

NINE FINE GROUP



Rebuilding performance
Restoring pride

From a single dream to a thriving group of companies, Nine Fine Group stands today as a symbol of passion, perseverance, and the power of legacy.

ABOUT OUR COMPANY

From Vision to Legacy: The Story of Nine Fine

Late B.L. Mukherjee, a brilliant Senior Scientist and Presidential Award winner, believed in building more than just machines, he believed in building a better future. In 1998, he founded Kalpana Automotive & Engineering Works, a small firm with big dreams. Through hard work, integrity, and innovation, he laid the foundation for something extraordinary. In 2013, his son Debasish Mukherjee—a talented engineer took up the mantle, reimagining the company as the Nine Fine Group of Companies, with a vision for growth and global impact. At his side stood Archana Dash Mukherjee, a skilled Chartered Accountant, who became the company's Managing Director and guided it with strong financial leadership and unwavering compliance.

VISION

To be a global leader in diesel engine services and heavy equipment solutions, known for technical excellence, environmental responsibility, and customer satisfaction.

MISSION

01

Deliver Prompt Service

We prioritize quick response times to minimize downtime and keep operations running smoothly.

02

Ensure Reliability

Our expert team provides dependable solutions that our clients can trust, every time.

03

Maintain Cost-Effectiveness

We offer competitive pricing without compromising on service quality or performance.

04

Uphold Quality

We adhere to the highest industry standards and regulatory requirements in all our services.



MAJOR FACTOR



01 Technical Expertise

Over 25 years of specialized knowledge in diesel engines and heavy equipment maintenance.

02 Certifications & Compliance

ISO 9001:2008, EMS, and QMS certified; authorized service partner for top global brands.

03 Diverse Service Portfolio

End-to-end solutions from repair to overhaul, calibration, hydraulic systems, and engine modifications.

04 Global & Domestic Clientele

Serving steel plants, mining giants, energy companies, and international oil & gas firms across India, UAE, South Africa, and Nigeria.

PROBLEM



Pain Points in Mechanical Services

In today's industrial service market, clients face critical issues such as delays in equipment servicing, use of substandard or counterfeit parts, and a lack of reliable after-sales support. These gaps lead to costly downtimes, reduced machine lifespan, and operational inefficiencies. The absence of skilled technical teams and OEM-backed services further worsens trust and performance across sectors like mining, energy, and infrastructure.

Lack of Timely Service & Downtime Losses

Many service providers fail to deliver on turnaround time, causing major production delays.

Substandard Parts & Unqualified Repairs

Widespread use of non-OEM parts and untrained labor reduce equipment life span and safety.

Poor After-Sales Support & Warranty Management

Absence of post-service accountability leads to trust deficit among industrial clients.



SOLUTION



3 Brief Solutions Provided by Nine Fine

Nine Fine addresses today's mechanical service challenges by offering rapid, warranty-backed repairs that minimize downtime and ensure reliability. The company uses genuine OEM parts and deploys a highly skilled engineering team for precision servicing. Additionally, it provides customized AMC and post-service technical support, fostering long-term client trust and asset performance.



Rapid & Certified Repairs with Warranty

Time-bound, certified repair services backed by extended warranties to reduce downtime risks.



Genuine OEM Parts & Skilled Workforce

Partnership with OEMs (Cummins, CAT, Komatsu) and a team of expert engineers ensure high-quality, long-lasting service.



Client-Centric AMC & Technical Support

Post-service client engagement, customized Annual Maintenance Contracts (AMC), and 24x7 support for critical assets.

STRENGTHS

- ISO-certified operations.
- Vast industry experience (25+ years).
- Global service outreach.
- Multi-sector client base (mining, oil & gas, steel).
- OEM part integration.
- In-house engineering innovation & testing facility.

WEAKNESSES

- Heavy dependence on industrial B2B sectors.
- High logistics cost for international servicing.
- Limited online presence & digital marketing.
- Fragmented documentation of service history.
- High skill dependency (scarce talent pool).
- No proprietary products (service-driven).

OPPORTUNITIES

- Expanding demand in African and Southeast Asian markets.
- Rising infrastructure & mining investment in India.
- Government schemes (Atmanirbhar Bharat) promoting local engineering firms.
- Digital transformation of mechanical diagnostics.
- Partnerships with defense/public sector undertakings.
- Scope for launching training programs or skill centers.

THREATS

- Entry of global service giants in Indian market.
- Currency fluctuations affecting import/export pricing.
- Local unorganized players undercutting prices.
- Client retention challenges in high-competition zones.
- Global political instability affecting oil & gas sector.
- Technology disruption (electric engines reducing diesel market share).

4P'S MARKETING TABLE

PROMOTION

- Diesel engine repairs & overhauls.
- Hydraulic pump and transmission services.
- Engine calibration & modifications.
- OEM parts for heavy machinery.
- Complete maintenance packages.

PLACE

- Value-based pricing for premium service.
- Competitive pricing for bulk corporate clients.
- Warranty-inclusive pricing strategy.
- Cost estimation via diagnostics.
- Tiered service packages (basic to advanced).

PRODUCT

- Head Office in Bhubaneswar, Odisha.
- Workshop facility with import-export channels.
- Logistics support for pan-India service.
- Reach in South Africa, UAE, and Nigeria.
- Expansion plans in Assam and Gujarat energy belts.

PRICE

- Technical brochures & client pitch decks.
- Word-of-mouth through industry reputation.
- Participation in mining and oil expos.
- Direct outreach to industries via B2B sales.
- Online website and email campaigns (future scope: LinkedIn, SEO, etc.).



SERVICE OVERVIEW

 **Nine Fine Group specializes in servicing, overhauling, and engineering solutions for:**

We offer specialized mechanical services focused on diesel engine overhauls, hydraulic system repairs, and heavy equipment maintenance. Their expertise spans across locomotive, marine, industrial, and oil & gas machinery, delivering certified solutions using genuine OEM parts. The company also provides advanced calibration, transmission servicing, and turnkey engine modification services tailored to client needs.

- Heavy Earth Moving Equipment
- Diesel Engines (Locomotive, Marine, Industrial)
- Oil & Gas Rig Machinery
- Hydraulic Systems & Power Packs
- Transmissions (Hydrostatic, CLVT, Power Stane)
- Cylinder Head & Block Reconditioning
- DG Sets (Doosan, Cummins, Caterpillar)
- Diesel generator engines from 300kba to 2 mega volts
- Mud Pumps & Motors



SERVICE PORTFOLIO

 **Nine Fine is well-positioned in this high-demand, skill-based niche with global service potential.**

The product portfolio of Nine Fine Group includes comprehensive services across diesel engine overhauling, hydraulic systems, transmissions, and precision calibration. The company supports top global brands like CUMMINS, CAT, KOMATSU, and VOLVO, offering genuine OEM parts and advanced diagnostics. Specialized offerings also include engine modifications, DG set services, and cylinder reconditioning for both domestic and international clients.



DEVELOPMENT TIMELINE



- 1998** **Inception**
Founded as Kalpana Automotive & Engineering Works by Late B.L. Mukherjee, focusing on mechanical and automotive services.
- 2013** **Operational Rebirth**
Rebranded and launched operations as Nine Fine Group of Companies under Mr. Debasish Mukherjee's technical leadership.
- 2014** **ISO & EMS Accreditation**
Achieved ISO 9001:2008 Certification along with Environmental Management System (EMS) and Quality Compliance certifications.
- 2015** **Infrastructure Expansion**
Established a Two-Star Rated Workshop in Bhubaneswar, enhancing capacity for diesel engine overhauls and advanced diagnostics.
- 2016** **Entry into Oil & Gas Sector**
Diversified into servicing oil rigs and energy clients, with major projects in Assam, Andhra Pradesh, and Gujarat.
- 2018** **Global Clientele & OEM Imports**
Expanded internationally to serve clients in UAE, South Africa, Georgia, Nigeria, and began importing OEM-grade components from USA, Germany, and France.
- 2023** **Warranty-Backed Engineering & Innovation**
Launched warranty-supported service programs and adopted reverse engineering practices for customized, high-precision diesel and hydraulic solutions.

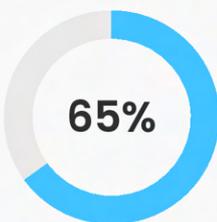
MARKET SIZE



| Segment | Market Size (India + Global) |
|------------------------------|---|
| Diesel Engine Services | \$15–20 Billion (Global) / ₹2,000 Cr+ (India) |
| Earthmoving Equipment Repair | \$5 Billion (India) |
| Oil & Gas Rig Maintenance | \$10 Billion+ (Global) |
| Hydraulic Systems Market | \$35 Billion (Global, incl. parts) |



TARGET MARKET



Heavy Industrial & Infrastructure Sector

Nine Fine Group primarily serves large-scale industrial clients involved in mining, steel manufacturing, port operations, and infrastructure development. These sectors rely heavily on earthmoving equipment, diesel engines, and hydraulic systems, which require consistent, expert-level maintenance and overhauls. Companies in this space seek partners that provide certified, timely, and cost-effective solutions with minimal equipment downtime.



Energy & Oil-field Operators

The company also targets oil and gas exploration firms, drilling contractors, and offshore energy providers both in India and internationally (UAE, South Africa, Nigeria). These clients operate high-performance rigs and diesel-powered systems that must function flawlessly in harsh environments. Nine Fine offers specialized rig engine servicing, hydraulic system diagnostics, and OEM-grade part replacements—all essential for energy clients focused on operational continuity and safety compliance. Their growing footprint in regions like Assam, Chennai, and Africa underscores their relevance in the energy maintenance space.



MARKET AFFIRMATION

- **Global Client Reach** Presence in India, UAE, Nigeria, South Africa, and Georgia with repeat clients indicates strong trust and brand equity.
- **Authorized Partnerships** Official supplier for DONALDSON filters and parts from CUMMINS, VOLVO, and DOOSAN showcases OEM-grade credibility.



ADHA ENGINEERING WO



COMPANY TRACTION

Strategic Evolution & Brand Transformation (1998–2013–Present)

Initially established as Kalpana Automotive & Engineering Works in 1998, the company underwent a major transformation in 2013 under new technical leadership, evolving into Nine Fine Group of Companies. This rebranding not only modernized its service offerings but also aligned the company with international quality and compliance standards (ISO 9001:2008, EMS & Q). The strategic shift allowed it to tap into new verticals such as offshore oil & gas and global exports.

Consistent Client Base Growth (2019–2024)

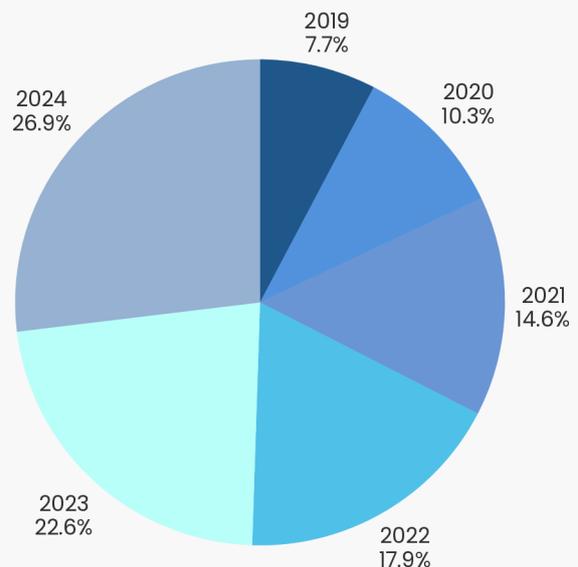
The company has demonstrated a 3.5× increase in active clients from 30 in 2019 to over 100 in 2024. This growth has been driven by its performance in sectors like:

- Mining & Construction (e.g., Vedanta, JSPL, Aditya Birla Group)
- Oil & Gas (e.g., Petrotel UAE, Wayfree Energy South Africa, Bogan Energy Nigeria)
- Industrial & Locomotive servicing
- The increase is not just quantitative, but also qualitative—gaining larger, longer-term contracts across domestic and international markets.

Infrastructure & Capability Expansion

The establishment of a Two-Star Rated Workshop in Bhubaneswar marked a major leap in service delivery capability. The facility now supports:

- Full CRDI and MFIS engine handling
- ADEM & unit injection systems
- Advanced diagnostic and testing labs
- This facility not only increased project capacity but also shortened delivery timelines and enabled warranty-backed global service exports, positioning the company as a preferred service provider among OEM part importers and critical equipment operators.



SERVICE PERFORMANCE



Service Distribution by Category



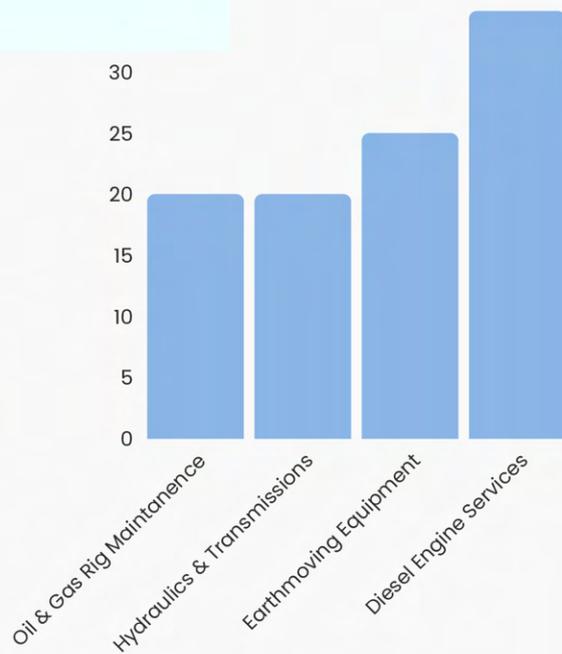
Revenue Development
3.6 M/Quarter



Engagement Development
87% - 91%/Quarter



Exposure Development
92% - 96%/Quarter



OUR CLIENTS



Oil Rigs & Energy

- Jindal Oil & Energy Limited, Mumbai
- Gulf Oil Corporation Ltd.
- Jaybee Energy Limited, Assam
- Petroleum, Assam
- B. R. C. Limited, Assam
- Udipta Energy Limited, Assam
- Dynamic Drill Energy Limited
- Aban Offshore Energy Limited, Chennai.
- Deep Industry Limited, Ahmedabad.
- John Energy Limited, Ahmedabad.
- Focus Energy, Rajasthan.
- Kiri Energy, Oil & Gas Limited, Rajasthan
- Wayfree Energy & Climentation Limited, South Africa
- Petrotel Energy, UAE, Oman.
- Bogan Energy Limited, Nigera.
- Georgia Oil Corporation, Georgia
- SK Petroleum Limited



Locomotive

- Aditya Birla Utkal Aluminium Group
- Adani Dhamra port



OUR CLIENTS



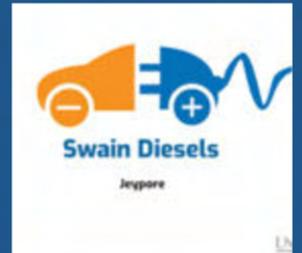
Mining & Construction

- GRM Mining
- Backbone (iron triangle ltd)
- Simplx
- Balasore Alloys & Steel
- Gajanand enterprises
- BS Mining pvt ltd
- Gulf Oil Corporation Ltd
- Aditya Birla group (BCML)
- ABI Corporation
- Jindal Steel & Powered Limited(JSPL),Angul.
- Vedanta Limited, Lanjigarh.



Industrial

- Jindal Steel & Powered Limited(JSPL),Angul.
- Bhusan Steel Limited, Jharsuguda.
- Rourkela Steel plant
- Vedant Aluminum
- Chennai Radha
- TATA Refractories ltd
- MGM Steel ltd.
- S. R. Rungta Steels Limited



BENEFIT & GAIN

Expertise Our highly skilled professionals bring years of hands-on industry experience to deliver reliable and efficient solutions.

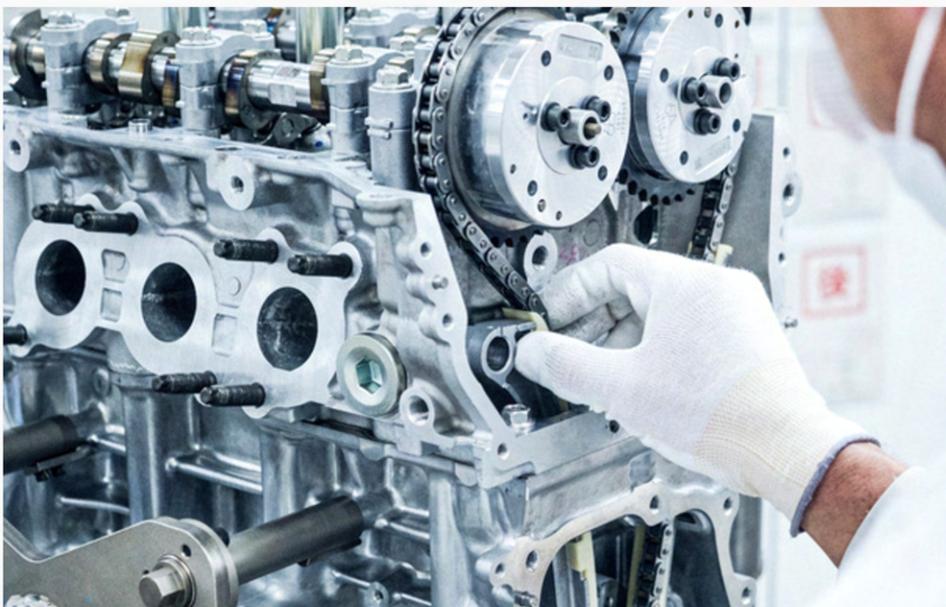
Innovation Our team leverages the latest technology and methods to offer cutting-edge mechanical services.

Efficiency We streamline every project phase to minimize downtime and maximize operational productivity.

Response With quick decision-making and agile execution, we adapt swiftly to project demands and client needs.

Quality We uphold the highest standards in workmanship, ensuring long-lasting and dependable outcomes.

Trust Built on transparency and consistency, our team earns lasting trust through every engagement.



OUR TEAM

Our team is the backbone of our operations—skilled, experienced, and committed to delivering precision and performance in every project. From engineers and technicians to project managers and support staff, each member brings deep industry knowledge and a dedication to quality. Together, we ensure reliable, efficient, and innovative mechanical solutions for our clients.

Teamwork
Efficiency

92%

Healthy Office
Environment

96%

Socialization
Between Teams

91%



**Late. B. L.
Mukherjee**

Founder & Former
Chief Executive

**Archana Dash
Mukherjee**

Chief Managing
Director

**Debasish
Mukherjee**

Chief Technical
Officer

THANK YOU

We are ready to assist you

We're excited to move forward with a clear and confident presentation of who we are and what we do best. Your involvement has helped us highlight our strengths and stand out in a competitive industry. Together, we're building a stronger brand and a better future.

"Together, we build more than machines—we build trust."



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