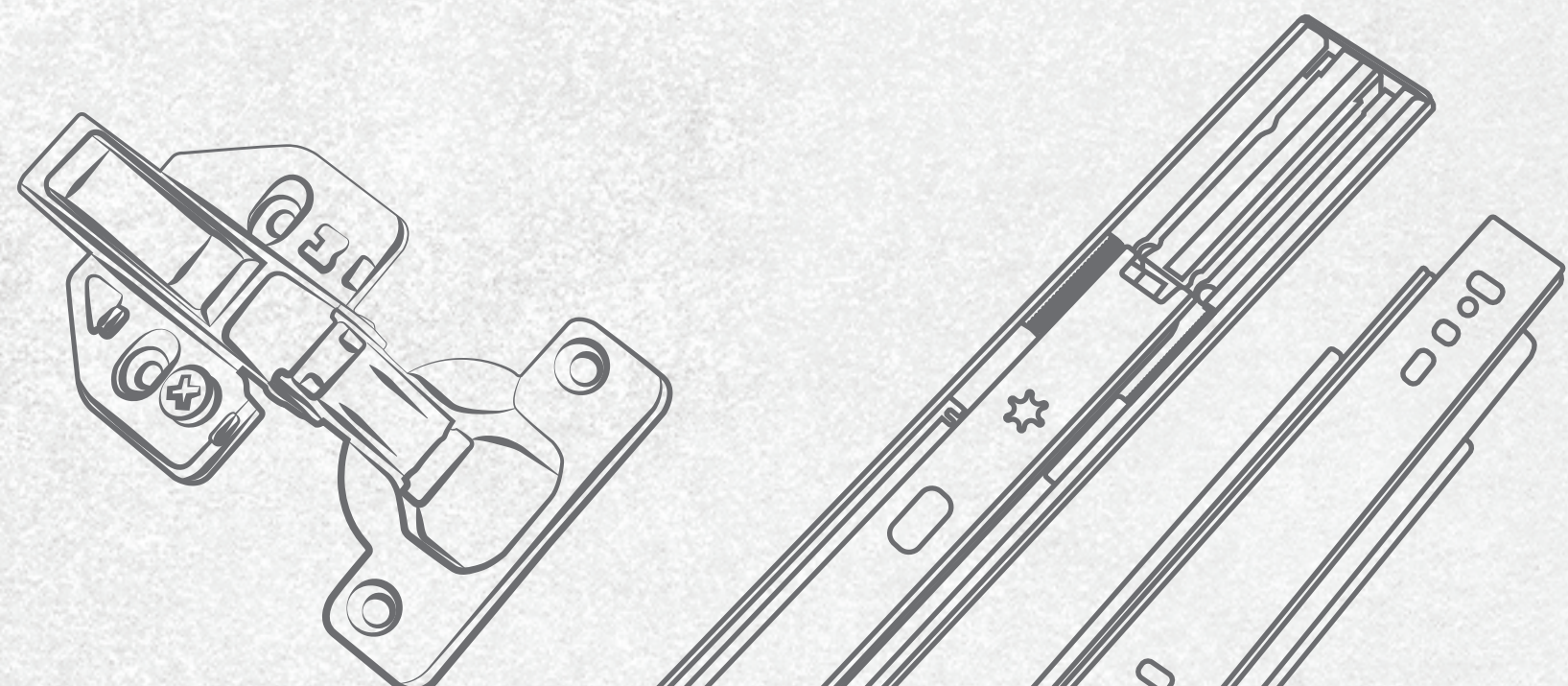
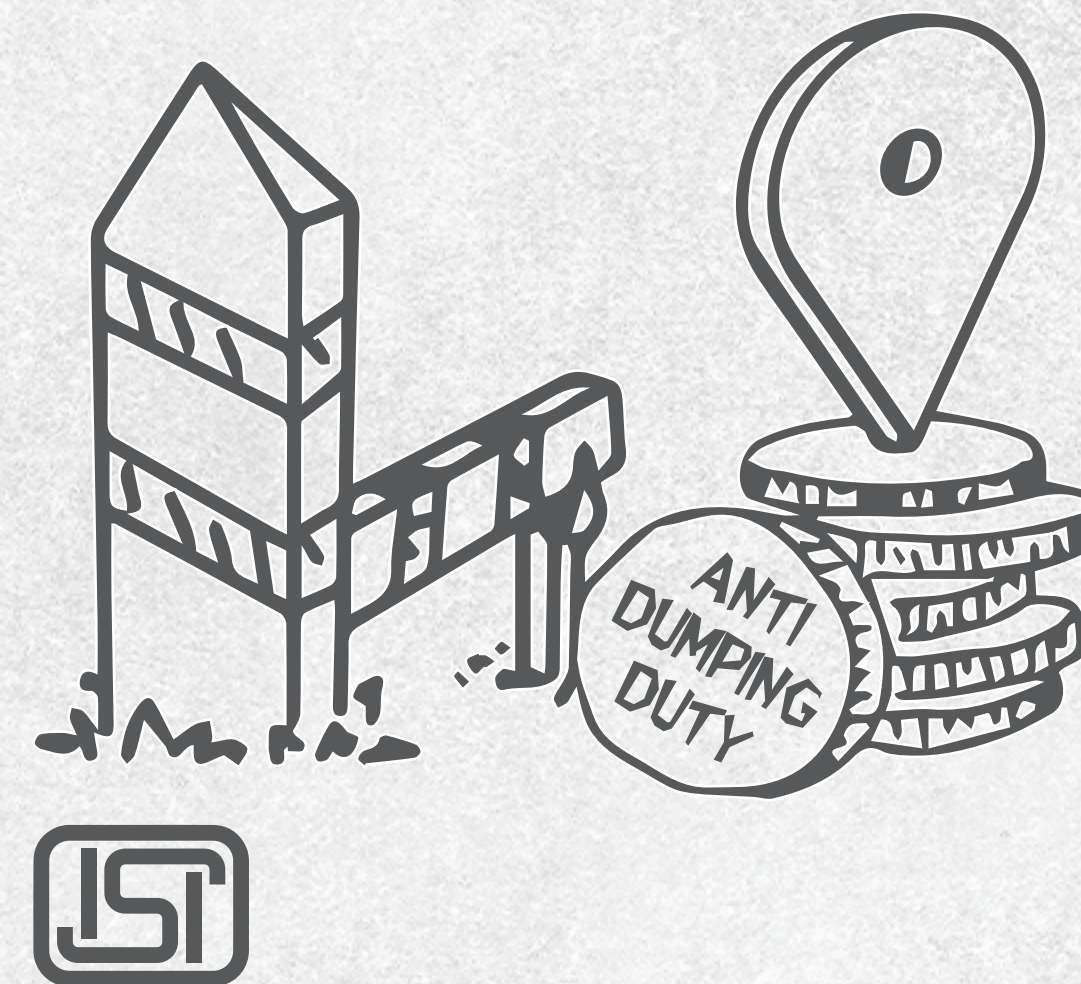




IPSA'S CABINET HINGES AND SLIDES

**ARE YOU READY FOR
NEW ANTI-DUMPING
AND BIS POLICIES ?**





Dear Channel Partner,

I hope this message finds you well. I am sharing some significant developments in the hardware industry that present a unique opportunity for our partners. 📧



Regulatory Changes : Anti-Dumping and BIS Compliance

Recent regulations have been introduced to curb the dumping of low-quality imported cabinet hinges and slides into the Indian market by applying Anti-Dumping Duties on Drawer Slides (Enforcement very soon). Additionally, the Bureau of Indian Standards (BIS) has mandated compliance for these products to ensure they meet high quality and safety standards. These changes are set to reshape the market landscape, significantly reducing the influx of inferior products and emphasising the need for certified and superior-quality hardware.



IPSA : India's First Manufacturer of Cabinet Hinges & Drawer Slide

We proudly announce that IPSA is the First manufacturer in India to produce cabinet hinges domestically end-to-end. Our experience puts us uniquely positioned to offer products 100% compliant with the latest BIS standards, with the first application submitted for BIS Certification on Cabinet Hinges. By sourcing from IPSA, you can ensure supply stability and competitive pricing without the risks associated with international supply chains.

“WHY THIS MATTERS FOR YOU”



Reliability



By sourcing from a BIS-compliant and anti-dumping-aware manufacturer like IPSA, you can avoid the **risks of Non-Compliance fines (to your existing Vendor and further even to you)** as the concerned body will be monitoring all importers closely. You can also avoid supply disruptions and maintain better inventory levels than existing import stocks

Quality Assurance in Numbers



IPSA's products meet the highest quality and durability standards and **EN and ANSI standards**. By exporting globally, IPSA ensures customer satisfaction and lesser lead times for any quantitie

Choose the Strongest Supplier in the Supply Chain



After the said change in economic policies, there will be a drastic change in market share shift for the said products for upcoming BIS and Anti-Dumping Policies, so make sure you choose wisely who can support you with the best for not hampering your supply chain. At IPSA, **we have over ten years of manufacturing experience** for the said products in India, **like none other in the industry**. We have huge Installed capacities to cope with any demand

Support Local (Make in India)



By partnering with IPSA, you support the domestic economy and create local jobs, resonating with the **"Make in India"** initiative.



We invite you to take advantage of this pivotal moment by choosing IPSA as your trusted partner for cabinet hinges and slides. Our team is ready to assist you in seamlessly transitioning to a reliable and high-quality supply chain.

Let us discuss how we can support your business needs during this transition. We look forward to partnering with you and setting new industry benchmarks together.

Best regards,

A handwritten signature in black ink that reads "Rajit Aggarwal".

Managing Director
IPSA Group

