he says.

He is now focusing on international locations. Countries where competitors are selling materials or who have branch offices in Vadodara. Mehul's strategy is, "Unki parent company ko meri visibility dikhni chahiye."

Before it was tough to pitch to foreign companies via local offices as their bosses sit abroad. Now Mehul seeks visibility abroad, so the seniors of the foreign firms get to know about them and give orders. He feels he needs to wait and watch how the new five locations perform. It took him more than 2 months in getting good visibility for his first website.

### **NowFloats Influence**

"Basically, NowFloats mere sales executive ko replace kar raha hai. Normally hum cold calling ke liye ladke rakhte the, woh ab hum nahin rakhte", says Mehul. He mentions that they have now stopped door to door calling. Thanks to NowFloats, they are now able to find customers in new regions. Mehul gives the example of Hyderabad, "Last 3 years - zero queries. In last two months, two queries from Hyderabad. Assumption hai NowFloats se aaya hoga."

Now their reach is going pan-India. After taking one location and observing that it delivered the visibility, Mehul went for five more locations, "I searched for the keywords and could see the results. Got online visibility."

### **NowFloats Usage**

Mehul says he initially needed guidance, "Shuru mein main kuch nahin janta tha. Update is the best feature, which takes less than 5 minutes to do."

Mehul hasn't tried simultaneous posting on social networks. He also admits that he hasn't tried done too many updates, "Seekh rahein hai." He uses the desktop to manage NowFloats, not mobile. Mehul's own website has all their products listed, whereas NowFloats has currently 60-70% of their products.

### **Suggestions and Expectations**

Mehul expects, "Gradually business aayega. Jitna badega, utna hum aur promotion karenge."

He claims that he would recommend NowFloats to others, "Baaki sabko recommend karunga." The reason he gives for referring NowFloats to others is that he has made the gains by being with us.

"Aaj mujhe kuch bhi chhaiye, mein Google par jaata hoon.  
NowFloats se mera presence dikh raha hai. Jo bhi countries and  
cities mujhe target karne hai, wahan mujhe presence dikh raha hai."

Mehjal is a considerable player in the adhesives market. Offering an extensive range of tapes, they take on world giants like 3M. With their ambition to focus completely on their own branded products in the coming year, they not only want to be in the spotlight in the Indian market but in international as well. Ensuring our continued support and helping Mehjal stay updated with relevant posts will further solidify our relationship, and lead to more business.