

59th Anniversary journey so far

The Vision

On 11th May, 2010 as we celebrate our 59th Anniversary of raising, it would be well to remember our roots. Elofic was born from the vision of our Hon'ble Chairman, Shri M.S. Sahni, in the difficult days following the partition. Encouraged by his resourceful young bride, they set up a small gasket shellac compound manufacturing facility in 1951, catering to the needs of the fledgling automobile market in the country.

The success of this venture soon led to the establishment of a small scale filter manufacturing unit in Faridabad, just across the Delhi border, which saw the rise of the brand, which is now synonymous with quality filters and customer satisfaction. This facility, with a handful of workers and a few machines, manufacturing nearly 100 filter per day, has now expanded to three filter manufacturing units, with an annual capacity in excess of 42 million filters.



Paint process..... Then



Paint process..... Now

Over The Years

The Recognition

30th August, 2008 will always occupy pride of place in Elofic's evolution. It was on this day that the company's venerated founder and mentor, the Chairman, Sh. M.S. Sahni, was adjudged first in the category and bestowed the prestigious "National Award for Outstanding Entrepreneurship in Medium Enterprises engaged in manufacturing" for the year 2007. A crowning glory to his dreams.



The Chairman receiving the award from the Hon'ble Prime Minister Sh. Manmohan Singh.

Elofic Network

Today Elofic has its Corporate Office and Main Plant at Faridabad, with manufacturing units also at Hosur in Tamil Nadu and Nalagarh in Himachal Pradesh. We have 14 Marketing Offices, supported by a network of about 1000 Stockists and 30000 Retailers throughout the country.

Elofic has been pioneer in the Quality movement :

- Beginning with the ISO : 9002 Certification in 1995;
- Among the first ten companies in India to be awarded the QS 9000 Certificate in 1997;
- The Rajiv Gandhi Quality Award for the year 1998 - 1999;
- The Auto Component Manufacturers Association Quality Award in 1999;
- The TS 16949 : 2002. Certificate for manufacturing in 2004;
- The ISO : 9001 Certificate for all our Marketing offices.
- R & D recognition by Government of India in March 2009.

A Global Presence

Elofic has kept abreast of emerging technological trends and current market demands, to provide customized Filters for Automobile, Industrial, Agricultural, Marine and specialised applications. We are a government recognized Export House, with exports to various OEMs and the after markets in USA, UK, Italy, Germany, France, Spain, U.A.E, etc. Elofic has a subsidiary in USA ELOFIC USA LLC, in the state of Wisconsin which caters to the domestic USA customers.

Elofic has been constantly innovating and adapting new developments in filtration technology to ensure high standards of quality, improved productivity, development of new generation products and greater customer satisfaction. We have been expanding and upgrading our production capabilities in order to cater to the ever – increasing demands.

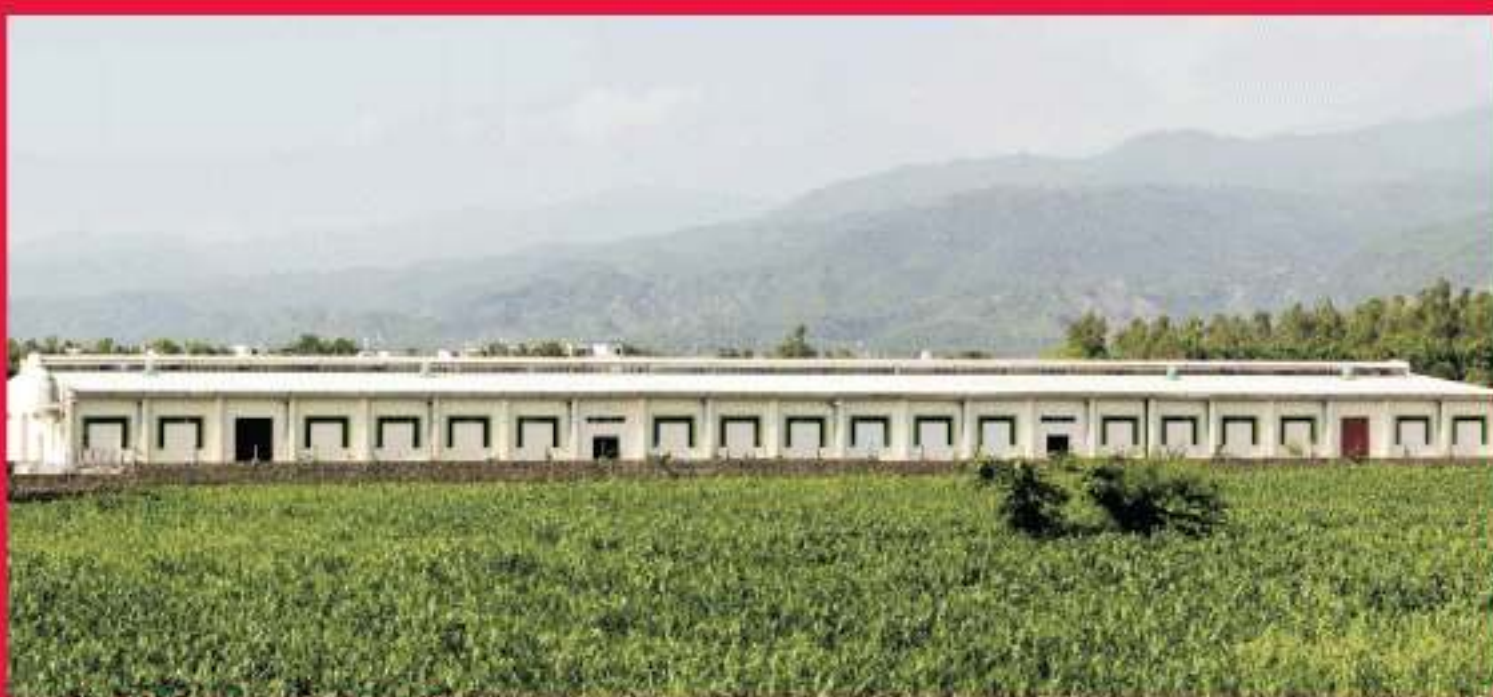
Manufacturing Units



FARIDABAD UNIT



HOSUR UNIT



NALAGARH UNIT

Social Responsibilities - We Resolve To

- Not cut plants and trees but help in growing them.
- Not support unfavorable demands or acts like giving bribes, cheating, extortion etc.
- Not practice or encourage discrimination based on caste and customs.
- Not cause pollution.
- Make people aware of crimes happening around us.

Over The Years

Elofic 4X

The company ventured into marketing of Greases, Coolants and Sealants, under the Elofic 4X brand some years ago. Elofic 4X range of lubricating oils were launched in June 2009, beginning with the States of Punjab, Maharashtra and Andhra Pradesh and have now been introduced nearly all over the country. The product has been well received and we are confident of achieving an increase in sales of over 400% during the coming year.

Recent Additions

Elofic is constantly evolving. Some recent additions include:-

- o Enhancing capacity of PU Filter line;
- o In-house Press shop, for Sheet Metal components;
- o In-house Paint shop, making Elofic the only filter company in the country to have this facility;
- o Production of Plastic Moulded Air filters at Hosur by latest Injection Moulding machines from Korea.
- o Installation of latest test equipments in the Lab.



(Left to right) Shri K D Sahni, Joint Managing Director, Shri M S Sahni, Chairman and Shri M B Sahni, Managing Director at the launch.

Relationship Meets in major states

Relationship meets were conducted in major state capitals to get feed-back first hand from the markets. These meets were well received and useful in establishing closer bonds with our customers. These meets were also utilized to launch oil in the respective states and share our future plans with Distributors.

Auto - Expo 2010

As always, Elofic participated in the 10th Auto - Expo show that was held at Pragati Maidan, New Delhi from 4th - 11th Jan, 2010. On display at our 100 sq mtr stall were the complete range of filtration and lubrication Products. The display at the stall was a grand success and it attracted a very large no. of visitors.



Relationship meet at Faridabad, with Distributors from Delhi & Haryana.



Auto - Expo 2010