



Building a business drop by drop...

Like all good stories, this one also began a long, long time ago.... over 25 years ago to be precise.

I was working for a large company that manufactured industrial flooring and imported Italian marble flooring slabs. I headed their operations for South India, and had established the product range, quite satisfactorily. The products had a synergy of sorts-the industrial flooring was used for the shop floors, while the marble was used for the customer facing areas, and the residences of the senior management.

However, as the sales of the Italian marble started increasing, we started getting more and more feedback from customers, that it was extremely difficult to maintain-marble is one of the softest natural stones and extremely porous. As a result, most of the cleaners available at the time were damaging the floor in the cleaning process.

To address this issue, the senior management of my company, sought the advice of a chemical engineer, who developed the formula for an extremely effective cleaning product .It was gentle on marble and all other flooring substances. It was also safe for the user.

Since the product was economical, and very efficient for removing grease and grime, it also found a market with my industrial flooring customers. Sales were booming and times were good.

After about a year or so, the Chemist who had developed the formula, and was continuing to manufacture it, approached me to buy the formula and the right to manufacture the product from him. This was a golden opportunity, except for the fact that his asking price was way more than I could afford. Don't forget that these were long before the days of Investors and Crowd funding! Even bank loans were hard to come by.

Fortunately, my father recognised the potential of the product, and agreed to put up the required amount. Thereafter for a few years there was no looking back....it was also the period of the textile and leather booms in the country and demand was extremely high for the product. The industrial flooring was also doing extremely well, and it required me to set up a second production unit for the products in the South....

However to get back to the story of the cleaning liquid....just when things were going really well, I had an offer from one of the first retail chains in the country, to join them and be a part of their start up team. This was truly a once in a lifetime opportunity, and yet one that was hard to grab, simply because it would mean stopping the manufacture of a highly successful product. It was an impossible choice, and I was totally torn! Eventually it was my father who again stepped into the picture, and said that I had to accept the retail opportunity. He would fulfil all my existing contracts, and once that was done, we would not accept new ones. His reasoning was that we owned the formula, and could restart using

it at any time. Besides, the exposure I would gain from working with a large corporation, would only benefit me when I restarted the business.

So, while my career in retail took me to several countries and across various roles for 20 years, the cleaning liquid remained a formula documented and tucked away in the vault of a bank.

Around 4 years ago, I decided that the time had come to dust off the cobwebs, and restart my manufacturing business. It took two years to upgrade the technology and find new raw material vendors. This time around, I had far more resources at my disposal and was able to take the help of German chemists to make the products Biodegradable, and safe, while remaining efficient and economical. This time around, I was also a lot more experienced, and with the back up of the German chemists was able to offer my customers products that were tailor made to their requirements. This has resulted in us developing a stable of products for diverse uses. The company that was formed for manufacturing these products is again family owned and run-this time around by my husband and myself and is called EIBS (Euro India Business Solutions). We restated the production on my father's 15th death anniversary.

A hospitality client required a dish wash liquid that would remove grease, food debris and stains from dishes while being safe on the workers hands even if they had to use the product without gloves for 12 hours at a stretch. We have developed such a product! A retail client had a requirement for a product that could clean the surface dirt and dust from external sign boards when sprayed on them from the ground. Recently we have developed a product to meet this requirement.

The portfolio of products is now quite diverse and suitable for a wide range of uses. The original formula is now called Heavy Duty Cleaner and remains the in-house favourite, simply because it is so very effective! Of Course it is helped by a huge dose of sentimentality! Our most popular product is our multipurpose cleaner that has Aroma oils for its pleasant fragrance and insect repellent properties. We have a glass and mirror cleaner, besides of course the dishwash and the signage spray.

Given the fact that our USP is our ability to customise our products, EIBS is an extremely exciting business to be in-who knows what the next requirement could be-maybe a cleaner for the delicate wings of a bee.... now that would really take a lot of work!!!

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