

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

NITIRAJ ENGINEERS LTD.

CIN : L31909MH1999PLC119231
ISO 9001:2015 COMPANY

CORPORATE OFFICE :

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Date: 20th December 2019

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 new range of products

Dear Sir,

Please find attached Media Release regarding announcement for the launch of a range of new products

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

Ahmednagar : 9168848056 Dhule : 240623
Akola : 2422857 Jalgaon : 2217179
Aurangabad : 9372833300 Nashik : 2316875
Buldhana : 244854 Parbhani : 9168880405

ORISSA

Balangir : 09338885585 Jeypore : 251572
Berhampur : 2224541 Sambalpur : 2541598

Media Release

Launched New Range of Product – Electromagnetic Sensor Based Analytical Weighing Balances

**These products are in-house manufactured supported by strong R&D team and
a pressing demand from the relevant markets**

20 Dec 2019: Nitiraj Engineers Limited (NSE-SME: **NITIRAJ**), Incorporated in 1989 is one of the leading manufacturers of **Electronic Weighing Scales and Systems**, has launched a new range of products under the weighing segment.

About the Products:

Analytical balance (also called a "lab balance") is designed to measure small weights in the sub-milligram range. Electronic weighing scales usually have weighing accuracies upto 0.1 grams whereas these analytical balances have accuracies of up to 0.1 milligrams and provide very high resolution and sensitivity and are typically designed for laboratory and jewelry sectors. In contrast to electronic weighing scales that use load cell sensors to measure the weight, these balances use electromagnetic force restoration technique for weight calculation. The markets and applications for this product are slightly different than those of our electronic weighing scales.

With lot of efforts, we have now launched our own analytical weighing balances called "NLB series". These are totally developed, designed and manufactured by us in-house. We have 9 models in this range with different weighing capacities and accuracies. Along with it, we also provide various accessories like extra displays, printers to enhance the usability of the product.

Temperature, humidity and sensor assembly are some of the critical factors in deciding the performance of analytical scales. Keeping in mind these parameters, we have a separate area for manufacturing them in our upcoming factory at Dhule, Maharashtra. It has temperature-controlled rooms required for testing and refining the performance of these scales at various temperatures.



Management Comment:

Commenting on this development, **Mr. Rajesh R. Bhatwal, (Chairman & Managing Director)** of Nitiraj Engineers Limited said. *“We are proud to announce the launch of Electromagnetic Sensor Based Analytical Weighing Balance. Our team has been working with extreme dedication and enthusiasm to develop a dependable analytical balance and it has been a dream for us to add this product to our catalogue. We hope that this new range of analytical balances would boost our sales and profits in the coming years.”*

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/

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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.*