

ICONS OF INDIA BUSINESS



**THE SAGA OF VAISHNAVI
SEALING SYSTEM**

Mr.Kalyana Murthy &
Mrs.Kalpana Kalyana Murthy

The Power of Partnership

Kalyana Murthy and Kalpana V, the husband-and-wife team behind Vaishnavi Sealing Systems, have carved out a niche in the competitive hydraulic seals industry in India. Their story is one of resilience, collaboration, and an unyielding commitment to their goals. Starting from humble beginnings in Bengaluru, Kalyana's journey was shaped by early hardships, while Kalpana's support and financial acumen were crucial in transforming their small venture into a successful enterprise. Together, they have built Vaishnavi Sealing Systems into a reputable name, known for its quality products and customer-focused service. This article delves into their personal and professional journey, exploring the challenges they faced, the strategies they employed, and their vision for the future of their company.



VAISHNAVI SEALING SYSTEM



**Kalyana Murthy and Kalpana
Kalyana murthy Journey to
Building Vaishnavi Sealing
Systems**

Could you share the story behind the founding of Vaishnavi Sealing Systems? What inspired you to enter the hydraulic seals industry?

I was born in Banashankari, Bengaluru, into a family that faced significant challenges from the start. My father, Chaluvaiah, and mother Puttanarsamma had to move from Kadu Shivanahalli in Kanakapura Taluk to Bengaluru because life in our village was unsustainable. Despite the hardships, my parents were determined to educate their sons, though it was a luxury that my sisters, like many girls at the time, were not afforded. I began my education at the Government Primary School in Toppaganahalli, where I studied until the 2nd standard. At that time my mathematics teacher C V Sarvamangala, Sarakki Government School used to give me lunch from her lunch box. I will never forget those difficult days. Later, we moved, and I continued my schooling at Banashankari Government School, followed by Sarakki Government School for my high school education.

My childhood was far from easy. To support myself and lessen the burden on my family, I worked in a canteen as a small boy. I would often stay there, rarely returning home, as the work demanded long hours just to survive. Meanwhile, my mother and sisters worked as housemaids, doing their best to contribute to our household. We were fortunate to have the support of Indiramma, the wife of Ramu, who was kind enough to provide us with food before we started our work. Her generosity helped us get through those difficult days.

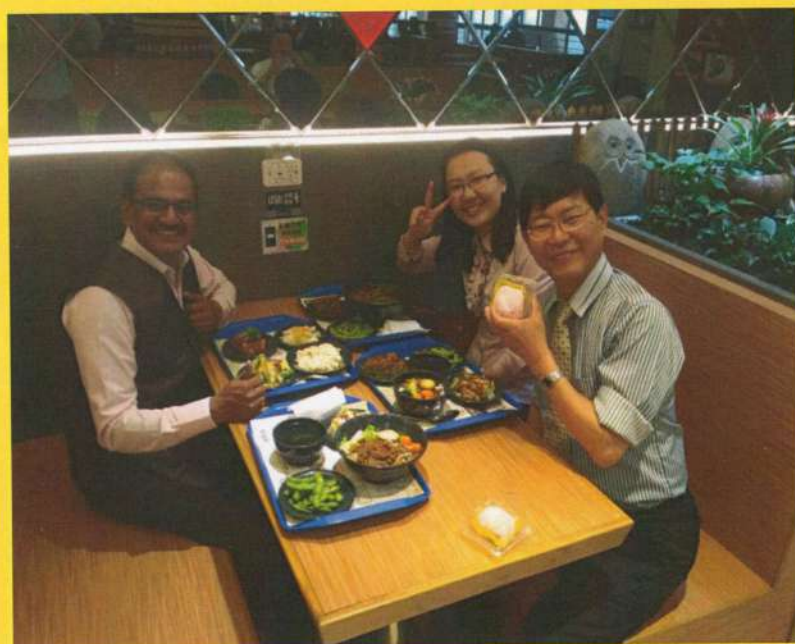
After completing my SSLC, I joined Shanti Gears Limited as an office boy, where my sister was already employed. This job marked a turning point in my life. H.S. Manjunath, the owner of the company, became a significant source of

of inspiration for me. His dedication and success motivated me to continue my education while working. I enrolled in BES Evening College in Jayanagar 4th Block, where I completed my PUC and degree. Today I am always grateful to my sisters Padmamma, Sumitra, Gayathri, and Jaya & brother Ramamurthy who helped me grow to this stage and become an entrepreneur. As I progressed in my education and work, I got involved with Vikram, Manjunath's son, who had started an oil seals company. I joined his office as an office boy, and after completing my degree, I continued working there until I had to move on due to the company's downturn. Despite the challenges, these experiences laid the foundation for my future endeavours and instilled in me the resilience and drive that would later help me establish Vaishnavi Sealing Systems. It was during this time that I got involved with Vikram, Manjunath's son, who had started an oil seals company. After the company began to struggle, I decided to venture out on my own, founding Vaishnavi Enterprises, which dealt with oil seals. With the guidance and support of Lathamani and her husband Venkatesh, I was able to start the business with just ₹15,000. Within a year, we had made ₹90,000. The initial days were tough, but the drive to build something of my own kept me going. A year later, we rebranded as Vaishnavi Sealing Systems, and the rest, as they say, is history.



Kalpna, how did you get involved in the business, and what role do you play at Vaishnavi Sealing Systems?

My role has always been more behind the scenes, but it is crucial nonetheless. As the partner who looks after the accounts, I ensure that the financial side of the business runs smoothly. Kalyana and I have always been a team, both at home and at work. I handle the day-to-day financial operations, making sure that our suppliers are paid on time and that we manage our cash flow effectively. My focus has been on maintaining the financial health of the company, which has allowed Kalyana to concentrate on growing the business and building relationships with our clients.



What were some of the biggest challenges you faced when starting Vaishnavi Sealing Systems, and how did you overcome them?

The challenges were many, especially in the early days. We were operating on a very tight budget, and my goal was to make just Rs.100 a day. We built trust with our vendors over time, but there was one incident that stands out. We once sent Rs.5 lakhs to our supplier in Taiwan, but the money never reached them. We later discovered that our email account had been hacked and the account numbers were altered. It was a huge setback, but we didn't give up. We reported the case to the CBI and eventually secured support from Mr. James of So Giant Oil Seals Company in Taiwan. I always call Mr. James Lai my Godfather. Because when we lost 10 lakh we were hopeless. Then James encouraged us and sent us stock worth Rs.3cr. Even today they are helping us to do business by sending us stock without any paper or agreement. So James is always my Godfather. The language barrier was another challenge for me, as I studied in Kannada medium. However, persistence and determination saw us through.

How has the company evolved since its inception? Could you highlight any significant milestones?

The growth has been substantial. When we first started, we imported materials worth Rs.1 lakh; today, that number has grown to Rs.3.5 crores. One of our significant milestones was when we began importing directly from Taiwan, which improved our supply chain and allowed us to offer better prices and quality to our customers. Over the years, we have expanded our product range and services, making us a preferred supplier in the industry.

The hydraulic seals market is highly competitive. What strategies have you employed to stand out in this industry?

Kalpana V: Our strategy has always been simple but effective: price, stock, and service. We make sure that our prices are competitive, our stock is always available, and our service is prompt. We believe that consistency in these three areas has helped us build a loyal customer base. Kalyana is always in touch with our customers, ensuring that their needs are met, and I make sure that we manage our finances in a way that allows us to offer the best possible terms to our clients.

How do you see the demand for hydraulic seals evolving in India over the next few years? Are there any emerging trends that you are keeping an eye on?

Kalyana Murthy: The demand for hydraulic seals in India has been stable, but the industry has become more competitive. When I started, there was demand, but material wasn't always available. Now, while the demand remains strong, the supply has increased, and there are more players in the market. We are keeping an eye on emerging technologies and trends, such as the use of new materials and the rise of eco-friendly products, to stay ahead of the competition.

How has the rise of automation and Industry 4.0 impacted the hydraulic seals industry? Has it influenced your production processes or product offerings?

Kalyana Murthy: Automation and Industry 4.0 are definitely influencing the industry. We are seeing more automation in production processes, which is helping to improve efficiency and reduce costs. However, this also means that we need to continuously upgrade our technology and skills to stay competitive. We are exploring how we can incorporate these advancements into our business to offer even better products and services to our customers.

What are the key factors that contribute to customer satisfaction in the hydraulic seals market? How does your company ensure it meets and exceeds customer expectations?

Customer satisfaction is driven by several factors: quality of the product, timely delivery, price, and customer service. We ensure that all our products meet high-quality standards, and we make it a priority to deliver on time. Our pricing strategy is competitive, and we focus on building strong relationships with our customers. We believe in going the extra mile to make sure that our clients are happy with our products and services.

What are the future growth plans for Vaishnavi Sealing Systems? Are there any new markets, products, or technologies you plan to explore?

Kalyana Murthy:

We have ambitious plans for the future. We are in the process of opening new branches across India, starting with Chennai, and we plan to expand to Mumbai, Delhi, Hyderabad, and other major cities. We are also exploring new product lines and technologies that will allow us to serve our customers better and enter new markets. Our goal is to become a leading player not just in India but globally.

How do you envision the company's role in the hydraulic seals industry in the next 5 to 10 years?

Kalpana V: -

In the next 5 to 10 years, we see Vaishnavi Sealing Systems as a key player in the global hydraulic seals market. We aim to expand our footprint internationally, bringing our commitment to quality and service to new customers around the world. We also plan to continue investing in technology and innovation to stay at the forefront of the industry.

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As industry leaders, what advice would you give to aspiring entrepreneurs looking to enter the manufacturing and supply sector?

Kalyana Murthy:

My advice would be to stay focused, be patient, and never stop learning. The manufacturing and supply sector is challenging, but if you are committed and willing to put in the hard work, you can succeed. It's also important to build strong relationships with your suppliers and customers. Trust and reliability are key to long-term success in this industry.



What are the core values that drive your leadership at Vaishnavi Sealing Systems, and how do they shape the the company's culture?

Kalpana V:

The core values that drive our leadership are integrity, customer focus, and continuous improvement. Integrity means always doing the right thing, even when it's difficult. Customer focus is about putting our customers at the center of everything we do, ensuring that we meet their needs and exceed their expectations. Continuous improvement is a commitment to always do better, whether it's in our products, processes, or customer service. These values shape our company culture by fostering a positive and collaborative work environment where everyone is motivated to contribute to our shared success. The journey of Kalyana Murthy and Kalpana V is a testament to the power of perseverance, teamwork, and dedication. From humble beginnings to leading a successful business, their story is an inspiration to many aspiring entrepreneurs. Together, they have built Vaishnavi Sealing Systems into a reputable company that continues to grow and thrive in a competitive industry. Their shared vision, commitment to their values, and unwavering focus on customer satisfaction have been key to their success, and they are poised to take the company to even greater heights in the years to come.



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Vaishnavi Sealing Systems

Authorized Importer & Distributor of SOG oil Seals & ALP Hydraulic Seals.

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