Varahamurti Flexirub Industries Pvt Ltd (VFIPL) was incorporated on 21.08.03 & have 3 Directors, Sh. Mukesh Gupta, having an exp. of more than 40 yr in this line of activity & Sh. Nitin Gupta is looking after R&D & innovations work. Mr. Nipun Gupta joined as 3rd director on 01.04.18 & actively involved in the business. All the promoters are well experienced in this line of activity.

Co. is engaged in mfg. of Spring Mattresses, Quilts, Pillows, Duvets & Rubberised Coir Products. Co. has 3 mfg. plants located at SIDCUL, Haridwar, Gejha (Meerut) & Annur (Coimbatore). Co. has availed fresh TL of Rs.7.60 Crs sanctioned by CLCC vide resolution noCLCC\_003973\_2021-22\_059-2076 dtd 28.01.22 for setting up a new unit for mfg. of Steel Spring of different types including Foam & Rebounded Mattress along with BED Stead, Quilts, Pillows, Protectors etc. with an installed capacity of 72000 pcs of Mattresses & 50000 pcs of Pillows p.a. in Halol, Gujarat. The project is under construction & proposed COD is from 01.05.23. Co. is an ISO 9001:2008 certified unit & market its products under brand name 'SPRINGFIT' which is well accepted in the market. Co. is affecting most of its sales to hotel industry. Besides, they are also selling products through online channels using different online portals i.e. Amazon, Flipkart, Snapdeal, Pepperfry & Homeshop18.

Co. is also selling the mattress in its own website [www.springfit.com](http://www.springfit.com/). Co. has wide selling network & has appointed various distributors across all parts of India. Sh. Mukesh Gupta is a well-known figure in mattress industry on pan India basis. He is technically very sound & have vast experience in the industry. In the yr 1980, he started mfg. of Latex Foam Mattress. Subsequently in 1990, he set up a Rubberised Coir Mattress mfg. plant in Meerut to make Coir Mattress. He was also appointed as the board member for 3 yrs in Coir Board of India, Govt. of India". In the year 2003, he set up a new import substituted product mfg. factory to manufacture Steel Spring Mattress under the brand SPRINGFIT in Haridwar.

Another group Co. M/s Amore International is established in Meerut & engaged in mfg. of PU foams. Presently, VFIPL is purchasing foams, which acts as a RM for the Co, from Amore International & all the transactions are done at arm's length, as informed by the Co. Now Co. is going for backward integration & has proposed for setting up an automated Polyurethane (PU) Foam mfg. plant by continuous line in Puthri, Meerut with installed capacity of 1000MT p.m. Part of the foams manufactured in the plant will be used by the Co. which will thereby improve the profitability margin of the Co. & remaining foam will be sold in open market.

Please find attached herewith point wise reply:-

1. In house foam requirements for existing units will be around Rs. 2.00 Crore per month.

It means: 2,00,00,000/250 = 80,000 Foams

2. Mainly four types of foam will be manufactured in this plant

  i) HR (High Resilience) Foam

 ii) FR (Fire Retardant) Foam

iii) Memory Foam

iv) Latex Foam

Further, there may be different size, thickness and density of the above types of foams based on the customer requirements.

3. Price Chart of the required material is attached.

4. Following statutory approvals required

  i) Land Use Change- We have already applied and it is in process.

 ii) Building Plan- It can be done after completion of building.

iii) Fire NOC- it will be done after completion of the plant.

iv) Pollution NOC- it will be done after completion of the plant.

5. List of the expected supplier for raw material is attached herewith.

6. We will sell our foam through our distributors. List of expected distributors is attached herewith.





1. In-house Foam requirement for existing units and Product wise/ item wise foam requirement.

2. How many types of foams the company is planning to manufacture in this plant?

3. Price of required raw material.

4. Status of Statutory approvals for the Foam plant. What is taken, what is pending?

5. List of the expected suppliers of raw materials

6. List of expected clients (Globally and Domestically).

7. Current Status of the site (i.e., boundary wall, level of construction, if any)

8. Measurement verification of the land as per the lease deed attached. (Be careful as Vacant land is there)

9. Per sq ft rate of the land prevailing in the area/Market.