



**HD FIRE PROTECT PVT. LTD.**

Protecting What Matters Most to You



## Transformational Journey of HD Fire: 1990 to 2015

HD Fire has grown from very humble beginnings and it has been a phenomenal journey. In this spirit, HD Fire is in the 25<sup>th</sup> year of celebration and there's lot more ahead.



**Mr. Harish Dharamshi**



In the early summer of 1990, in the narrow confines of a modest office in Thane, it was a dream of an aspiring entrepreneur, Harish Dharamshi to build an extraordinary company, which would one day reach global markets with its range of world-class products. HD Fire's journey over last 25 years has indeed been one of the extraordinary journeys having seen various transformations including the one from small workshop to state-of-the art manufacturing facility.

In early 90s, HD Fire stepped into market with an intention of providing "import substitute" fire-fighting products in India. Back then the customs duty was enormous and this opened the door of golden opportunity to supply quality firefighting equipment and systems to replace imported ones. HD Fire's first product was deluge valve. HD deluge valves attained

TAC approval in 1991 and consequently first batch was supplied to Reliance Industries facility in Hazira, Gujarat. One of the points of pride for the company is that this first batch of valves supplied in 1991 is still in perfectly working condition in Hazira as on today.

Business grew quickly and HD Fire developed new products including alarm check valves, water spray nozzles, water sprinklers and multi-jet valves. Company's attention then turned to manufacture products, meant not just for Indian market but also other parts of the world. No doubt there were first set of roadblocks. Products needed either UL or FM approval to be accepted internationally. Mr. Dharamshi himself travelled to UL office in Northbrook, USA in 1994 to apply for UL approval. He had to stay in the USA for nearly a weeks to discuss, understand and witness UL test procedures for first set of valves and spray nozzles. In the year 1996, HD Fire became first firefighting equipment manufacture in India to get UL approval on deluge valves and water spray nozzles. Company started with designing of foam equipment and proportioners and by mid-90s, HD Fire's foam products started gaining popularity in the market.

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Keeping in mind the need for bigger set-up, in 1998, one acre manufacturing plant was established in Jalgaon MIDC. In the same year, HD Fire kick-started its FM approval project for range of water monitors. Company focussed its attention towards bringing production quality to an internationally competitive level by introducing ISO quality management system. HD Fire attained ISO 9001:2000 approval in 2003 from UL.

Meanwhile HD Fire's export business was experiencing good growth and so company thought of participating in Interschutz Expo - Germany in 2005. During the exhibition, Mr. Dharamshi accidentally overheard an Italian person recommending HD brand to Kuwait based company. And it got him thinking about HD Fire's potential to make a mark on the global stage. HD Fire actively started with international partnerships and distribution set-up. By 2008, HD Fire's products were being supplied to over 35 countries worldwide.

Family's second generation with international post graduate degrees and work experience, joined the business in 2008 with fresh ideas to business. Wise experience of previous generation coupled with fresh outlook of new generation was a strong factor in HD Fire's growth 2009 onwards. This included setting up new manufacturing facilities and new product approvals such as ASME U Stamp for manufacturing pressure vessels. R & D initiatives also took off with



development of greater range of products and systems. One such example was HD Fire's products like UL Listed - H5 deluge valve and MV-E nozzles, specifically meant for use in corrosive environments and with sea water. This is one of a kind product line that very few companies manufacture. In 2009, HD Fire was known brand across the world. Its presence in exhibitions like NFPA USA, NFPA Mexico, Intersec Dubai and Interschutz Leipzig, facilitated export distribution to over 50 countries by 2011. Efforts did get noticed and HD Fire was recognized with several awards like India's Small Giants Award 2013 by India SME Forum & NDTV, India Top 100 SME 2013 award by LIC & India SME Forum, SME of the year 2014 award by ASSOCHAM, MSME Business Excellence Award 2014 by D&B and Times Group and Golden Maharashtra Enterprise 2015 Award by Golden Maharashtra Development Council.

HD Fire's expansion continues with its new office building in Thane and larger manufacturing facility in Jalgaon being operational in 2015. Today HD Fire serves many of largest oil, petroleum, steel, power and chemical companies in the world through its global distribution network. Quality is very critical. But, it's not just the quality products it is the combination of product quality, efficiency in manufacturing, service excellence, expert knowledge, and customer support, offers a value package that sets HD Fire apart from others.