

**PROFILE****B.C. POWER CONTROLS LIMITED****ABOUT US:**

Our company was incorporated on June 12, 2008 as private Limited Company. Later with effect from November 21, 2013 the Company was converted into Public Limited Company.

The Company has Listed its equity Shares on BSE Limited w.e.f. March 14, 2014 on SME Platform and w.e.f. November 15, 2017 it was migrated on Main Board of BSE Limited.

**Registered Office:** The registered office of the company is situated at, 7A/39, WEA Channa Market, Karol Bagh, New Delhi, Delhi-110005, India

**Branches & Godowns:** The Company runs its business from following location as Branch or Branch cum Godown:

- Plot No. H-1/1398, RIICO Industrial Area, Rampur Mundana, Bhiwadi, Distt. Alwar (RAJ.)
- 401, 4<sup>th</sup> Floor, Manek Plaza, 169, Vidyanagari Marg, Kalina, Santacruz East, Mumbai Suburban, Maharashtra, 400098
- Amrit Udyog Pvt Ltd, Cisdco, Sondongri, 04 Industrial Area, Tahsil and District Raipur, Raipur, Chhattisgarh- 492099
- 2nd Floor, 10 E, Rama Palace, Neelam Flyover, Sector 20 B, Faridabad, Haryana, 121001

**DIRECTORS****Mr. Chander Shekhar Jain – Managing Director**

**Mr. Chander Shekhar Jain** is 63 years old. Mr. Chander Shekhar Jain has a vast experience of Metal Industry. He has been worked in Metal industry for more than two decades. He has also worked as a director of M/s AKJ Metals Private Limited for around two years. Mr. Chander Shekhar Jain is business minded person having unique innovative business ideas and great forecasting ability. He is a B.Com graduate from Delhi University having good understanding of financial figures.

**Mr. Nitin Aggarwal – Whole Time Director**

**Mr. Nitin Aggarwal** is 48 years old. Mr. Nitin Aggarwal has an enriched knowledge of the Corporate World. He has worked in the Metal industry, Construction Industry and many more for more than two decades. Mr. Nitin Aggarwal is a target oriented person. He is a B.Com graduate from CCS University having good understanding of financial and static figures.

**Mr. Ankit Gupta – Non-Executive Director**

**Mr. Ankit Gupta** is 36 years old. He has completed his Bachelor of Business Administration from Guru Jambheshwar University of Science and Technology in the year 2008. He started his own business 12 years back in the name of Ankit Overseas which was a sole proprietorship firm and the main business was trading of Rice. He was appointed as Non Executive Director of the Company w.e.f. August 21, 2020 by the Board of Directors and regularized by the Shareholders of the Company in the 12th Annual General Meeting held on September 30, 2020.

**Mrs. Himani Jain – Independent Director**

**Mrs. Himani Jain**, aged 36 years is the Non-Executive and Independent Director of our Company. She is a Graduate in Communication Design from Pearl Academy of Fashion Design- Delhi.



**Mr. Surender Pal Singh Chauhan –  
Independent Director**

**Mr. Surender Pal Singh Chauhan**, aged 54 years is the Non-Executive and Independent Director of our Company. He is Law Graduate and has also done B.A in English. He has been Class-1 Police Commissioner, Assistant Commandant of Border Security Force (BSF) during the period 1993 to 1998. He started his practice of law and has vast experience of 25 years in this field with many achievements. He has been Additional Secretary of Delhi High Court Bar Association and at present is a member of Delhi High Court Bar Association.



**Ms. Siya Seth– Independent Director**

**Ms. Siya Seth**, aged 48 years is the Non-Executive and Independent Director of our Company. She is a qualified MBA in Marketing and Ph. D in Psychology. She is running his business of Human Resource and management consultancy. She also running a NGO.

**BUSINESS AND SERVICES****Trading:**

The Company is engaged in trading activities only. It trades all type of ferrous and non ferrous metals which mainly includes Zinc, Copper Ingots, Copper Rod, Tin Ingots, Copper Scrap and Nickel etc.

**Multi Commodity Exchange (MCX) Platform:**

The Company trades the goods in open market as well as on the Multi Commodity Exchange (MCX) Platform by taking and giving physical delivery of material and other modes also.

**Import & Export:**

The Company purchases the goods from Indian market as well as imports from various countries.

**COMPETITION**

Although there is a clear and growing market for our products, we do face competition from a number of other players in this segment. Most of the markets in which we operate are unorganized and fragmented with many small and medium-sized Companies. Our competition varies for our products and regions. We have to compete with different players in different regions. We compete with manufacturers and traders on the basis of product range, product quality, and product price including factors, based on reputation, regional needs, and customer convenience. While these factors are key parameters the in client's decisions matrix in purchasing goods; product range, product quality and product price is often the deciding factor in most deals.

**MARKETING**

We ensure service our customers effectively and just in time delivery. We cater the requirements of various sectors. We sell our products primarily under sales contracts and purchase orders by entering into contracts on various terms with our customers and are obliged to deliver products according to a pre-agreed price and schedule during the term of the contract. We grant certain customers credit terms on the basis of the reputation of the customers and their previous credit record with our Company. We also sell our products against purchase orders placed by our customers. Our goals for marketing plans are to gain market awareness with

respect to the demand for the new product developments in the local markets, prepare viable advertisements, sales promotions, sponsorships, database programs and other marketing communication tools for consumer markets and Market its products by participating in tender to procure contracts and undertake to supply products.

### **INSURANCE**

We maintain insurance for standard fire and special perils policy, which provides insurance cover against loss or damage by fire, earthquake, explosion, burglary, theft and robbery, which we believe is in accordance with customary industry practices. We have also availed out various insurance policies to cover our vehicles at our all the offices and plants.

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