

Company Profile

About Us:

A start up in the field of Renewable Energy space with a prime focus on domestic market, Simplified envisions itself as a key player in taking green technology to the masses.

A sister concern to **Bhagyalaxmi Rolling Mill Pvt. Ltd.** (www.polaad.in), a leading construction re-bar manufacturer in Maharashtra and **Vinodrai Engineers Pvt. Ltd.** (www.vinodrai.com), a leading exporters of rotational moulding machines in India, Simplified has a legacy to match and a background filled with trust and excellence.

Reason of Being:

Simplifying the interaction between consumer needs and technological possibilities, to create a healthy joyful world.

Core Strength:

Technically strong team driven by passion and an established dealer network with deep market access and strong consumer relationship

Current Products:

The Solar Chef: A family size inclined box type solar oven with a capacity of 3 pots (1.5 ltr each). With all polymer-metal construction, The Solar Chef is one of the advanced devices available in the market. It is durable, light in weight, easy to use and maintain and is virtually unbreakable. Price Rs. 3500

Tejas: A simple foldable, durable and affordable cooking device that can be carried in a back pack. With a capacity of two pots (1.5 ltr each) and unbreakable polymer caps, Tejas is by far the most convenient yet powerful solar oven in its category. Price Rs. 1500

Chhotu Tejas: An entry level product priced at just Rs. 350, this little solar oven can cook food for a person. While it's optimized design allows it to ship easily in a full scale envelope, its simplicity attracts the children to play with it, cook their meal and learn basics of solar energy in the process.

Try it out if you are looking for a unique gift for your young ones.

Founding Partners:

1. **Sunil V. Raithatha:** (Age 58, M.D Vinodrai Engineers Pvt. Ltd.)
Mechanical engineer by education, Sunil is a dynamic entrepreneur known all over the region for his sound technical understanding and versatile contribution in socio-educational development.
Having exported machines in over 50 countries spanning Europe, Australia, Africa and Middle East, he has gained a strong sense of quality awareness that is required to succeed internationally.

Apart from managing his own company, he is currently District President of Rotary Club, Elected Member on the Board of Devgiri Bank, Board Member of Vocational Studies of Maharashtra Government.

2. **Sunil B. Goyal:** (Age 43, Director Bhagyalaxmi Rolling Mill Pvt. Ltd)
A die hard patriot with a deep social quotient, Sunil has a knack of starting different ventures and turning them into the best in the business, with a belief that only entrepreneurs can make India superpower by 2020.
Amongst the chain of businesses that he has helped start are a Honda Two Wheeler Showroom, Scrap Trading, ACC Distributorship and a Steel Plant. Having thus experienced first hand at the different levels of product chain, he has developed a deep insight on consumer psychology and marketing strategy.
3. **Vivek V. Kabra:** (Age 27, M. Tech I.I.T Bombay)
A Post Graduate in Energy and an avid Poet, Vivek has a strong affection towards nature and a deep passion towards renewable energy. It is his life mission to take solar energy to each and every household of India.