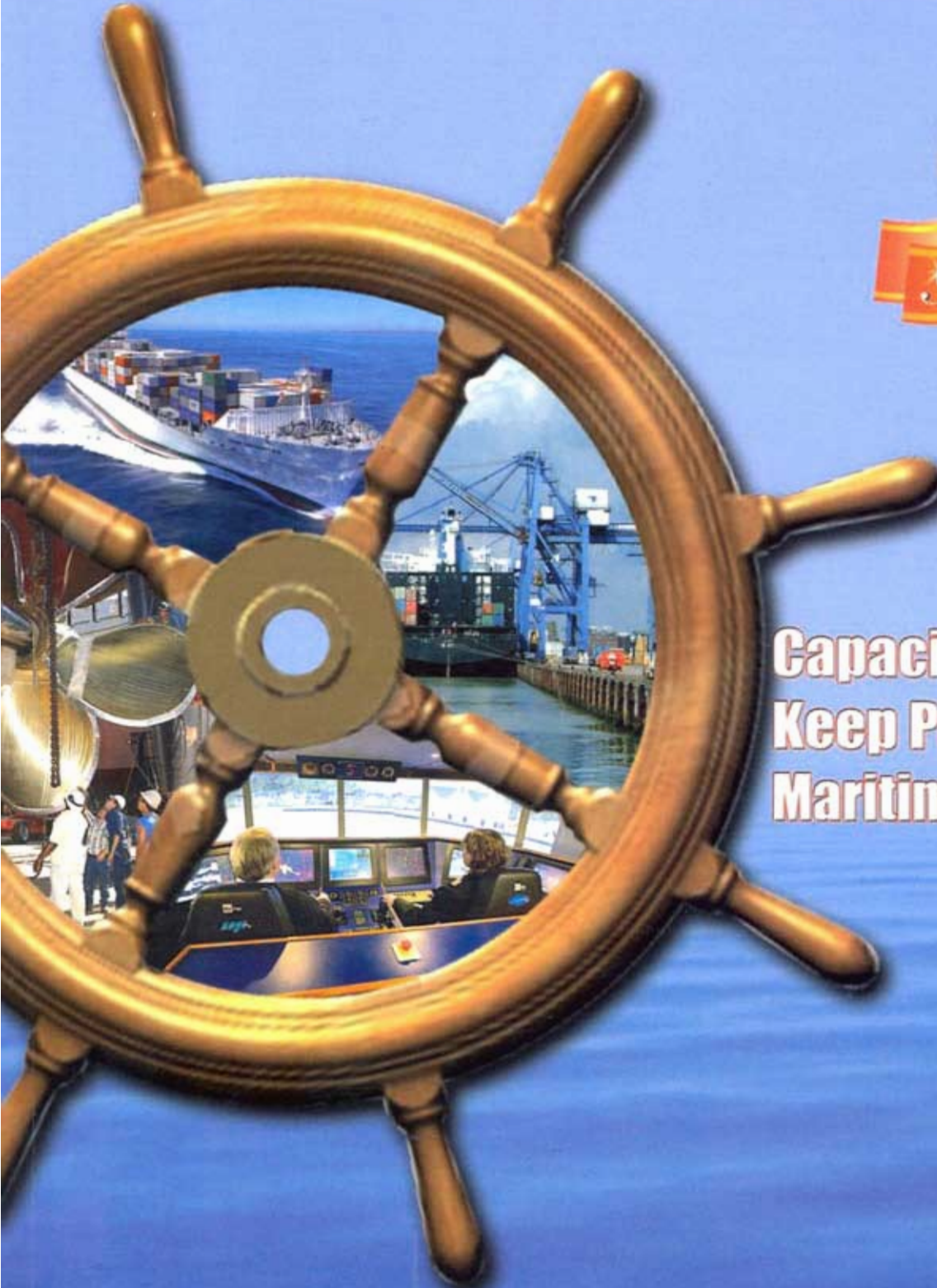


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**Capacity Upgrade to
Keep Pace – India's
Maritime to Keep Date**

Homing in Ships – Safely Swiftly

By Sadanand Subramanian and Rashmi Baruah

Adil Moloobhoy and Nafeesa Moloobhoy share the inspirations, aspirations and principles that have guided AS Moloobhoy & Sons over the decades to make them one of the best marine services company in India.

“We have as many glamorous, educated and gifted people as any other industry has. Yet we are always on the periphery of public attention. If I can contribute something substantial for the marine industry in my lifetime or through my children, I would consider that to be the complete payback to the industry.” - Nafeesa Moloobhoy

With the advent of the SOLAS Convention in 1960, Safety of merchant ships became an issue of topmost priority. Adil Moloobhoy, Chairman of A.S. Moloobhoy & Sons informs that there was quite a stir during this time to set up or upgrade the marine safety equipment sector internationally. He explains that it was under

this scenario that his own company thought it worthwhile to shift their focus from ship breaking and ship chandling to specializing in safety products for the marine industry. A need for this service was acutely felt in the country since India had never made a mark to speak off in this sector. He says, “Right from the beginning of the SOLAS era we have been associated with the marine safety business.”

Nafeesa Moloobhoy, Managing Partner expresses great satisfaction that marine equipment today are technically very advanced. “All the equipment, we deal in, are related to life saving. So we want them to be effective in every way. India has a long way to go in producing them to international standards.” Adil Moloobhoy points out that even though a few government players existed in the market they all have a long way to go in terms of consistency, quality and supply, and to be compared alongside the products that came from the west.

During the late eighties and early nineties, when specialized electronics also became associated with marine safety and became



As Moloobhoy & Sons Family

part of the SOLAS convention, ASM lost no time and forayed into sophisticated equipment that hit the market. A hundred year old company, dedicated to the service of the Indian marine industry, ASM supplies marine safety and electronic equipment, survival crafts, and chemicals and a plethora of turnkey services for the last three decades.

Referring the onslaught of modern technology, Nafeesa Moloobhoy says, "The latest in technologies created a platform for us to consider our supply and services in the areas of electronics for navigation, as well as intelligence in terms of vessel tracking and identification." With a spurt in terrorist and disruptive acts in different regions of the world, the requirements of safety and the need for sophisticated tools have never been felt as it is now. She is proud to consider that her company is one of the leading players in the field of marine electronics business today. She states, "We render our services to clients across the industry that also includes top notch shipyards."

Revolution in Marine Technology

There is a technology revolution everywhere these days. In the good old days technology would mostly encompass hardware components. "Today the software aspect of technology is breaking new grounds almost every day," says Nafeesa Moloobhoy. Sharing a recent experience she says, "I recently came across an innovation called 'Time-Zero.' With a glint of excitement in her eyes she says, "With a single click of button on the mouse, you can zoom into any area that you want to chart your ship." She says that the developments happening today are a fry cry from the past when almost everything was manual. Nafeesa Moloobhoy says the technologies that allow seafarers to communicate with people on shore are amongst the most marvelous inventions. "No one would have imagined that people on board ships could exchange e-mails in the middle of an ocean!"

Unique Range of Services

Some of ASM's range of products and services

encompass, the supply of life-saving and fire-fighting equipment, Drew Marine Chemicals, Furuno Communication and Navigational equipment and the servicing of EPIRB's and SART's duly certified by the Mercantile Marine Department, Government of India. The company also has the largest market share in the sale and supply of pyrotechnics, and represents two of the world's leading brands – PainsWessex and Comet, exclusively in India.

Headquartered in Mumbai, the company has an all India presence with 7 branches across the country. Nafeesa Moloobhoy, as dynamic as ever touches base with at least one branch each week. "It's a pleasure to know our customers and local industry personally and we are well recognized even at the branch level," she smiles.

Traditionally, ASM was an equipment supplying company. Nafeesa Moloobhoy says, "We are registered in every port trust and we can move material from a warehouse to a ship within the shortest period of time." Terming speed of delivery as their greatest strength, she quips, "In the marine industry speed is of the essence, everything was needed yesterday." She also considers her organization unique in that very few companies in the supply segment carry the kind of stocks that A.S. Moloobhoy carries.

Nafeesa Moloobhoy is also glad that her organization has graduated up the value

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A Beaming Team

chain in terms of services it offers. "When we provide electronics, we not only supply it on board a vessel, but we also install and go on to maintain it. This association with our customers is not unlike a real partnership, and the bonding is deeper."

The Governing Principles

"We cannot compromise on the standards we have set for ourselves," says Adil Moloobhoy. "This is the third generation of the family running the company and we have a huge responsibility to maintain the high reputation we have built over the decades. We are reputed for our integrity, reliability and quality of service. In fact we do not mind affecting our profitability to ensure that our customers get what they deserve."

Nafeesa Moloobhoy aspires to take her company to a very high reputation internationally. "Indians are talented, hard working and also have the advantage of ability to communicate in good English." She says she is ambitious to employ their engineers, especially in the electronics sector on various international vessels. "I believe our engineers and technicians are relatively more flexible and are more productive than their European counterparts."

Onwards to the Ultimate Maritime



A Training Session in Progress

Destination

Praising Indian seafarers and other achievers of the industry, Nafeesa Moloobhoy says, "India's technical expertise and the abilities of seafarers are highly appreciated all over the world." She says that India must however make a mark in the components and marine ancillary manufacturing sector. "We are a global player today because of our entrepreneurship, enthusiasm and our never say die attitude. But we really need good government support." ■

Main Customers Of A.s. Moloobhoy And Sons

Government Undertakings

Shipping Corporation of India Limited.
Oil & Natural Gas Corporation Limited.
Gujarat Maritime Board.
Indian Navy, India.
Dredging Corporation of India Ltd, Vizag.

Shipyards

Bharati Shipyard
ABG Shipyard
Mazagon Dock Limited
Tebma Shipyard
Garden Reach Ship Builders & Engrs.
Hooghly Dock and Port Engrs. Ltd.
Corporated Consultancy.
Hindustan Shipyard Limited.

Cochin Shipyard Limited, Kochi
Goa Shipyard Limited, Goa
Alcock Ashdown, Bhavnagar

Shipping Companies

Great Eastern Shipping Co. Ltd.
Great Offshore.
Essar Shipping Limited.
Varun Shipping Limited.
Surrendra Overseas Ltd.
Reliance Industries Ltd.
Mercator Lines Ltd.
Transocean Offshore Deepwater Drilling Inc.
Tidewater (India) Pvt. Ltd.
Accord Ship Management (Pvt.) Ltd.
Eurasia International (India).