

- Electronic Weighing Scales & Systems
- Electronic Currency Counting Machines
- Electronic Fare Meters

### CORPORATE OFFICE :

BEHIND GURUDWARA, DHULE - 424 001, (M.S.) INDIA  
TEL : +91 - 2562 - 239080, 239046, 239331  
FAX : +91 - 2562 - 239332  
E-mail : [response@nitiraj.net](mailto:response@nitiraj.net)  
Web Site : [www.nitiraj.net](http://www.nitiraj.net)

Date: 13<sup>th</sup> January 2020

To,  
The Manager  
Listing Department  
National Securities Exchange of India Limited  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East)  
Mumbai- 400051

**Sub: Announcement for the launch of Person Weighing Scales with newly designed ABS body**

Dear Sir,

Please find attached Media Release regarding announcement for Person Weighing Scales with newly designed ABS body

Thanking you,

Yours Faithfully  
For Nitiraj Engineers Limited



Mr. Rajesh R. Bhatwal  
Chairman & Managing Director



#### • BRANCH OFFICES •

##### CHHATTISGARH

Ambikapur : 222508 Raipur : 4045448  
Bilaspur : 401606 Raigarh : 231140

##### MAHARASHTRA

Akola : 2422857 Jalgaon : 2217179  
Buldhana : 244854 Nashik : 2316875

##### Dhule

240623

##### ORISSA

Balangir : 09338885585 Jeypore : 251572  
Berhampur : 2224641 Sambalpur : 2541598

## **Media Release**

### **Launches New Range of Person Weighing Scales**

### **Newly designed ABS body with LED & LCD Display**

**13 Jan 2020:** Nitiraj Engineers Limited (NSE-SME: **NITIRAJ**), Incorporated in 1989 is one of the leading manufacturers of **Electronic Weighing Scales and Systems**, has launched Person Weighing Scales with newly designed ABS body.

#### **About the Product:**

This new product – person weighing scales with ABS body is ultra-light and easy to carry having two types of models – one with LED display and one with LCD display. These weighing scales have a new look and fresh design ensuring quicker and easier production process as compared to person scales with metal body. These can be used in hospitals, clinics, fitness centers, aanganwadis, primary health centers, sports and schools to measure weight and BMI. These scales have a capacity of weighing upto 150 Kgs and are available in two colours – blue and pink.

These machines are operated on pencil cells, requiring lesser power consumption and have a longer battery life compared to similar products available in the market in the same segment.



**Management Comment:**

Commenting on this development, **Mr. Rajesh R. Bhatwal, Chairman & Managing Director** of Nitiraj Engineers Limited said.

*"We are happy to announce that we have recently launched newly designed Person Weighing Scales. With new design and fresh look, the person weighing scales become ultra-light and easy to carry, thereby creating our presence in the home and hotel sector. The Company has a strong R&D team enabling it to innovate and develop such widely used products."*

**Company Overview**

Established in 1989, Nitiraj Engineers Ltd. is one of the leading manufacturers of wide range of Electronic Weighing Scales and Systems, Currency Counting Machines and Electronic Fare Meters catering to both industrial and domestic consumption. These products are classified according to their applications and utilities in the categories of Industrial, Commercial, Jewellery, Healthcare, Household and Automobile. The Company supplies machines to various state governments under Child Growth Monitoring Systems (CGMS) program. These machines have advanced technology support in form of data collection, plotting, MIS and dissemination. The Company has a sophisticated, state-of-the-art facility located at Parwanoo in Himachal Pradesh for continuous research, stringent quality control and consistent production with a capacity to produce more than one lakh scales per annum. The products are supplied under brand name 'PHOENIX', through a well-connected sales and service network of 18 branches in the states of Chhattisgarh, Maharashtra and Odisha and over 430 dealers across India as well as abroad. The Company is an ISO 9001:2015 certified company and has more than one million customers. The Company caters to customers' evolving needs effectively with a team of qualified and experienced engineers equipped with modern facilities are engaged in designing and developing electronic hardware and software. The Company has a well-equipped Research & Development Department and Corporate Office situated at Dhule, Maharashtra.

**For more details please visit:**

For further information please contact: [www.nitiraj.net/](http://www.nitiraj.net/)

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| <b>Company:</b><br><br><b>Mr. Kailas Agrawal</b><br><br>Nitiraj Engineers Limited<br><br>E-mail: <a href="mailto:expenses@nitiraj.net">expenses@nitiraj.net</a> | <b>Investor Relations:</b><br><br><b>Mr. Amit Sharma</b><br><br><b>Ms. Disha Shah</b><br><br>Bridge Investor Relations Pvt. Ltd.<br><br>Email: <a href="mailto:amit@bridge-ir.com">amit@bridge-ir.com</a><br><br><a href="mailto:disha@brigde-ir.com">disha@brigde-ir.com</a> |
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**Note:** *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*