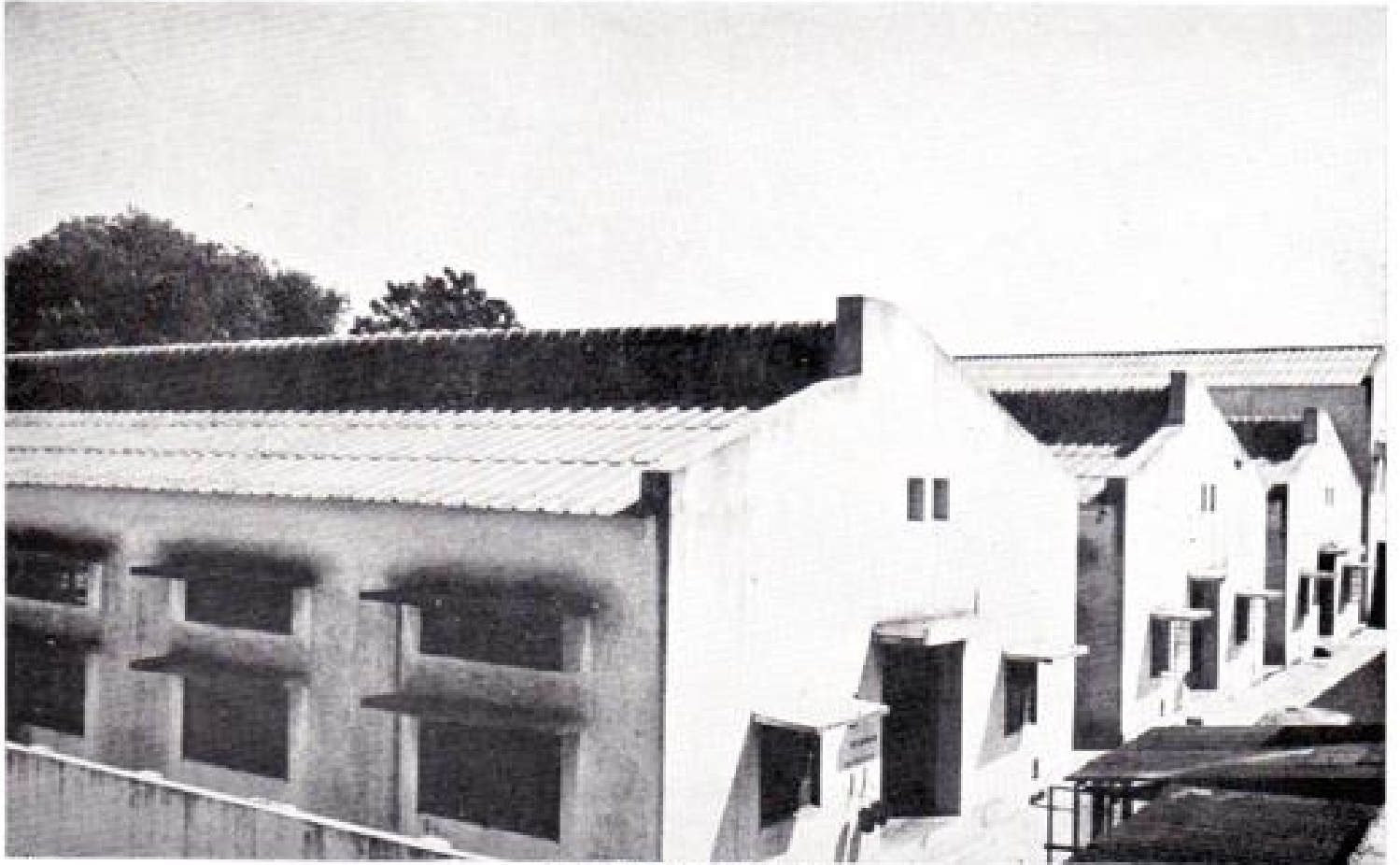


25 1982

The story behind
India's finest frames



Elite[®]



Elite Manufacturing Plant

PARTNERS



C. K. Shah



N. K. Parmar



L. K. Shah



Dinesh K. Shah



Devendra K. Shah



Devendra Parmar



C. M. Tolia



D. C. Sheth



Vijayalakshmi S. Mehta

When it all started...



Late Mr. M. Shantilal P. Mehta

In 1957, three gentlemen, each with formidable knowledge in a particular aspect of his chosen field - joined hands. To Shri Narsi K. Parmar's technical know-how in the manufacture of spectacle frames, was added the dealership expertise of Shri Shantilal P. Mehta, and Shri Chamanlal K. Shah. And in June 1957, the partnership firm was born - thrice strong! A firm which, for 25 years has brought you elite quality at a reasonable price.



N. K. Parmar



C. K. Shah

Progressing, step by step...

The Factory commenced its operation on August 15th 1957 at Thiruvottiyur High Road, North Madras, employing 25 people. Six months later, transplanted to a finer constructed site at the Industrial Estate, Guindy - an occasion graced by the erstwhile presence of the late Prime Minister Shri Jawaharlal Nehru himself. Now encompassing a larger area of 3,000 sq. ft., manpower also increased to 60 people, engaged in manufacturing 20 various styles of spectacle frames. By 1961, further growth of production capacity meant covering a floor space of 8,000 sq. ft. And just two years later - a further expansion. The Hinge and Screw Manufacturing Plant was installed. At this time, Elite also branched out into the manufacture of Rolled Gold combination spectacle frames - backed by a



Devendra K. Shah

work-force of 120 involved employees.

The construction of the factory and administrative office in 1965, the next important milestone in the Elite story, in premises more conducive to staff comfort and production facilities.

New equipments were installed and modernisation of the plant swung into action. Facilitating the company to CONTINUOUSLY improve the quality and quantity of products by using the latest technology in production and design.

A productive step reinforced in 1972, when Semi-Automatic and Automatic Machines were installed for the increased production of plastic frames. At this time the work-force also saw a simultaneous increase to 160 people. By 1980, the plant was further modernised with sophisticated machinery for the manufacture of frames, bringing us to 1982, by when ELITE COMPLETES 25 FRUITFUL YEARS. But the Elite story continues through the future, never to lose sight of its goal - to give you the finest possible in eyewear.

How Elite's marketing expertise touched world shores...

While the skilled technical background of Shri Narsi K. Parmar established the future of Elite, the marketing experience of Shri Shantilal P. Mehta as sole distributor in India for Ferdinand Menrad, West Germany's products, marketed under the famous brand name F.M.G.; as well as Shri Chamanlal K. Shah's valuable experience — helped to quickly establish 'ELITE' in the market.

But other shores were written in our destiny... In 1961 Shri Shantilal P. Mehta and Shri Chamanlal K. Shah went on an extensive tour to promote Elite products in Europe and the U.K. Shri Narsi K. Parmar and Shri Devendra stretched this opportunity to its fullest to encompass other shores of production, undergoing intensive training course at MENRAD to inculcate the art and skill for the manufacture of metal spectacle frames. By 1962, technical assistance was also procured and the production of metal frames of the Elite factory was on its way. Meanwhile, markets in U.K. and Gulf countries had also been established. Further extended by 1963 to include U.S.A., Ireland and Scandinavian countries. By 1966, West Germany, by 1967, Bulgaria, Yugoslavia and U.S.S.R.



Mukesh C. Shah

IN 1970, THE SECOND GENERATION JOINED THE FIRM, when Shri Madhukar C. Shah was sent to MENRAD, Germany for technical training of the production of spectacle frames.

In 1981, Shri Devendra N. Parmar was sent to the Menrad Plant at Malta for technical training.



Madhukar C. Shah



Lalith C. Shah

Today, 'Elite' is a respected name both in India and abroad. Exporting over 60% of its produce, earning valuable foreign exchange, Elite's active participation in optical exhibitions abroad have gone a long way in projecting and enhancing this image:



D. N. Parmar

- * In 1969, Elite participated in the European Optometric Congress in Brussels, Belgium, Exhibiting and bringing outstanding spectacle frames to the notice of European markets. Participating in the Congress again in Geneva, 1970.
- * 1972 saw Elite at the International Exhibition for Optical Goods (MIDO) at Milan. Where the thrust towards styles that conformed to international standards was amply discernible. Boosting exports then, and at repeat performances since then, at the exhibition every year.
- * During 1974 and 1980, the company also participated in the Health and Medical Exhibition, Moscow, U.S.S.R.



Bharath C. Shah

Such performance does not go unrecognised...

Yes, an expert performance that has not gone unnoticed by the Government authorities or the Plastics and Linoleums Export Promotion Council – bringing us the Best Exporter's Award EVERY YEAR FROM 1971 ONWARDS!

Plastic Export Promotion Council's Best Export Award



Because we always strive to better ourselves...

Dynamic expansion, at Elite, has meant keeping well abreast of international optical developments. Discoveries made and kept with Elite partners at the fore: in 1965, Shri Chamanlal K. Shah led a Marketing-cum-Study team to Europe and U.S.A. While in 1971 and 1980, Shri Devendra K. Shah, under "United Nations' Assistance and Development", actively participated, by attending a market orientation course at Geneva headquarters for the sales-cum-study of spectacle frames to African countries, Europe - (Scandinavian Countries, and U. K.)-U.S.A. and the Far East.

In 1977, Lalit C. Shah in turn was selected by "United Nations' Assistance and Development" to undergo a market orientation course at Geneva. A great opportunity again, to gauge an overview of Germany's latest manufacturing and international marketing techniques.



International Optical Exhibition (MIDO) Italy

Our visitors' book, a real eye stopper...



Dr. Rajendra Prasad



Pandit Jawaharlal Nehru

A glance through our visitors' book reads like a 'Who's Who' list. Yes, they came, they saw, they honoured us with their presence. Prominent visitors - including a host of Government delegations from U.K., U. S. A., U. S. S. R., Australia, Ghana, Nigeria and Sri Lanka - who noted the quality of our products and the team work that makes it all possible :

- * Our late beloved Prime Minister Jawaharlal Nehru graced our industry at the time of the inauguration of the Industrial Estate in 1958.
- * The (late) President of India, Dr. Rajendra Prasad visited us on 16-8-1960.
- * Mr. Voroshilo, President of U. S. S. R.
- * The (late) Chief Minister, Madras - Shri Kamaraj Nadar.
- * The Union Finance Minister and former Prime Minister - Shri Morarji Desai.
- * The former Industrial Minister of Madras and now the Finance Minister of India - Shri R. Venkataraman.

- * Two great Ambassadors from U.S.A. - Prof. Galbrieth and Mr. Ellsworth Bunker.
- * The former Prime Minister of Sri Lanka, Shri Bandaranaike, Abdul Razaak Tanaku of Malaysia.
- * Prince Nordum of Cambodia.

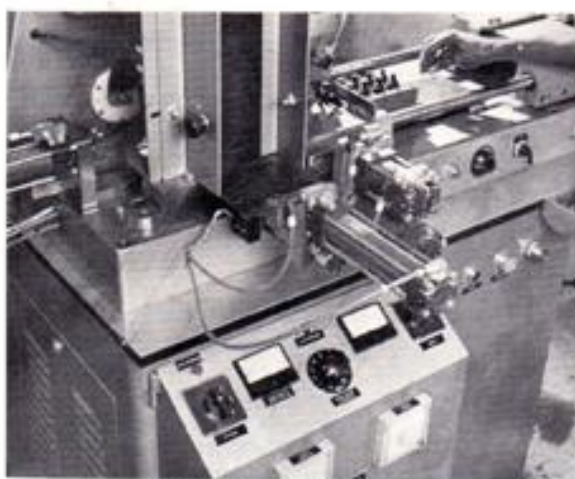


Professor J. K. Galbrieth

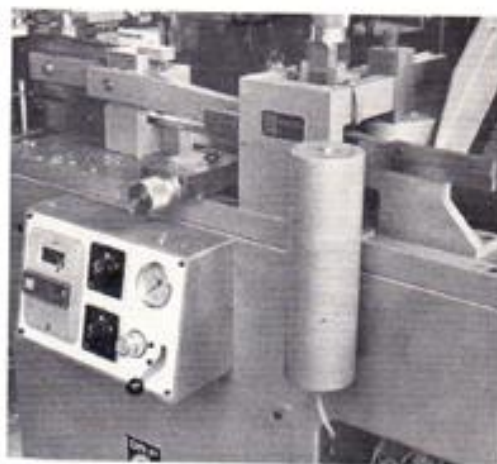
Stage by stage, a
flawless manufacturing
technique...



Double Automatic Front Milling Machine



Wire Shooting Machine



Side Milling Machine



General View of the Plastic Frame
Manufacturing Department



Hinge-Wire Core Spot Welding Machine



R. G. High Frequency Soldering Machine



Hammering & Wire Core Reducing Machine



General View of our Component Section



General View of Hinge & Screw Mfg. Section



Barrelling of Frames and component



Barrelling of Frames and component



Final inspection of Frames

Manufacturing frames at Elite is not just a question of using advanced technology—it's an art!

Creating a new model takes numerous manual operations, sensitivity and a wealth of experience. Like Rome, such designs are not created in a day. That's why they vie with the best, anywhere in the world. The first stage is at the designing department where inventive genius creates breathtaking styles tempered with common-sense to give maximum comfort.

Absolute accuracy is essential in the machines to inculcate the precision demanded in eyewear manufacture. And where the most sophisticated equipment does not suffice—the production process is completed by the hand of man.

Here briefly is what goes into the making of an Elite frame, when after the designing there follows a flawless stage by stage process of manufacture :

First the plastic materials are cut to size ; next, milling of the internal and external eye takes shape ; joint holes are drilled to let in metal hinges ; the bridge is bent ; manufacture of side stems ; grinding ; polishing, the final polishing of a frame can take upto 50 hours, punctuated by checks and re-checks till the frame is finished to perfection. A similar process goes into the making of METAL FRAMES where the profiled wire is bent to the right shape and bridges and joints are stamped and embossed ; followed by high frequency soldering at the bridge and block joints. Just to produce a side piece takes a scientific process of its own- the highly springy wire used goes through 3 trimming stages before it reaches required thickness ; presses exerting a pressure of 80 to 250 MT give the final formation ; followed by welding of the hinge on the side piece with frame section. After the parts are polished, refined and finished they are assembled according to schedule and passed on for final inspection. 'Inspection' at Elite means the eye critically scrutinizes every surface, curve and facet. It is this, coupled with the merciless selection procedure



of the inspection team that makes the high quality, an inseparable factor linked with the name 'Elite'. 'ELITE' QUALITY, AT A REASONABLE PRICE'. This is the goal and the purpose behind our success. Yes, because Elite strives for international success, it provides frames par excellence for men, women and children to suit every budget and need.

Our eyewear market comprises both, specialists and suppliers providing a comprehensive range for our customers. Meeting an increased universal preference of ophthalmic opticians, optometrists and optical specialists all over the world for a COMPLETE range. Because today's busy optical specialist's time is valuable, he would rather concentrate on ONE supplier capable of catering to all his varied needs. And ELITE is the

answer. As a comprehensive supplier, Elite has technical expertise coupled with sound knowledge of the market, and forward looking business policy.

There is no eyewear problem that cannot be solved with an ELITE frame, and our continued efforts and research guarantee that the situation will be the same in the future.

Only your continued trust and support will make future success a reality...

The dealer, an indispensable personal link of trust and friendship — highly qualified, specialised, experienced and respected in the optical profession. We believe that eyewear that functions properly can only be channelled through highly qualified specialised dealers.

Valuing personalised management contact with the optical profession around the world, is a firm belief at Elite, reflected in the mutual benefits achieved in a happy two-way process of give and take.

Flawless quality, coupled with top class service, is the future key to success...

The first consideration is quality. Maintaining and continuously improving this quality through technical development, remains the number one goal of the company. When it comes to research, safety and training — nothing is left undone. But even the finest quality must go hand in hand with the service backing it — whether it be delivery

or after-sales service, they're of vital importance. So is informative and tastefully produced publicity material. What it takes, in a nutshell, is an all round vigilance of every aspect.

Because tomorrow's buyer shows a trend for being ever more conscious of his or her

looks — eyewear is becoming more appealing. It is against the scintillating backdrop of this 'eye-appeal' that tomorrow's optical specialists can hope for success.

Flawless quality coupled with top class service will open the door wide, on further success in the future.



Elite Optical Industries

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