



WE CAN DEFEAT THE DEFEAT WITH OUR DETERMINATION!

Imagine , when our life partner becomes our business partner,...

An example of how to overcome any difficult situation and quickly reach the line of success,

MEET, "THE SUCCESS COUPLE "

MR.THANGIAH IMMANUEL - MRS. RAJAKUMARI



AVAL
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Imagine...when your life partner becomes our business partner...! Yes, if it happens one can tackle any difficult situation in an enthusiastic manner; An example of how to quickly reach the victory line is MR.THANGIAH IMMANUEL - MRS.RAJAKUMARI



Multinational companies play a major role in the immense production of “ catheters” , which is the most important and useful device in medical application , to help the elderly and bedridden patients to have an external fitted bladder attached to their body . There are ordinary people in this field and they are entrepreneurs of faith , who are following the footsteps . We met the winners at CEPHAS MEDICAL Pvt. LIMITED at the MEPS premises in Tambaram , Chennai.

We are from Southern districts; I have completed my B.Sc and a Diploma in mechanical engineering and worked in various companies . We lived in Thailand for few years after marriage. Both of us are from a middle class family . Even though we are from a middle class family we travelled with a big goal to achieve in business . So we started working hard with the motto of achieving our aim .There is none with business experience in the family . With a lot of searching , meeting people of different backgrounds , also helped us greatly to step firmly in our goal . At a particular point , we decided to make a glove that would benefit the people . We got a professional friendship with a gloves company in Canada . At the same time we got an opportunity to buy a gloves factory which was in a closed state in Chennai . Goto set that , even if the bush is on its knees, we planned to upgrade the company to a better position .

WE CAN DEFEAT THE FAILURE WITH OUR DETERMINATION!

Successful couple sharing their experience,

Eventhough we had lot of hope and energy in us we faced some difficulties in getting bank loans without relaxing our mind, we struggled for two years, said Mrs.Rajakumari memory travelled twenty years back. Despite facing struggles for two years,we started gloves production in 2001 with confidence.

Both of us were shocked,when we found that a lot of materials got stolen in our factory. Luckily we got back all those with the help of the police.We faced financial problems because of the old company's loan and in the purchasing of raw materials. Despite such challenges we faced them calmly and adjusted the problems.At first, we manufactured medical gloves which are used by doctors and operation gloves which are used for surgeries. Initially, we focused on overseas export so that we got a lot of orders, this helped us develop shortly.

Over the next few years,we preplanned the forthcoming development of business growth.That is how we started designing our new businesses... Initially we produced one lakh gloves per day, but later on there came a notable change in the field of manufacturing throughout the world. We had an opportunity to make a catheter based on the gloves product we undertook, and we took the opportunity for our further development. We spent two years experimenting with the model catheter production to install a new business instead of gloves production,it was a hectic period.But there was no awareness among the people regarding the use of catheter, because people thought it as another replacement for condoms. So we faced a lot of negative comments regarding our product.Catheter is also one among life saving equipment in the medical field .

We took the opportunity to produce it in a qualitative manner. And started the production with new staff. We only manufacture external catheters for men. We have only been exporting to the U.S company for eleven years, says Mr. Immanuel with a humble smile in his face by looking at his wife.

Catheter tubes for spinal cord injury and bedridden patients exposed to clothing are used. The catheter tube can also be used inside the clothing for the elderly. Beneficiaries can survive for many years, if they use a standard catheter and maintain a maintenance - free urinary tract infection. We have just started an injection molding unit and also manufacturing spare parts for some medical equipment; We are also making handles for cooking knives in the same unit.



In chemical industries, it is known that most of the synthetic rubber gloves used by the employees are imported from other countries to India. With the aim of providing employment to the people of the Southern District, we started the gloves manufacturing unit in Virudhunagar district. We have been trading for many years in importing the support brace devices to help in reducing back pain and joint pain.

The next business target of Mrs. Rajakumari, who never loses her enthusiasm is the pharmaceutical industry.

By making 12, 000 catheters and several thousands of gloves daily, and also gloves for kitchen utensils and selling them all over India, they trade for more than Rs. 15 crores, in a

year . They are happily providing employment opportunities for 100 employees .

With the increase in the experience , we are upgrading ourself with next level and also help others to progress. We focus on new business with the right goal . At the beginning due to continuous failures , many asked us to leave our business mindset to go abroad again to work.

With hardwork and determination we can defeat the defeat . We owe it to ourselves to advice those who want to start a business with our experience ,” the couple said with a proud smile “.