



**SWITCHES**  
**SINCE 1973**



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## FINE GROUP OF COMPANIES

- Fine Switchgears, Industrial Area Phagwara Punjab
- Fine Switches Pvt. Ltd. Industrial Area Phagwara Punjab
- Fine LED Lighting, Industrial Area Phagwara, Punjab
- Fewa Electrical Corporation, Krishna Nagar, Gt. Road, Gagret, Himachal.

SWITCHES | WIRES & CABLES | LED LIGHTS | MCB's

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## ABOUT US

FINE is a name dignified in itself in the industry of electrical wiring accessory & allied products. It has a great history which dates back to 1973 when a small unit was set up by the founders with high ambitions to deliver the best possible to its valuable customers at affordable prices.

Mr. SP SETHI, Mr. Mohinder SETHI, Mr. Ashok SETHI, belonging to a prominent SETHI family of Phagwara, are the founders & promoters of the FINE Group of Companies. They dreamt of a creditable industrial unit & saw it to become a reality in a short span of time with their determined team effort. Within a span of around 4 decades this small group has now become a group of industries popularly known as FINE GROUP.

In spite of the innumerable problems being generally encountered by a small/new unit right from its inception, its management did not make any compromise with quality of the products & that is why FINE touched new horizons in the history of electrical industry.

Credit for the regular success of The FINE goes to the visionary promoters & the hard work, wholehearted support & co-operation of the workforce who put in their sincere efforts for growth of the group.

FINE GROUP is having direct & indirect manpower of more than 300 highly skilled staff, including qualified Technical, Administrative and Sales staff. We feel proud to state that Fine Group of Companies is more than Rs. 250 million & to achieve more growth, group is diversifying in other sectors also.

It is rightly said:

*“Success Is The Journey, Not The Destination”*

The secret of success is to do the common things uncommonly well. Experience goes along in the journey of success and experience comes from good and bad judgements. One requires deep commitment to change and even deeper commitment to grow. Excellence is the gradual result of always striving to do the better.

FINE manufacturing plants are installed in the Ultra Modern state-of-art building complexes with the latest atomized Machines capable of manufacturing quality products at par with International Standards. The co-ordinated and dedicated efforts of group's Professional Engineers, Technicians and highly skilled workforce keep us striding ahead to meet all the challenges posed by globalization of Indian Industry as well as the ongoing trends and ever-changing tastes of the customers. Thus, FINE products have potential to compete with any relevant product in the market and cater to every aspect to installation need.

## ADMINISTRATION

### Mr. SP Sethi

Chairman of the FINE GROUP, is the driving force behind grand success of the group. A determined man with a vision to create a distinguished business of excellence, who heads the Company's Administration and Operations; strategizing and directing it through its next phase of growth. His keen business acumen helped him chart early success in consumer building for the group's products which led him to venture into business with the establishment of FINE GROUP in the year 1973 venturing into manufacturing of Quality Electrical Products.

### Mr. Mohinder Sethi

Managing Director & Co-founder of FINE GROUP, pioneered in the production and manufacturing line of the group. With oceanic depth knowledge & experience of manufacturing electrical accessories for more than 4 decades, he strengthens the gigantic manufacturing line of the group. His confident entrepreneurship, passion for manufacturing quality electrical products with a focus to build strong and satisfied customer base have helped the group in building FINE as one of the renowned brands in the electrical industry. His innovative approach and attitude to keep him updated with latest technology and implementing it in manufacturing activities of the company has helped the group to be the trend setter.

### Mr. Ashok Sethi

Jt. Managing Director leads & controls all Marketing activities of the Group. The company has set new milestones in Electrical Market in India under his dynamic guidance and conscientious efforts. Having to his credits an experience of more than 40 years, knowledge and excellence in profession of manufacturing and marketing of Electrical Accessories is unparalleled. His innovative & dedicated approach helped Fine Group to established new mile stones in the electrical market. He has been instrumental in establishing FINE LED LIGHTING in collaboration with FINE LED LIGHTING INC. USA

## FINE GROUP OF COMPANIES

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- Fine Switchgears, Industrial Area, Phagwara, Punjab.
- Fewa Electrical Corporation, Gagret (H.P.).
- Fine LED Lightings, Industrial Area, Phagwara, Punjab.

# QUALITY AWARDS CONFERRED ON FINE

Quality Consciousness and customer satisfaction has remained the hallmark of FINE products since the inception of FINE. Adherence to these principles has enabled FINE group of companies to win the following awards:



FOR EXCELLENCE IN ENTREPRENEURSHIP  
BY SH. BHAIRON SINGH SHEKHAWAT  
(Hon'ble Vice President of India)



NATIONAL AWARD FOR BEST QUALITY PRODUCTS  
BY DR. MANMOHAN SINGH  
(Hon'ble Prime Minister of India)



RAJIV GANDHI NATIONAL QUALITY AWARD  
IN MANUFACTURING INDUSTRY  
(ELECTRICAL & ELECTRONIC)  
BY MOHAMMED TASLIMUDDIN  
(Hon'ble Union Minister of State in the Ministry of Agriculture)



AWARD FROM PUNJAB GOVT.  
BY S. SUKHBIR SINGH BADAL  
(Hon'ble Deputy Chief Minister of Punjab)

# PRESTIGIOUS PATRONAGE

## Government Sector



## Public Sector



## MANUFACTURING FACILITIES

FINE is engaged in the manufacturing of electrical wiring accessories under the Brand Names 'FINE', 'TINEX' & 'FINECO' and has range of products to cater to every segment of society i.e. MODULAR AND CONVENTIONAL ELECTRICAL SWITCHES AND SWITCH ACCESSORIES, MCB, PVC INSULATED COPPER FR & FRLS WIRES conforming to BIS, ROHS standards, Electronic Musical Bells, Extension cords etc.

FINE's recent introduction are REMOTE CONTROL SWITCHES, TOUCH SERIES SWITCHES, WIRELESS DOOR BELLS and LED Lights added to its vast product range.

### HYDRAULIC MOULDING SECTION

100 Ton Single Bed  
150 Ton Single Bed  
CNC Machines

### TOOL ROOM

Milling Machines  
Lathe Machines  
Surface Grinders  
Shapers  
Electric Discharge Machine  
Drilling Machines  
Tool Grinders  
Mould Polishing Machines

### MCB SECTION

Spot Welding Machines  
Pad Printing Machines  
Mini Presses  
MCB Calibration Test Benches  
Instantaneous Tripping Apparatus  
Conveyorized Assembly Line

### WIRE & CABLE SECTION

Drawing Machines  
Online Elongation Machines  
Bunching Machines  
Twisting Machines  
PVC Insulation Machines  
OD Controllers  
Spark Testers  
Online Hi-Speed Printing  
Auto Coiling & Packaging

### INJECTION MOULDING SECTION

30 Ton - Injection Moulding  
50 Ton - Injection Moulding  
100 Ton - Injection Moulding  
110 Ton - Injection Moulding  
250 Ton - Injection Moulding

### ASSEMBLY SECTION NO.1

Drilling Machines  
Buffing Machines  
Screw Type Hand Presses  
Threading Machines  
Polythene Machines  
Skin Packing Machines

### ASSEMBLY MACHINE

Belt Type Grinding Machines  
Vertical Grinding Machines  
Buffing Machines  
Threading Machines  
Hand Drills

### Assembly Sections



### Ferromatik Injection Moulding Machine

### Endurance Testing Machine



### Ware House





## R&D & QUALITY ASSURANCE



FINE has its own laboratory equipped with the latest testing equipments manned by the qualified professionals to carry out all types of tests conforming to various standards on its vast range of products and also cater to all R & D requirements. Most of the products conform to BIS standard and bear ISI mark under Certificate Marking License as:

IS:	3854	Electrical Switches
IS:	1293	Electrical Sockets
IS:	0694	PVC Insulated Copper Wires
IS/IEC	60898	MCB
IS:	0371	Ceiling Roses
IS:	1258	Lamp Holders



Continuous tests conforming to BIS's IS Standards are conducted on the products manufactured and a few to mention are:

## STATE OF ART LABORATORY EQUIPPED WITH



Endurance Test Machines for Switches	Endurance Test Machines for MCB's	Glow Wire Test Machine Checking resistance to abnormal heat & fire	Precision Balance (Conventional)	Precision Balance (Electronic)	Moisture Chamber
Ovens	High Voltage Test Set (0-3 KV AC)	High Voltage Test Set (0-5 KV AC)	Tumbling barrel for mechanical strength test on plugs	Impact Test Apparatus mechanical strength test	Finger test apparatus for checking protection against electric shock
Tracking Test Machine	Shock Test Apparatus for MCB's	Portable Digital Temperature Indicator	Conductor Damage Test Apparatus	Air Compressed 28 Days Test Panel	

The main inputs are UF and PF molding powders, brass and copper parts. The input material is subjected to lot-wise quality testing, dimensional checks as per drawings and all type tests as per relevant Indian Standard.



## MARKETING STRATEGY

FINE group is maintaining large network of distributors, dealers and retailers throughout the country, managed & controlled by efficient Sales Personnels, who send their regular feedback from the market for immediate corrective actions. A personal rapport is maintained with customers through sales network and sales executives.

FINE group has participated in various exhibitions held in the country as well as abroad and attended 13th International Autumn Trade Fair organized by Dubai World Trade Centre. Fine group is regularly participating in exhibitions held at Pragati Maidan and other venues at New Delhi, Chandigarh etc. etc.

The management is looking forward to export its product to European countries, which will bring fame to the company and shall earn precious foreign exchange for the country.

## SOCIAL RESPONSIBILITIES

FINE discharges its social responsibilities, particularly towards the workers and generally for the public. Children of the workers are provided with School Text Books, Stationery items, besides payment of school fees of the outstanding students. In addition to this, female and male workers are given suitable gifts at the time of their marriages depending upon their length of service with the company. Management of FINE joins them in the functions as a part of their family members.

To contribute in the field of promotion of sports, FINE formed a football team in 1996 which has been participating in state level football tournaments and has won more than 10 trophies in different tournaments, thereby bringing laurels to the company.

FINE GROUP, occupying a prominent place in the Industrial Town of Phagwara known as "Manchester of India," has contributed its share more than its size towards industrial growth in Punjab. It has set a remarkable example for the upcoming entrepreneurs and proved as torch bearer not only in industrial field but also in social activities.

### **MORE & MORE PEOPLE ARE SWITCHING OVER TO FINE PRODUCTS**

owing to the total quality approach, reliability, stunning visual appeal and highest safety aspects.

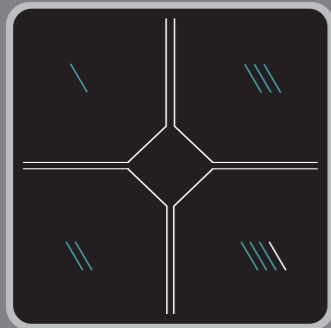




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# PRODUCTS WITH THE TOUCH OF STYLE

BELLS | DP's | MCB's | ISOLATORS | LED  
SWITCHES | WIRES



*Silverline*  
SERIES

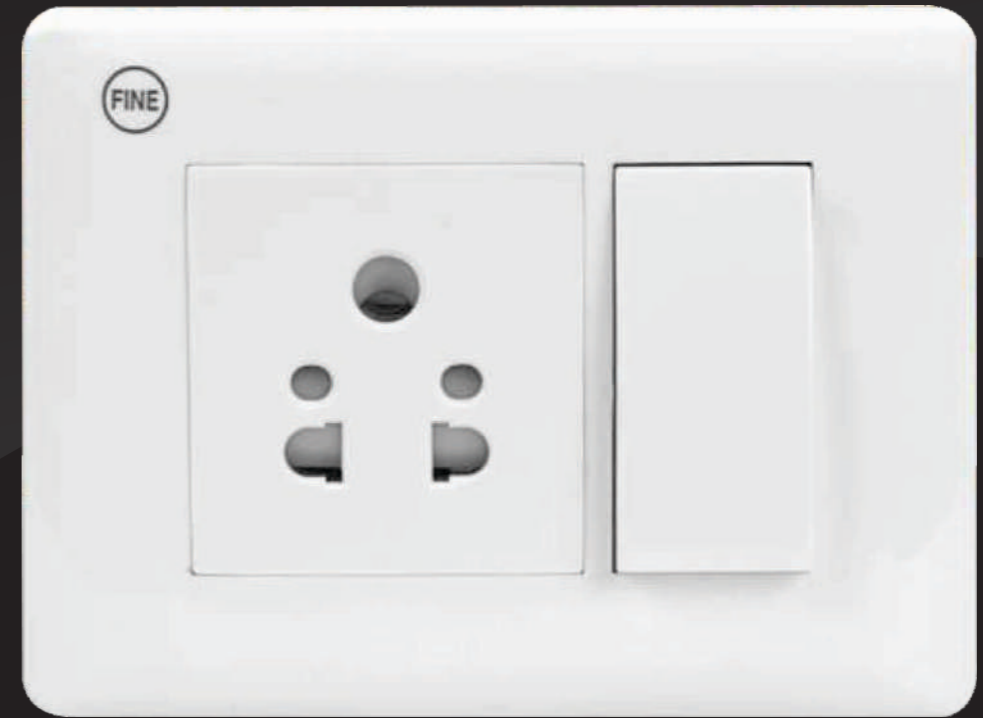






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# NEW DIMENSIONS TO INTERIORS



*Goldline*  
SERIES



BELLS | DP'S | MCB'S | ISOLATORS | LED | SWITCHES | WIRES

**FINE SWITCHES PVT. LTD.**

Industrial Area, Phagwara, Punjab 144401 (India). Email: [sales@fineswitches.com](mailto:sales@fineswitches.com)

FOR SAFE & SECURE  
**LONG LASTING**  
 LIFE



Toll Free No. 1800 180 4157



PROTECTION & SAFETY OF  
**YOUR HOME**



**MCB's, ISOLATORS & DP's**



BELLS | DP's | MCB's | ISOLATORS | LED | SWITCHES | WIRES

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# FOR FRIENDLY GREEN WAY FOR LIGHTENING UP YOUR WORK PLACE



Save energy for better future..

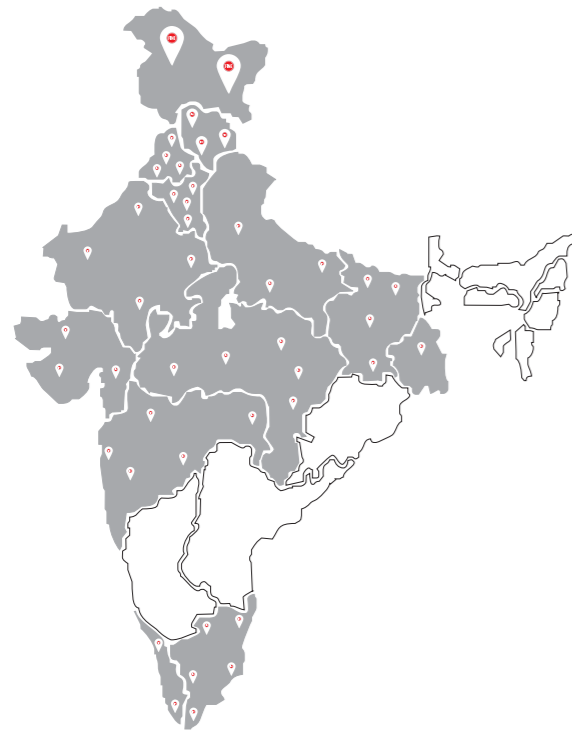
SPECIFICATIONS					
ITEM NO.	CAT1005	CAT1004	CAT1003	CAT1002	CAT1001
Dimension L*H*W(mm)	500X220X85	585X225X95	685X235X95	815X265X95	985X300X100
Installation Height	4M	4-6M	6-8M	8-10M	10-12M
Power	30W	50W	100W	150W	200W
Luminous Flux	3300lm	5500lm	11000lm	16500lm	22000lm
Light Efficiency	110LM/W				
Light Source	CREE LEDs or Customized				
Material	High Quality die-casting aluminum alloy				
Light Degradation Rate	25000h <- 30%				
Color Rendering Index	Ra>85				
Power factor	PF >- 0.96				
Average Illumination	8M>25LUX 8m>20LUX				
Rated Life	>50000 Hours				
Color Temperature	3000K-7000k				
Working Temperature	-30~+50 deg C				
Input Voltage	AC 90 - 265V DC 12/24V				
Beam Angle	60 D 120 D				
IP Code	Ip65				
Brand	ALLTOP & CUSTOMIZED				
Warranty	3 years				
Certificate	CE, ROHS, SAA, EMC, LVD				
Application	garden, courtyard, road, outdoor etc.				
Available Color	gray/customized				

Energy Efficiency & Energy Costs	Light Emitting Diodes (LEDs)	Incandescent Light Bulbs	Compact Fluorescents (CFLs)
<b>Life Span (average)</b>	50000 hours	1200 hours	8000 hours
Watts of electricity used (equivalent to 60 watt bulb).	6-8 watt	60 watt	13-15 watt
LEDs use less power (watts) per unit of light generated (lumens). LEDs help reduce greenhouse gas emissions from power plants and lower electric bills			
<b>Kilo-watts of Electricity used (30 Incandescent Bulbs per year equivalent)</b>	329 KWh/yr.	3285 KWh/yr.	767 KWh/yr.
<b>Annual Operating Cost (30 Incandescent Bulbs per year equivalent)</b>	\$32.85/year	\$328.59/year	\$76.65/year

## FINE LED LIGHTINGS

Industrial Area, Phagwara, Punjab. 144401 (India)

# COMPANY'S SALES STATES



## SERVED STATES

J&K	GUJ.
PB.	MRHST.
H.R.	KER.
H.P.	KRNTK
NDLS	W.B.
RAJ.	BHR.
M.P.	

# MANUFACTURING PLANTS



**PUNJAB**



FINE'S MANUFACTURING UNITS  
PUNJAB  
PHAGWARA-144401  
INDIA

## DETAILS (UNIT- I,II)

ESTABLISHED	1973
TOTAL PRODUCTS	83
AUTOMATION	YES
CERTIFICATES	ISO 9001 : 2008 , CE, 5 Nov. BIS , RoHS.



**HIMACHAL PRADESH**



FINE'S MANUFACTURING UNITS  
HIMACHAL PRADESH  
GAGRET-177201  
INDIA

## DETAILS (UNIT- III)

ESTABLISHED	2005
TOTAL PRODUCTS	53
AUTOMATION	YES
CERTIFICATES	ISO 9001 : 2008 , CE, 5 Nov. BIS , RoHS.



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# SAVE ENERGY FOR BETTER FUTURE



OFFERING & EXPECTING

# BUSINESS CO-OPERATION