

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

CORPORATE OFFICE & WORKS :

Date: - 23/07/2024

To
The Manager
Listing & Compliance Department,
National Stock Exchange of India limited
Exchange Plaza, 5Th Floor, Plot No C/1,
G Block , Bandra-Kurla Complex, Bandra,
Mumbai-400051

(Company ID: NITIRAJ

ISIN: INE439T01012)

SUB:- Sales Conference "Udaan-2024"

Dear Sir /madam

We want to informed you that, Nitiraj Engineers Limited organised its Sales Conference "Udaan-2024" on the 19th and 20th of July, 2024 at Dhule. We are enclosing herewith a brief detail and some photos of conference.

This is for information of the Exchanges and the Members.

Thanking You,
FOR NITIRAJ ENGINEERS LIMITED

DEEPIKA DALMIYA
Company Secretary & Compliance Officer
M.NO: A58029

Enclose: As Above

• **BRANCH OFFICES** •

CHHATTISGARH		MAHARASHTRA			ORISSA				
Bilaspur :	401606	Ahmednagar :	9168648056	Dhule :	240623	Balangir :	09338885585	Padampur :	09337368391
Raipur :	4045448	Akola :	2422857	Jalgaon :	2217179	Berhampur :	2224641	Sambalpur :	2541598
Raigarh :	231140	Aurangabad :	9372833300	Nashik :	2316875	Bhubaneshwar :	09337017086	Sonepur :	09337134928
		Buldhana :	244854			Jeypore :	251572		

Sales Conference “Udaan-2024”

Nitiraj Engineers Ltd. organized its Sales Conference “Udaan-2024” on the 19th and 20th of July, 2024 at Dhule. A total of 300 delegates attended the conference, which comprised of the company’s branch network and dealer network teams.

A detailed factory visit was arranged in which the delegates were given a tour of the expanded production facility. Following this, a product demonstration session was arranged. This enabled the marketing team to get a hands-on about the features of new products and the USPs of specially developed models. The company launched 10 new models during the conference.

Sr. No.	Model	Features
1	PAS-150 C	Introducing new model in health range that keeps track of 12 body parameters for all family members with user friendly mobile app.
2	PBMI-BCM 200, CP	This model is introduced with new body parameters in our existing PBMI model.
3	NHSL-150 (NHS LCD with Backlight)	Introducing LCD model in hanging scale specially designed for agro-based applications to be used in bright sunlight.
4	NHS Printer	This is the first time in India that any brand is giving printer in-built in hanging scale! So many new applications will come up.
5	PVC-102	Introducing a new currency value counting machine which is more advanced technically and has a much better accuracy!
6	New GSM Shutter Alarm	Introducing a new and extremely demanded product in Security range - GSM Shutter Alarm
7	Hotel products	Introducing entire range of hotel products by Phoenix!
8	NEP-150/300, 600 x 600 mm Sleek model with 4 load cells	We are introducing 4 loadcell structure with 600x600 mm to make it absolutely thin and yet sturdy.
9	NEP-40/100, 500 x 500 mm	Introducing platform scale with 500 x 500 mm size for the first time, specially for price conscious market!
10	NBW-40/100, 400 x 400 Sleek Model	We specially designed this bench scale to make it sleek, sturdy, portable and yet economical.

The company also unveiled and successfully tested its first Agriculture Drone Model – NADR. This groundbreaking advancement marks a significant step forward in precision agriculture technology. The initial test flight was conducted at the company’s test facility, demonstrating the drone’s capabilities in various agricultural scenarios. The test results exceeded expectations, showcasing the drone’s efficiency, accuracy and ease of use. Company just took Demo of the Drone; sales will be started after obtaining licenses from Government.

Informative and motivational sessions on increasing sales and digital marketing were conducted for the delegates.

The 2-day program concluded with the Award ceremony, in which the top sales performers of the previous season were felicitated.





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