



**SUN RISE MITALI ENTERPRISES**

**SUN RISE MITALI ENTERPRISES  
WELCOMES YOU**





**SUN RISE MITALI ENTERPRISES**

## **COMPANY PROFILE**

- ***Sun Rise Mitali Enterprises*** IS AN (ISO 9001:2015) COMPANY .
- ***Sun Rise Mitali Enterprises*** IS ONE OF THE PIONEERS INDIAN INDUSTRY IN AUTOMOTIVE COMPONENTS.
- ***Sun Rise Mitali Enterprises*** IS ONE STOP SHOP OF ALL AUTO COMPONENTS FOR INTERNATIONAL MARKET AROUND THE GLOBE

- ❖ **MOTORCYCLES SPARE PARTS**
- ❖ **THREE WHEELER (TUK TUK) PA**
- ❖ **AUTO ACCESSORIES**
- ❖ **CAR, BUS & TRUCK SPARE PART**
- ❖ **TRACTOR SPARE PARTS**
- ❖ **AGRICULTURE IMPLEMENTS | EQUIPMENTS & PARTS**
- ❖ **AUTOMOTIVE | M/C BATTERII**

- ❖ **TYRES & TUBES**
- ❖ **GENERATOR, WATER PUMP & ENGINE**
- ❖ **CUMMINS | KIRLOSKAR SPARE PARTS**
- ❖ **HANDICRAFTS**
- ❖ **ELECTRICAL PARTS**
- ❖ **ELECTRONIC PARTS**



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# **MISSION**

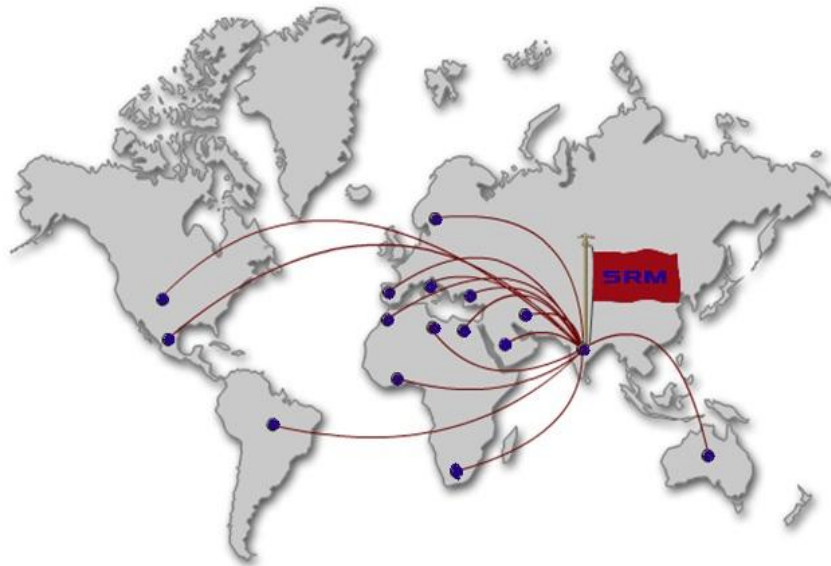
***SRM* AIMS TO ACHIEVE A POSITION OF LEADERSHIP BY DELIVERING BUSINESS SOLUTIONS THROUGH QUALITY PRODUCTS, SYSTEMS AND SERVICES - ACCOMPLISHING TOTAL CUSTOMER SATISFACTION.**



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## **OVERSEAS CUSTOMER BASE**

**WE EXPORT TO MORE THAN 60 COUNTRIES**



- **ASIAN COUNTRIES**
- **AUSTRALIA**
- **EUROPE**
- **NORTH AMERICA**
- **CENTRAL AMERICA**
- **LATIN AMERICA**
- **SOUTH AMERICA**
- **CARRIBEAN**
- **SOUTH AFRICA**
- **CENTRAL AFRICA**
- **WEST AFRICA**
- **MIDDLE EAST**



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## **OUR BRANDS**

**WE SUPPLY OUR PRODUCTS IN BELOW  
BRANDS**

**SRM**

**LIBRA**



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# **PRODUCTS RANGE**

- **MOTORCYCLE - PARTS**
- **THREE WHEELER (TUK TUK) -PARTS**
- **CAR, TRUCK, BUS – PARTS**
- **ACCESSORIES**
- **GENERATORS – PARTS**
- **TRACTORS – PARTS**
- **BATTERIES**
- **TIRES & TUBES**
- **MISC PRODUCTS**



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**TWO & THREE WHEELERS RANGE**  
**PARTS & ACCESSORIES SUITABLE FOR FAMOUS**  
**BRANDS:**





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**“CAR”, “TRUCK” & “BUS” SPARE PARTS**







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# **TRACTOR SPARE PARTS**

**WE HAVE A RANGE OF MORE THAN 10,000 PARTS  
SUITABLE FOR:**



**MASSEY FERGUSON**



**FORD**



**UTB – 650**



**URSUS**



**DEUTZ – FAHR**

**CLAAS** **CLAAS – Combine & Harvester**



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## **ENGINE PARTS**



**PISTON**



**PISTON RINGS**



**COMPLETE  
PISTON RINGS SET**



**CYLINDER  
BLOCK**



**VALVE KIT**



**CARBURETTOR  
ASSY**



**ROCKERS  
ARM**



**CONNECTING  
ROD KIT**



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## **ENGINE PARTS**



**CAM SHAFT  
ASSLY**



**BEARINGS**



**SPROCKET**



**CHAIN**



**TIMING CHAIN**



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# **TRANSMISSION PARTS**



**CARRIER UNIT**



**SHAFT**



**GEAR**



**GEAR**



**DIFFERENTIAL  
SPIDER**



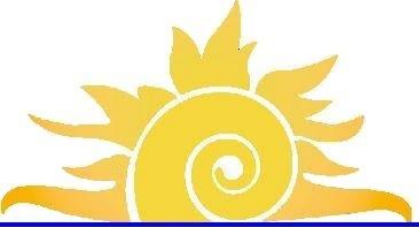
**GEAR REVERSE  
IDLER**



**GEAR INPUT**



**PINION**



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# **TRANSMISSION PARTS**



**PINION**



**COUNTER SHAFT**



**GEAR SHAFT**



**MAIN SHAFT**



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# **BRAKING & CLUTCH PARTS**



**BRAKE PADS**



**FRONT BRAKE  
CABLE**



**DISC  
BRAKE**



**BRAKE PEDAL**



**BRAKE SHOE**



**CLUTCH & PRESSURE  
PLATES**



**BRAKE LINING**



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# **OTHER MISC. PARTS**



**FAIRING**



**FRONT FENDER**



**ALL CABLES**



**SHOCKERS**



**WHEEL  
SPOKES**



**RIMS**



**ALL FILTERS**





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# **OTHER MISC. PARTS**



**SPEEDOMETER**



**CRANKSHAFT  
ASSLY**



**INDICATOR**



**HEADLIGHT**



**SPARK PLUG**



**ALL GASKETS**



**HUB**



**GUIDE CHAIN KIT**



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# **ACCESSORIES**



**REAR TOP BOX**



**CARRIER**



**REAR CARRIER**



**CARRIER**



**GLOVES**



**LEATHER  
GLOVES**



**LEG GUARD**



**CRASH GUARD**



**LEG GUARD**



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# **ACCESSORIES**



**HEAD LIGHT  
GUARD**



**SIDE BOX**



**SIDE BOX**



**REFLECTOR  
JACKETS**



**SUIT**



**LOCK SET**



**STEARING  
LOCK**



**HELMET LOCK**



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# **HELMETS**



**PLATINUM  
DESIGNER**



**FALCON - FX**



**FALCON - NX**



**FORTUINE**



**INDUSTRIAL**



**OPEN FACE -  
SPICY**



**SPICY OPEN  
FACE BLUE**



**OPEN FACE**



**SPICY NX**



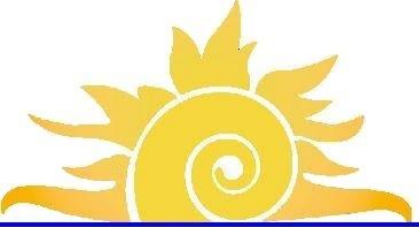
**INDUSTRIAL**



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# **QUALITY POLICY**

- **SRM ENT. IS COMMITTED TO TOTAL CUSTOMER SATISFACTION BY PROVIDING QUALITY PRODUCTS.**
- **“ZERO FAULT” IS THE GOAL OF OUR QUALITY ASSURANCE SYSTEM.**
- **ALL THE PRODUCTS ARE 100% CHECKED IN THE FRAMEWORK OF OUR QUALITY CONTROL POLICY.**
- **WE ACCOMPLISH OUR CUSTOMER EXPECTATIONS BY CONTINUALLY IMPROVING “QUALITY MANAGEMENT SYSTEM”.**



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**“SRM” MOTTO**

**QUALITY IS LONG REMEMBERED  
AFTER  
PRICE IS FORGOTTEN**



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# **QUALITY CONTROL FACILITIES**



**COORDINATE MEASURING MACHINE**



**SPECTROMETER FOR METAL ANALYSIS**



**SURFACE ROUGHNESS TESTER**



**PROFILE PROJECTOR**



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# **QUALITY CONTROL FACILITIES**



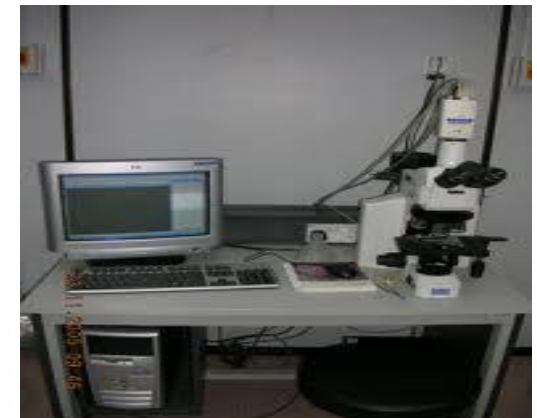
**COMPUTERIZED UTM**



**PROOF LOAD TESTING MACHINE**



**HARDNESS TESTING MACHINE**



**MICROSCOPE WITH IMAGE ANALYZER**





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# **QUALITY CONTROL FACILITIES**



**HEIGHT GAUGE**



**CYLINDER BORE GAUGE**



**SNAP GAUGES**



**PLUG GAUGE**



**PROFILE AND LEAD TESTER**



**AIR GAUGE**



**RING GAUGE**



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# **BUSINESS PLANS**

## **➤ SALES**

- ❖ TARGET TO ACHIEVE A GROWTH OF 30% IN ANNUAL SALES**

## **➤ EXPORTS**

- ❖ PENETRATION INTO NEW COUNTRIES**

- ❖ EXPANSION OF THIRD COUNTRY TRADE**

- DIVERSIFICATION INTO NEW PRODUCT SEGMENT LIKE:**

- ❖ HEAVY MACHINERY**

- ❖ SPARE PARTS FOR HEAVY COMMERCIAL VEHICLES.**

- ❖ MINERALS AND METALLURGY**



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## **WEBSITE & OTHER LINKS**

**WEBSITE: [WWW.SRMENTINDIA.COM](http://WWW.SRMENTINDIA.COM)**

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[SRMENT@SRMENTINDIA.COM](mailto:SRMENT@SRMENTINDIA.COM)**

**SKYPE: KANOJIA\_RAGHU**

**Gtalk: [SRMENT78@GMAIL.COM](mailto:SRMENT78@GMAIL.COM)**

**WHATSAPPS: +91-9953775678**



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**SUN RISE MITALI ENTERPRISES**

# COMPANY ADDRESS



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**Regd. Office**

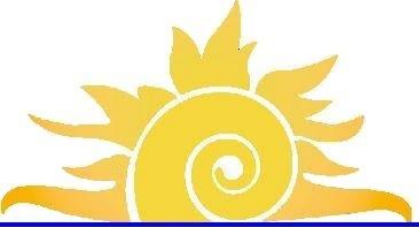
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**THANKS  
A LOT**

