

Quality is everything we do "Quality is not a destination, it is a way of life."

Purity and high quality Coconut Oil. Incepted in the year 1995, "Namratha Oil Refineries Private Limited" are a highly acclaimed name among manufacturers and exporters.

Why Interview with these Entrepreneurs?

1. Started the business with 5 bags of Copra raw material now 700 bags of Copra use as a raw material.
2. Their Qualification has been Just 10+2, but the achievement is amazing.
3. Turnover of Rs. 50,000 to 100 crores of Business.
4. Every step is planned
5. No teachers or advisors only experience and hard work.
6. Successful Rural Entrepreneurs.
7. No financial background.
8. Started the business from the house and now having own plant & machinery and 6 acres of land.
9. No employee to 200 employees.
10. Joint family

An Interview with

Mr. B. S. Arun Kumar, Managing Director & Mr. B. S. Shivaprasad, Director, Namratha Oil Refineries Pvt Ltd.,

1. What/ who motivated you to start the business? How did you get this idea?

Ans: Our father is motivated to enter into the business. In the second phase when we are supplying to Bombay customers like Godrej, Tata, Hindustan, Swasthik we used to go to Bombay for payment collections and delivery of the goods at 9 a.m. We were in their premises from morning 9 am to evening 4 p.m. We used to look factory, management, rules & regulations. That work made us to think that "Why don't we open such a company in small scale"?

1. About the Company:

Name and Address of the Company: Namratha Oil Refineries Pvt Ltd.,

Status of the Company: Private Ltd Company

Present Turnover: 100 crores

Interviewed with the owners & their qualifications.

2. About the Owners of the Company:

Family Back Ground: Bhopalam Family, Arya Vyshyas Caste, Hindu Religion, Tiptur, Karnataka State, India.

Parents: Sri. B.N.Srikanta Gupta & Smt B.S. Prameela

No. of Family Persons: 3 Brothers and One Sister

Family Business / Individual Business: Family Business- Private Limited Company

Entrepreneurs of the Company

Name: **B.S. Arun Kumar** aged 50 years

Qualification: P.U.C.

Martial Status: Married

Exp: Learnt from parents, family business provisional stores

Name: **B.S. Shivaprasad** aged 48 years

Qualification: P.U.C.

Martial Status: Married

Exp: Learnt from parents, family business provisional stores



Mr. B.S. Shivaprasad, Mr. B.S.Arun Kumar & Editor

1. How do you manage your finance?

Ans: Always we have invested after getting assurance of ROI i.e Return On Investment. From the start of the business we have tested through by outsourcing the work, and after confirmation/ assurance of the orders we have invested in our own machineries & expansion of the plant.

2. How comfortable with the Government Laws?

Ans: Presently the tax system is not at all good. Laws should simplify. They won't take any major decisions. We don't mind paying more tax but there should not be more taxes. We don't have any identification. There should be identification for Entrepreneurs.

3. Did you rely on any assurance of orders?

Ans: Yes. Medimix soap, Chennai they assured to take our products. Firstly we used to depend on Bombay as it takes 3 to 4 days to travel but whereas Chennai is 10 hours journey, we shifted our supplies to Chennai. With Medimix we used to have "Win Win" strategy. They were also growing at that time.

4. Our students are unfit to employ, the industrialists say. What do you say?

Ans: No. They are fit. But they need at least 3 years field experience. They are lacking in the practical knowledge. Only they have Book Knowledge.

5. Education is second to politics in corruption, So what measures to be taken to control this?

Ans: Yes. It is a very sad thing.

6. Are our education system teaching life leading values?

Ans: No. A lot of educated people are getting failed during the life.

About Us

Namratha Oil Refineries Pvt Ltd., Incepted in the year 1995, Namratha Oil Refineries Private Limited are a highly acclaimed name among manufacturers and exporters. The company is engaged in extraction and refinery activities of edible oils predominantly Coconut Oil. We procure quality raw material from Tiptur which is a major coconut growing area in India and thus have unbeatable quality advantage in this sector. With consistent and regular supply of quality products we are able to satisfy different industrial requirements from varied sectors.

**Mr.B.S.Arun Kumar
Managing Director**

Mr. Arun Kumar has about 25 Years of rich experience in edible oil industry right from grass root level. He is a visionary leader and plays a key role in managing the company. He successfully led the company through some of its most challenging times and enabled it to emerge stronger each time. His vast and rich experience provide operational excellence to the company and capacity to drive Innovation.

**Mr. Shivprasad
Director**

With Over 25 Years of experience in edible Oil industry with depth Understanding in pattern of coconut crop, its yield and Supply Chain Mechanism in PAN India. He is responsible for several initiatives to secure quality and production of Coconut oil and Copra powder and also assessment levels that are among most sought in manufacturing industry.

**Mr.B.S.Ravindra
Director**

Mr. Ravindra Manages the administrative matters of the company. He has an extensive background and experience in finance, strategic planning and export marketing. He influences external and internal dynamics of the company. A Bachelor of Agriculture manages responsibilities with a passion for perfection. He has successfully handled the operations, covering many industrial functions and plays a key role in restructuring of company.

Innovation

The past few years have seen Namratha transform into a modern, market-oriented company. With a renewed product range, modern packaging and a wealth of other

7. How far higher education is spoiling our culture like joint families, divorce rates?

Ans: Yes. Presently higher education is not teaching life leading values.

8. What is essentially the need of the hour for Educational reforms? What is your advice to the globe?

Ans: Grass root changes are required.

9. Do you think that Industries also should involve in Education? In what way if Industries involve it would be better for good education?

Ans: Yes. If Industrial people involved, then it is possible to inform the requirements.

10. The Present Education system is producing the certificates / marks cards like factories but not personalities. What is your opinion?

Ans: Yes. We agree with this.

11. Education gives knowledge but the illiterates are better than present educated people. Do you agree?

Ans: yes. Our old people are wise persons than present educated people.

12. What is your over and all advice to the budding Entrepreneurs.

Ans:

- One should have a goal
- If one needs open industry they have to survey the markets
- Minimum Investment, after confirming the orders, they can expand the business.

There is no substitute to the hard work and continual efforts.

innovations, Namratha is competing in the regions of the highest grade coconut oil market, both nationally and internationally. The owners are dedicated to safeguarding the continued existence and identity of this very special Tiptur-based company.

We operate through two divisions:

- Factory Division which processes ball copra, produces and markets edible grade coconut oil.
- Registered office in Bangalore which sells coconut oil products in 3 brands namely Tejas Gold, Penguin, Double sovereign.

Support

Pre & Post sale support

"We are an organization, which is flat with only five levels of reporting"

Our Values

We are one integrated family.

"Our commitment to quality is one of our utmost value Our people are our biggest strength.

We encourage a culture of openness trust and synergy.

Timely supplies, excellent quality are our motto.

We focus on practices that encourage and sustain rising standards of performance and build on the pool of our talented members.

We will stay abreast of the latest technology.

Products

Tejas Gold, Double Sovereign

Penguin, Coconut Oil Cake,

Coconut Deoiled Cake, Coconut Copra

Registered office details

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