

DHANURDHAR – Aiming with arrows of versatile excellence

Relies on Monfongs technology to capture a sizeable marketshare

By Ganesh Kalidas



Dhanurdhar Processors Pvt. Ltd. of Surat started its operations in 2008. The company initially invested in one stenter and today after 10 years they have invested in six production units with a total capacity of 4 lakh metres per day, processing a wide range of products.

According to Mr. Virendra Bajari, the unit possess 62 machines used for Jet Dyeing, 7 Long Tubes, around 11 machines for the purpose of drumming, of which one is a high capacity drum capable of processing 1,200 kgs of fabric at a time and they have also invested in 40 Jiggers including 2 higher capacity machines.

Mr. Bajari informed that the foundation of their business in Surat was laid by his father Mr. Govindlal Bajari who started with a small scale weaving unit in 1981. They went ahead in setting up a yarn preparatory unit including texturizing, airtex, draw winders, etc. However, the yarn preparatory segment had its own drawback of large and frequent market fluctuations due to its dependency on crude prices. Another major factor which bothered him was that there was no scope for creativity in that sector and he was looking to exhibit more creativity. Hence, Mr. Virendra Bajari diversified the entire business and entered

the sector of dyeing and processing. He is supported by his brother, Mr. Mahendra Bajari and wife Mrs. Shabana Bajari.

Dhanurdhar has been catering to various segments through their stenters, like the saree industry, dress material, suiting materials, car upholstery and furnishings, Lycra, etc. They also cater to the processing of material for luggage, footwear and active wear industries. Fabrics are used for the inner lining and upper layers for many of the popular brands of bags, luggage and sportswear. In fact the company also caters to processing of fabrics for home furnishings and upholstery. The company has facilities to process polyester, cotton as well as blended fabrics and this indeed makes Dhanurdhar stand out in the market since no other company caters to such large and diverse segments.

Protecting the environment

Dhanurdhar has always ensured that the production units are environment friendly, zero discharge and sustainable. To prevent any air pollution, the company has installed ESPs (Electrostatic Precipitators) which is an equipment used to remove suspended dust, carbon particles from gas or exhaust by applying high-voltage electrostatic charge. The ESP has been designed to capture the particles upto the size as low as 50 microns which is much better than the ones generally prevalent in such industries.

Dhanurdhar has also invested in heat recovery system, which not only lead to a pure atmosphere inside the organisation but also help conserve energy. Mrs. Shabana Bajari mentioned that besides the mandatory requirements, they also voluntarily get the discharge samples evaluated through an external agency at regular intervals.

Coming to the question of why would a customer choose Dhanurdhar over its competitors, Mr. Virendra Bajari says that, customers have growing diverse needs and the company has been able to cater to all their requirements under one roof, which is not very common in Surat.

Secondly, it is a completely pollution free environment,



From left, Mr. Mahendra Bajari, Mr. Govindlal Bajari, Mr. Virendra Bajari and Mrs. Shabana Bajari

hence it is very efficient. The machines used to process fabrics, are one of the best which lead to high quality output.

Dhanurdhar clocks turnover of Rs. 73 crores including both domestic and exports and the target for 2018 is Rs. 85 crores. The company has been consistently growing at 7 to 10% year-on-year. Dhanurdhar is also planning to export fabrics to the readymade garment industry starting with Bangladesh and then moving on to the European markets.

Mr. Virendra Bajari says, "We have invested in Mon-fongs Stenters because these are really high quality machines manufactured using German technology, which holds a good reputation for its technological advances". Dhanurdhar has been associated with ATE right from the very beginning, maintaining a strong relationship. In fact Mr. Bajari mentioned that the services offered by ATE is fantastic and they have never come across such good service from any other enterprise in the textile sector.

Mr. Virendra Bajari's vision for Dhanurdhar for the next 5 years is to make it to the list of one of the top 50 fabric processing companies. Mrs. Shabana Bajari concluded by saying that they would like to grow keeping 3P's in mind, those being Patience, grow more Professional and finally become more Proactive by exporting their own products or brands and finally reach to the peak. ♦