

SIFON OFFERS ARCHITECTURAL SOLUTIONS, **NOT MERELY FITTINGS !!!**

Consistent endeavor towards practicing 'Precise Craftsmanship' & achieving 'Dimensional Integrity' have paved the way towards enviable success of SHAKTI group of Companies, be it Shakti Industries (1982), Jay Shakti Metals (2006), Shakti Techno-cast (2012) or Shakti Architectural Products Pvt. Ltd (2014).

At present, Shakti Architectural Products Pvt. Ltd. is one of the most trusted manufacturer of pressure die-casting components for leading manufacturers of hardware and sanitary fittings made from Zinc Alloy & Brass.

Encouraged by immense appreciation for workmanship, Manish Patel – a young & dynamic entrepreneur, embarked on an ambitious step to launch premium range of Architectural Hardware Fitting *Solutions* under brand "SIFON".

Our aim is – "To provide elegant & durable world-class solutions that enhance people's lives!"

SIFON product range, at present, consists of *Mortise handles on Rose/Plate, Mortise Locks, Euro Profile Cylinders, Pull Handles, Cabinet Handles, Main Door Sets, Plate Combi Sets, SS Mortise Handles, SS Pull Handles, Door Closers and Bathroom Accessories.*

SIFON's unique enticing designs with attractive finishes – as many as twenty-four different combinations (developed in-house at our Design Studio) will prove to be a 'true experience' of luxurious living.

Our endeavors have been to consistently "elevate" SIFON products from mere furnishing accessories to distinctive design elements, expressing aesthetic taste and personality of the user.

We are an ISO 9001:2015 accredited organization along with TUV, CE and NABCB certification. In order to achieve our goals, we regularly put into practice our "Core Values" of Commitment, Responsibility, Speed, Demand Excellence, Respect for All & Customer Success.



Mortise Handle



Pull Handle



Cabinet Handle



Knob



Main Door Set



Mortise Lock



Euro Profile Cylinder



Door Closer

Marketing Strategy

Our Unique Selling Proposition [USP] is Innovative Designs with a variety of unparalleled attractive Finishes.

SIFON, being an exclusively Premium Brand, retail outlets/ showrooms (displaying and promoting premium brands only) can effectively succeed in selling it. Hence, we exercise extra care in 'choosing' Channel partners. State-wise/ District-wise/ City-wise [major cities only] distributor constitute of our targeted Channel Partners. Identifying and 'choosing' an exclusive outlet, to promote & sell SIFON in an area-pocket, will help eliminate unhealthy price-cutting competition and thus enhance retailers' enthusiasm. The premium retail outlet/showroom always aims to build own repertoire of exclusive collection. SIFON Product range will help in fulfilling his/her aim. Our EMERALD collections (extra-premium quality) & SAPPHIRE collections (premium quality) products will further contribute in catering to both types of buyers.

Regular advertising & promotion medias as well as innovative 'approaches' will be explored to create Brand Awareness and Brand Equity.

Quality Assurance

The Brass & Zinc we use in manufacturing our products are purely virgin metals – we do not use recycled metals.

An unceasing quest for exclusively premium quality has prompted us to undertake stringent checks after each manufacturing process.

All incoming materials are checked and the composition is verified. Periodic checking and calibration of all tools & equipment as well as thorough inspection of castings for foundry defects ensure better quality and durability.

