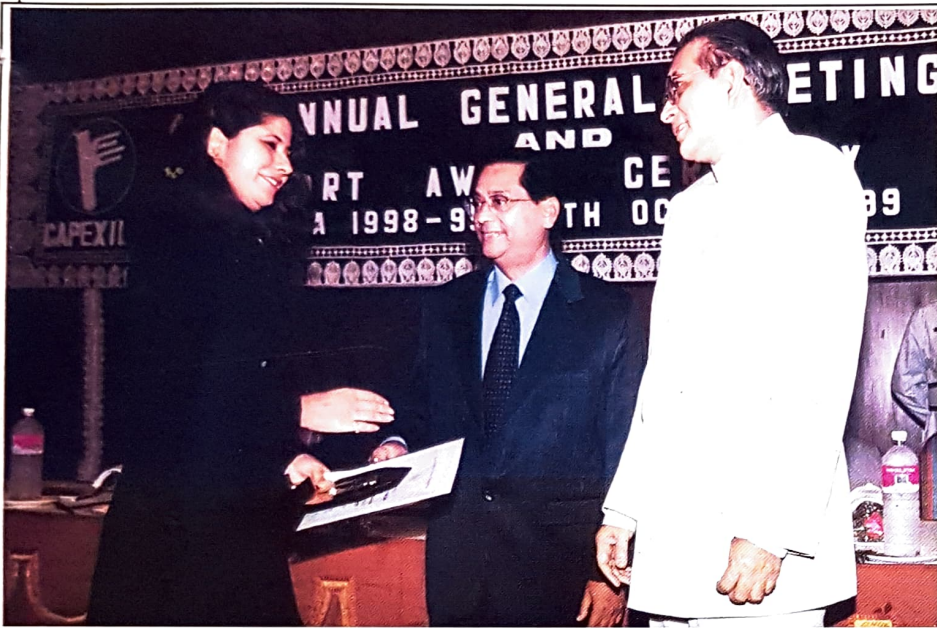


# EAGLE WINS EXPORT AWARD FOR THE 32nd CONSECUTIVE YEAR



The CAPEXIL Export Award function for 1998-99 was held in Calcutta on 28th October 1999. Ms. Scherize Padamsee our Director received the Special Export Award for EAGLE from Mr. Shyamal Kumar Sen, Governor of West Bengal. Also seen in the picture (centre) is Mr. Sukumar Das, Chairman CAPEXIL.



## Into the new Millennium

In a world of radical uncertainty embodied by continuous change, the traditional boundaries of industry are dissolving, new entrants are emerging and companies can no longer plan ahead; they must allow their strategies to emerge out of current conditions. Prevailing over "en courant" competition is one of the major issues facing industries all over the world. In the case of EAGLE Flask, the competition comes from China mainly in terms of pricing but we are learning to be equally aggressive and pro-active. A very unusual attitude of buyers from the West is growing. "We set the price first then see where we can get it at that price, rather than being production - driven" says a major client from the West. Thus successful business means a combination of excellent commercial skills and cost-effective creative skills. EAGLE is building on both.

In spite of international pricing pressures EAGLE has continued to perform well in exports. **For the 32nd consecutive year EAGLE Flask Industries Ltd. has won the Export Award (Special Export Award) from CAPEXIL (Chemicals & Allied Products Export Promotion Council) for 1998-99 in the Vacuum Flasks and Refills Group.**

EAGLE's focus for the new millennium is on strengthening its markets and manufacturing capabilities for Stainless Steel. EAGLE will always be the leader in Glass Vacuum Refills because it is the only manufacturer in the world to make over 200 shapes and sizes at international quality standards, and the only Glass Vacuum Refill manufacturer to have the ISO 9002 certification; but tableware trends in markets abroad are favouring metal, particularly Stainless Steel and EAGLE has always believed in giving the markets what they want.

A variety of Stainless Steel Vacuum Flasks, Stainless Steel Airpots, Stainless Steel Casseroles, Stainless Steel Mugs are all part of EAGLE's millennium range, including the combination of a Stainless Steel body with a Glass Vacuum Refill.



# EAGLE PROVIDES A RANGE OF TABLEWARE ITEMS - FROM CASSEROLES IN THE CZECH REPUBLIC TO COFFEE MACHINES IN HONG KONG



EAGLE's COSMOS Casserole on display in the showroom of a large retail store in Prague.

EAGLE launched the "Casserole" in India in the early 80's and today EAGLE supplies Casseroles all over the world, its latest markets being the Czech Republic in Eastern Europe. EAGLE's COSMOS range of Casseroles with their unique carry-handle has won international acclaim. Our General Manager - Export, Mr. Hem Bhortake's visit to Prague this year saw an enhanced supply of Casseroles go into the Czech Republic markets.

"Customers there find the COSMOS Casserole very convenient to store, carry and serve food. The stainless steel lining in the lid and body makes cleaning easy too" is the market response. Our Czech Republic buyers are also interested in promoting our Stainless Steel Casseroles. EAGLE once again proves its capability to internationalize a product.



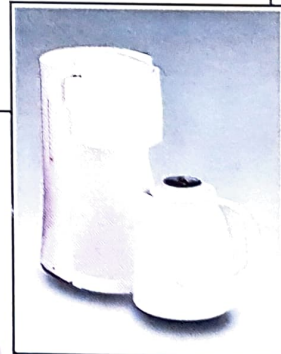
Buyers of EAGLE products are happy to bring convenience to the table. Mr. Zaloudkova, Ms. Tishkova and Mr. Vaclav with Mr. Hem Bhortake during his visit to Prague.

## For Fresh and Hot Coffee any time of the day...

The Coffee Machine market is growing and spreading all over the world - and to that is tied the need to supply Vacuum Refills, be it Glass or Stainless Steel. EAGLE is one of the world's leading manufacturers of Glass Vacuum Refills and supplies to several Coffee Machine manufacturers in the West as well as the East.

One of EAGLE's esteemed buyers in the Far East is New Leaf Electrical Manufacturing Ltd., a company which makes small electrical appliances including Waffle Makers, Sandwich Makers, Grinders and Coffee Makers. They are happy with EAGLE's adherence to specifications and deliveries.

EAGLE looks forward to doubling its business in the Coffee Machine market as the Millennium sets in.



Mr. Andy Leung, Director of New Leaf Electrical Mfg. Ltd., Hong Kong and Mr. Hem Bhortake at their office.

# Flasks / Jugs Airpots / Mugs

**LISA All Stainless  
Vacuum Flask**  
1, 750ml, 1000 ml.

**MANDER Jug**  
1, 1600 ml.  
Stainless Steel  
Insulated with CFC\* free  
Polyurethane foam.

**OT LISA**  
1, 1600 ml, 2200 ml.

**OT Vacuum Jug**  
1, 1300 ml, 1600 ml,  
2200 ml.

**All Stainless Steel  
Vacuum Flask**  
with / without strap  
1, 500 ml,  
1000 ml.

**EXECUTIVE MUG**  
(A. only)

**CAUTION MUG**  
(A. only)

**MUG**  
(A. only)

# Casseroles

**1C**  
**SHEEBA**  
2600 ml, 4000 ml, 6400 ml,  
11000 ml.

**2C**  
**MONA**  
1200 ml, 1800 ml, 2500 ml,  
4500 ml, 6500 ml.

**3C**  
**SARA**  
1800 ml, 2500 ml, 5000 ml,  
7500 ml.

**4C**  
**ZENA**  
1800 ml, 3000 ml, 5000 ml,  
10,000 ml.

**5C** **STARLITE**  
1200 ml, 1800 ml, 2800 ml,  
5000 ml, 7500 ml.

**6C** **ROMA**  
1800 ml, 3000 ml, 5000 ml,  
10,000 ml.

① 1000 ml

② 1600 ml

③ 2200 ml

④ 1900 ml

⑤ 500 ml

②C 2500 ml

①C 4000 ml

③C 1800 ml

④C 3000 ml

⑥C 3000 ml

⑤C 2800 ml

⑧

⑥

**EAGLE is the only insulatedware manufacturer in the country to use CFC- free Polyurethane foam.**

⑦

along with other dignitaries from the Indonesian Embassy.  
We dedicate this success to the loving memory of late Murtas A. Bademoso.

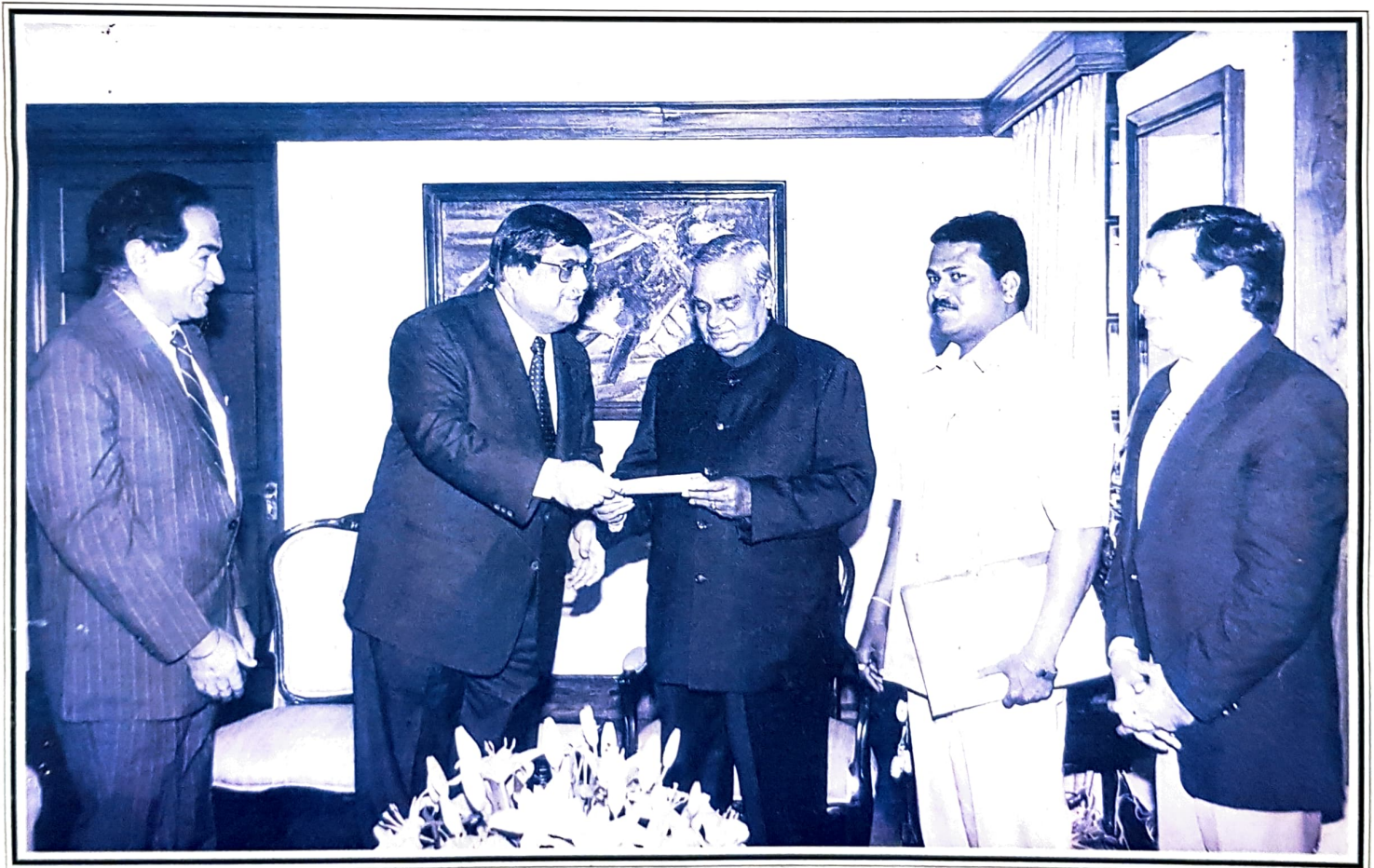


# THE EAGLE

F L A S H

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## THE PRIME MINISTER OF INDIA APPRECIATES EAGLE'S RESPONSE TO A NATIONAL CALL



On Monday 5th February 2001, Padmashri Naushad I. Padamsee, Managing Director EAGLE Group of Companies and Mr. Satish Parkhe, Head of Workmen met the Prime Minister Shri Atal Bihari Vajpayee and handed over a cheque of Rs. 10 lacs towards the Prime Minister's Relief Fund for Gujarat. This is a voluntary contribution of 1 day's salary from the entire workforce of EAGLE consisting of 3000 workers including its Agro Division, matched equally by the company. Also seen in the picture above are Col. D.V. Chaddha (extreme left) and Mr. Umesh Sahai (extreme right) of EAGLE's office in New Delhi.

A "BHUMI SHANTI POOJA" (prayer for the earth's peace - *see last page*) for the Gujarat hit areas was held on 8<sup>th</sup> February 2001, for which the Prime Minister gave special blessings and accepted "Prasad" \*. The EAGLE Group of companies continues to shoulder its social corporate responsibility with grace and gratitude. (\* holy eatable offered to God and shared by all participants of the prayer)



DECEMBER 22, 2000

THE BUSINESS JOURNAL U.S.A

**IN PROFILE**

**Riaz Padamsee**  
Eagle Flask Industries

## Flask firm keeps sales hot globally

By Daniel Pearson

**DURHAM** - A framed print of a symbol representing balance hangs on the back wall of Riaz Padamsee's office in Durham.

For Padamsee, a native of India and top American executive of Eagle Flask Industries - the largest thermos company in the world - balance seems the perfect representation of his approach to social responsibility and business.

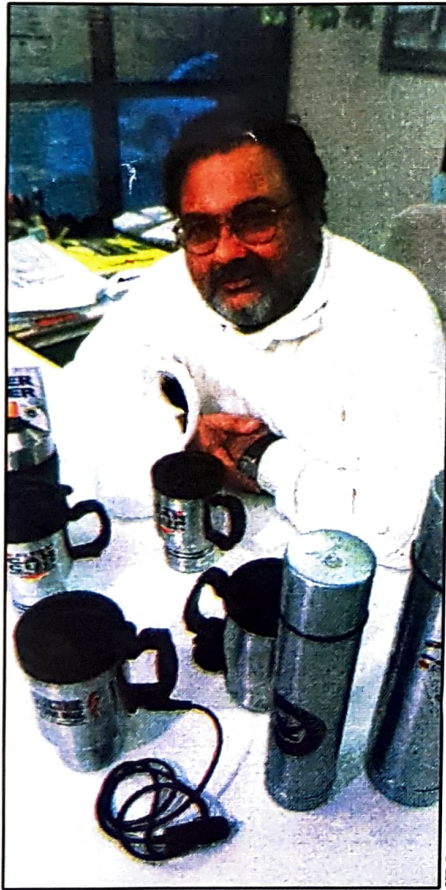
"Many Indian professionals have a guilt complex when thinking about how successful they have been and what the conditions are like back home," Padamsee says. "I hear people's concerns when I attend any Indian function around the country."

Eagle Flask is a well-known brand name for vacuum flasks and thermal mugs in Europe and Asia, he says. The company was founded in Japan in 1916. Padamsee's father and cousin brought Eagle Flask to India in 1956.

They started a successful radio advertising campaign - it was more like a serial mystery that introduced Inspector Eagle, the company mascot, and Eagle flasks to a generation of Indians.

Today, most middle-class Indians have at least one Eagle vacuum flask, which is similar to a lunch box, in their kitchen cabinet, Padamsee says.

"Now, wherever he goes, when people from India learn about his business they



Padamsee says someone buys one of his products every three seconds somewhere in the world.

always say, 'Oh, yes, I remember Inspector Eagle,'" says Chief Financial Officer Mike Shah. "Many Indian professionals who are 30 years old or older who are now working in the U.S. - always remember this program because it was one of the most fascinating memories of their youth."

Padamsee continues to enjoy the success of expanding Eagle's share of the U.S.

See **PADAMSEE**, Page 50

**FROM PAGE 3**

thermos market. Today, Eagle Flask USA boasts a product base of more than 2,000 models, ranging from vacuumware to trays and complete tea, coffee and dinner sets.

Since 1995 products have been distributed from a Durham warehouse directly to U.S. wholesalers, including Black & Decker, Mr. Coffee, Corning, Braun and Rubbermaid.

"We also sell to Sam's, Lowe's, TJ Maxx and other mainline retailers," Padamsee says. "We only sell to mass merchandisers who might buy something like 50,000 mugs. We are able to do that because we have factories in both India and China."

**SMALL U.S. OPERATION**

Eagle Flask employs about 2,800 people around the world, though only seven work at the Durham sales office. The company caters to 30,000 retailers in India through 25 national distribution bases. The company produces 35,000 pieces each day and 40 percent of all Eagle products are exported to more than 64 countries.

Padamsee estimates that Eagle sells one of its products every three seconds throughout the world - or about 1 million units per year for a total of \$7 million.

Padamsee, who first moved to the United States in 1982 to build the family business, is also an inventor. His latest Eagle product, the recently released Plug-N-Mug, is an insulated coffee mug that can

be plugged into a car lighter to keep the coffee 160 degrees.

He says he was trying to take into consideration the distinct habits of U.S. consumers in developing the electric mug, which retails for about \$29. It is targeted at businesspeople who spend a lot of time traveling by car.

"Drinking coffee in the car is something that is unique to American culture," he says. "Only here are cars equipped with cup holders, telephones, reclining seats and other modern conveniences. The Plug-N-Mug is an ideal product for the American commuter, especially during this time of year."

Other Padamsee inventions include the "Colder Holder," which holds a 20-ounce beverage or water bottle with an opening at the top for the bottle's mouthpiece, a spill-proof double-lock beverage holder, and a "Desk Docker," which is designed to keep coffee at a worker's desk.

"In the last four years we have really established our brand name in the U.S.," Padamsee says. "Now we want to leverage this brand name recognition among Indian professionals working in the United States to do something to help their compatriots."

**AT A GLANCE:**

**RIAZ PADAMSEE**

**Experience:** 1982 to present, owner-director of EAGLE Flask Ind. Ltd., a family business.

**Education:** Cornell University

**Family:** Wife, Behroz; daughters, Yashna - 22; Ruhi - 19; son, Ginan - 5

**Inventions:** Plug-N-Mug electric coffee mug, Desk Docker, Colder Holder



**Automug**



**Electric mug**



**Colder Holder**



**Sleek**

**EAGLE**



**SEAMLESS  
GLASS**

**2 1/2 TIMES  
STRONGER**

**REFILL**

# WE BUILD THEM STRONGER

# WE BACK THEM LONGER

**E**AGLE has developed a seamless glass vacuum refill from armoured glass which is on an average, two and a half times stronger than a machine-made vacuum refill.

Material of the best quality is carefully chosen and tested for purity before mixing the batch.

Then at every stage of manufacture, the EAGLE refill goes through a 100% check for bubbles, specks, annealing, silvering, dimensions, tolerances and finally, the acid test - of thermal shock resistance and heat retention.

Ultimately, what the consumer gets is a refill beyond compare.

The image shows two glass vacuum refills side-by-side. The one on the left is labeled 'EAGLE REFILL' and is a smooth, rounded, pinkish-tinted glass. The one on the right is labeled 'OTHER REFILL' and is a similar shape but has a visible horizontal seam around its middle. Red arrows point from various text boxes to specific features of each refill.

**Pink Rosaline Glass**  
For centuries a symbol of the best glass in the world

**No spacers**  
Dispensed with by Eagle technology

**Seamless**  
One piece glass 2 1/2 times stronger!  
On average Eagle refills withstand 65 G of Force.

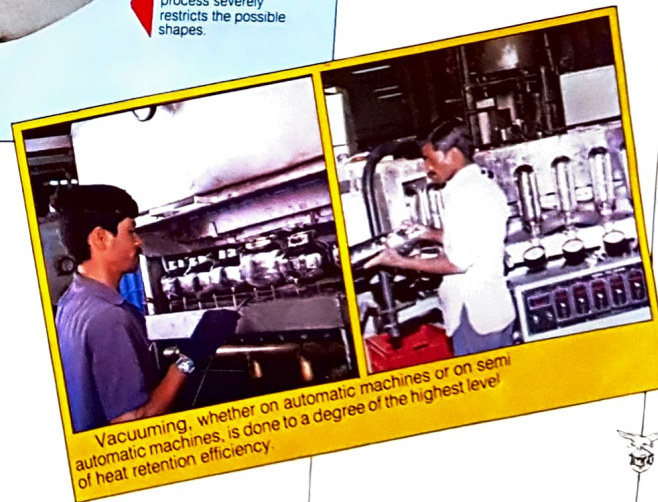
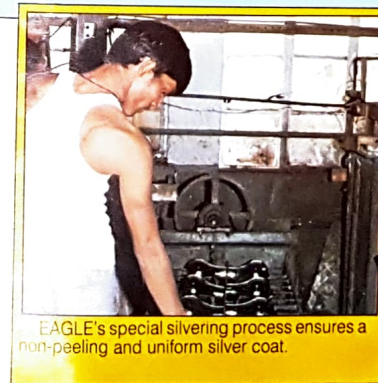
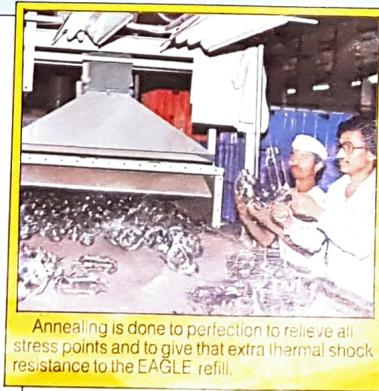
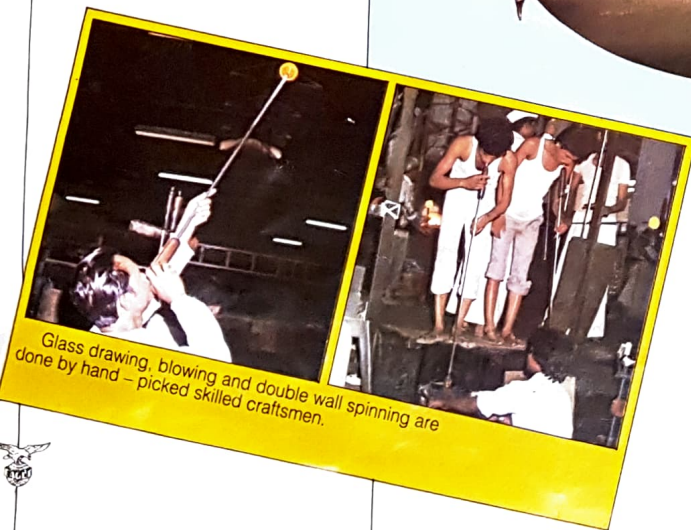
**Greenish Glass**  
The greenish tinge in some glass refills is a sign of iron impurities in the glass.

**Spacers in some refills**  
These unsightly spacers can be seen inside when the flask is used.

**Seam**  
Joining of glass permanently weakens mechanical strength. On average these refills can withstand only 25 G of FORCE.

**Standard Shapes**  
This manufacturing process severely restricts the possible shapes.

**Creative New Shapes**  
Eagle's Seamless Glass Process allows greater design freedom



# THE EAGLE

F L A S H

*For Private Circulation and Free Distribution only.*

Towards a collective  
effort in nation-building  
and conservation.



Honourable Prime  
Minister of India, Shri  
Rajiv Gandhi receives  
the Directors of EAGLE  
Flask Industries (India)  
Pvt. Ltd., and the  
Vice-Chairman of the  
Aga Khan Foundation in  
India, at his residence in  
New Delhi.



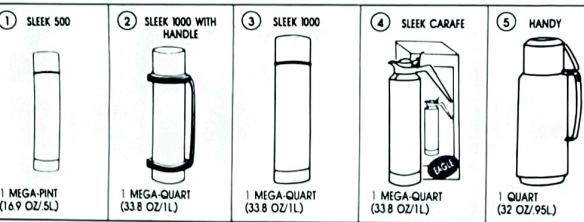
July - August 1988



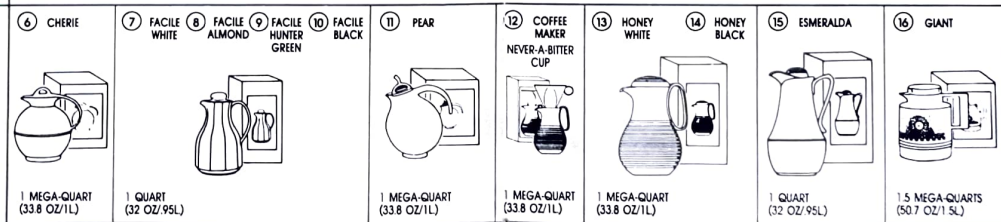
# EVERY 3 SECONDS... AN EAGLE FLASK SOLD.



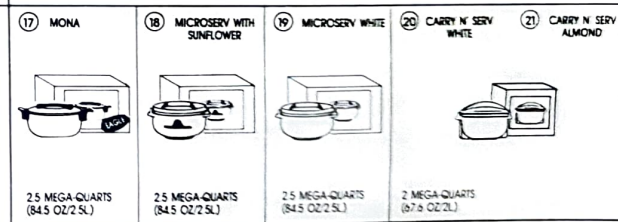
## THERMAL BOTTLES



## GLASS LINED THERMAL CARAFES



## INSULATED CASSEROLES



- ① • LIGHT-WEIGHT GETTER VACUUM TECHNOLOGY • CLICK N' POUR LEAK-PROOF STOPPER.
- ② • LIGHT-WEIGHT GETTER VACUUM TECHNOLOGY. • CLICK N' POUR LEAK-PROOF STOPPER. • ARTIFICIAL LEATHER HANDLE
- ③ • LIGHT-WEIGHT GETTER VACUUM TECHNOLOGY. • CLICK N' POUR LEAK-PROOF STOPPER.
- ④ • LIGHT-WEIGHT GETTER VACUUM TECHNOLOGY. • A STURDY STEEL BODY WITH PRESSURE DIE CAST SHOULDER • EASY TO USE LEAK-PROOF STOPPER.
- ⑤ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER WITH CUP.

- ⑥ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER. • 'DOUBLE THERM' - VACUUM PLUS FOAM INSULATION.
- ⑦ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER.
- ⑧ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER.
- ⑨ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER.
- ⑩ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER.
- ⑪ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER. • 'DOUBLE THERM' - VACUUM PLUS FOAM INSULATION.

- ⑫ COFFEE MAKER SET  
• THERMAL CARAFE  
• SEAMLESS HAND-CRAFTED GLASS LINER • TURN N' POUR STOPPER. • FILTER CONE WITH 6 CUP CAPACITY.
- ⑬ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER.
- ⑭ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER.
- ⑮ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER.
- ⑯ • SEAMLESS HAND-CRAFTED GLASS LINER. • TURN N' POUR STOPPER. • BEVERAGE INDICATOR

- ⑰ • ALL STAINLESS STEEL INSULATED DISH. • POLYURETHANE INSULATION • KEEPS FOOD HOT UPTO 2 1/2 HOURS & COLD UPTO 5 HOURS.
- ⑱ • MICROWAVEABLE INSULATION • KEEPS FOOD HOT UPTO 2 1/2 HOURS & COLD UPTO 5 HOURS.
- ⑲ • MICROWAVEABLE INSULATION • KEEPS FOOD HOT UPTO 2 1/2 HOURS & COLD UPTO 5 HOURS.
- ⑳ • EASY TO CLEAN STAINLESS STEEL INNER. • POLYURETHANE INSULATION • KEEPS FOOD HOT UPTO 2 1/2 HOURS & COLD UPTO 5 HOURS.
- ㉑ • EASY TO CLEAN STAINLESS STEEL INNER. • POLYURETHANE INSULATION • KEEPS FOOD HOT UPTO 2 1/2 HOURS & COLD UPTO 5 HOURS.



## THE EAGLE EDGE

Every company has an edge. After all you cannot fight the deadly battle of the competitive marketplace with a dull blade.

The EAGLE Edge is INNOVATION. We offer our customer superior value by offering them the best product for their need... consistently.

EAGLE believes in offering the customer

- the latest technology
- the hottest styling
- the newest applications
- the highest quality

Year after year, product cycle after product cycle we invent, innovate and create UNIQUE PRODUCTS. These keep our markets hot and bubbling over with excitement. In fact last year EAGLE introduced more than 24 products : A NEW PRODUCT EVERY 15 DAYS!

But every sword has two edges and the other edge that EAGLE prides itself in having honed to perfection is VALUE. We build value into the design process so that it is an integral part of the product.

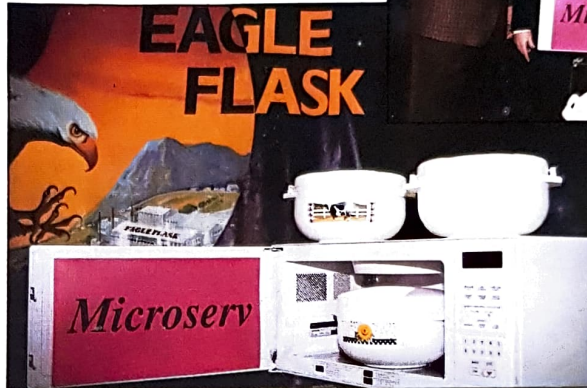
Thousands of distributors and retailers worldwide have come to depend on the twin EAGLE edge to excel in the crowded marketplace.

INNOVATION with VALUE  
or as they say it in

America :  
UPSCALE STYLING with  
DOWNSCALE PRICE.



# MICROSERV™ Heat 'n' Serv Casserole



EAGLE does it again...

Proactive in its development endeavours - this time with a Microwaveable Casserole: 'Microserv'.

A technological breakthrough, *Microserv* keeps the contents hot for hours together...and can be placed directly in a Microwave oven for reheating the contents.

USE *MICROSERV* FOR **HOT** FOODS LIKE CHILI, MASHED POTATOES, STEWS, FRIED CHICKEN.

USE *MICROSERV* FOR **COLD** FOODS LIKE POTATO SALAD, COLE SLAW, ICE CUBES AND ICE CREAM.

- *Microserv* can be used for storing, serving and heating food.
- *Microserv* keeps food hotter longer : 2 1/2 hours without reheating.
- *Microserv* even keeps food cold longer : 5 hours.
- *Microserv* can be used to cook food in the Microwave Oven.
- *Microserv* is Dishwasher - safe.

*Microserv* was the cynosure of all eyes at the Chicago Show. Seen here is Mr. Greg Bell, EAGLE's California Sales Representative congratulating Mr. Riaz Padamsee, President EAGLE - U.S.A., on behalf of the entire EAGLE Sales Force, for the invention of *Microserv*. Also seen is Ms. Allison Lee, National Sales Manager, U.S.A.

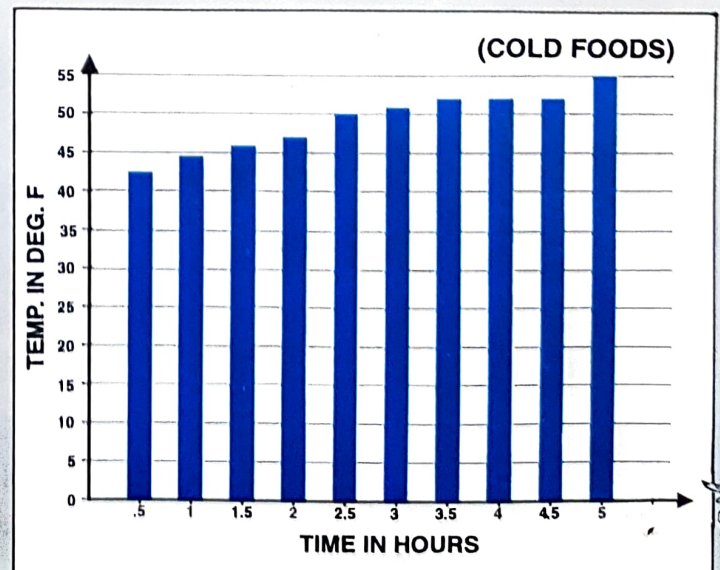
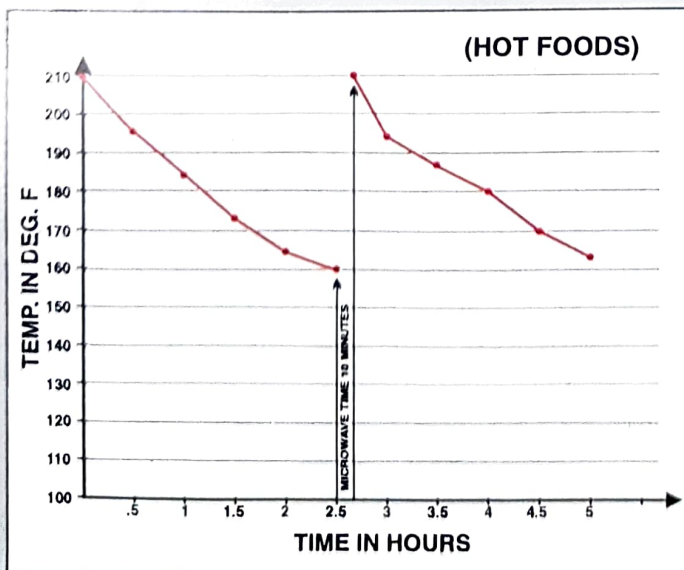


- ★ The *Microserv* manufacturing process uses CFC-free Polyurethane foam. CFC (Chlorofluoro Carbons) is believed to be the cause of damage to the Ozone layer in the atmosphere.
- ★ *Microserv* is one more product that justifies the UNDP grant awarded to EAGLE under the Montreal Protocol for phasing out of CFCs in the Indian foam production sector.

### The Test...

EAGLE's Zero Defect Unit (ZDU) that manufactures *Microserv* conducted a temperature retention test with hot and cold foods.

### The Result...



**ER V™**  
**asserole**



**EAGLE  
FLASK**



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# EAGLE INTRODUCES MICROSERV TO THE WORLD



Third largest metropolis in the U.S.A., Chicago is big, busy and beautiful.

The 1996 International Housewares Show in Chicago in January introduced EAGLE's  
Microwaveable Casserole - *MICROSERV*™ to the world!

The Show was an opportunity for buyers from U.S.A. and all over the world to review latest developments in the industry and evaluate price competitiveness and sourcing strategies than can contribute to the capability and profitability of their operations.

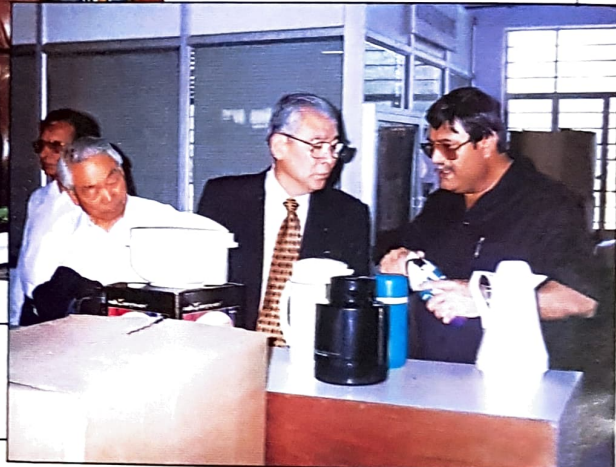
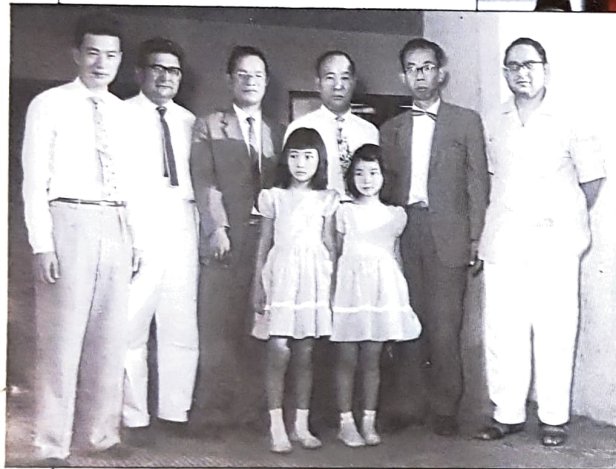
# 40 YEARS OF GROWTH... WITH JAPANESE BEGINNINGS

## EAGLE is proud of its Japanese alliance

Mr. Keizo Yamamoto - President EAGLE Vacuum Bottle Co., Osaka, Japan with whose collaboration was formed EAGLE Flask India in 1956 is still very close to the Padamsee family and the EAGLE Group of Companies. His friendship and advice are an unparallel source of inspiration for EAGLE.

1956

1996



From the archives... this picture which was taken 40 years ago shows EAGLE's founders. Mr. Minoru Sakaguchi (extreme left), Mr. A.C. Padamsee (second from left who is now Managing Director of EAGLE) and late Mr. I.H. Padamsee (extreme right)

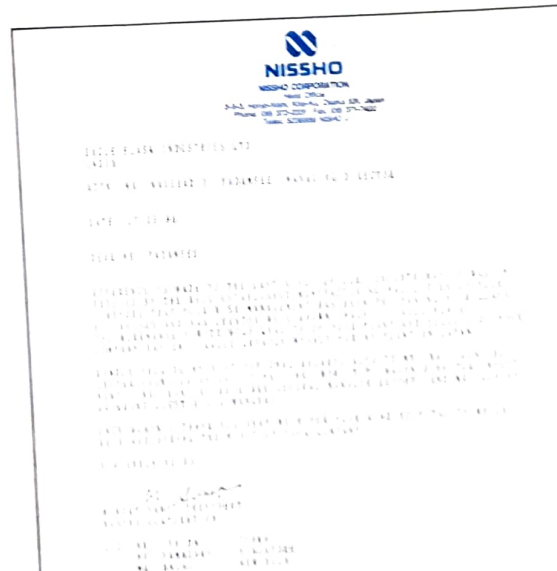
Mr. Minoru Sano, President NISSHO Corporation (second from left) looks with interest at EAGLE's Zee line products as Mr. Naushad I. Padamsee our Managing Director explains product development. Also seen in the picture are Mr. Seiya Ishida, Managing Director Medical Division, NISSHO Corp. (centre) and Maj. Gen. U.C. Chopra our CEO (in the background)

SONY, TOYOTA, HITACHI, MATSUSHITA, TOSHIBA, NISSAN, FUJITSU... and many more sprawling, disciplined corporate giants that command global industry by clever design, peerless manufacturing and bottomless pockets are all Japanese. KAIZEN and KEIRETSU continue to influence manufacturing strategies all over the world.

EAGLE Flask Ind. Ltd. was co-founded by Japanese partners in 1956. Japanese vision, Japanese value and Japanese alliance are held in great esteem by EAGLE.

Amongst leading business houses who visited EAGLE recently are NISSHO Corporation, SHIGEJI Trading Co., and SOLID Corporation. The companies were very pleased to see EAGLE's technology, quality and overall production capability.

EAGLE is equally pleased to re-open business ventures with Japanese organizations and looks forward to building strong partnerships with Japan once again.



**WHILE THE KEY-WORD IN THE WEST IS QUALITY, IN THE EAST IT IS FLEXIBILITY.**

"Flexibility means dramatically changing one's ideas about how to run a business. In order to prosper in today's corporate world, flexibility is the key-word - it means change fast, keep costs low, and respond quickly to customers. Suppliers who do not accept their changing role will find their opportunities shrinking..."



# BUSINESS HERALD

MAY 16, 1996

**DOSSIER**


## EAGLE : Soaring Higher To Serve Better

Pioneers in the manufacture of vacuum flasks and thermoware in India, Eagle Industries Ltd. has diversified into poultry, real estate and LPG gas filling, discovers Santosh Mannadiar.



Of particular interest to the company in the export arena has been the development of new markets in Africa and Australia. In fact, its international marketing network will soon include Brazil

*The company's ability to come up with convenience products in an age where time is at a premium, has proved to be a winning formula time and again.*

offices in Nairobi and Singapore, in addition to its already established offices in Frankfurt, Dubai and Durham. Eagle is an established name in the Middle-East.

Eagle's ZEE line products, developed specifically for international markets, have earned great popularity in America.

Eagle has always set new world standards. A good example is the Rubbermaid Blue Ice Bev-

erage Cooler, a four-layered insulated bottle, designed and made by Eagle for the US-based company which won the Retailers Choice Award at the National Hardware show at Chicago. Or the vacuum coffee carafe made by Eagle for Spacemaker plus, the Black & Decker's coffee maker which won the excellence award from the Industrial Designers' Society of America.

Marketing has been the company's focus having recognised the need for a winning combination of innovative product development and hard sell. Eagle's market indicator group formed to get a better insight into customer perception started its first experiment to reach out to more customers directly by putting up a sales counter on the Bombay-Pune national highway at Talegaon in 1991.

So overwhelming was the response from the travelling public that the company has now put up several such counters on highways all over the country, offering high visibility, optimum exposure to consumers and continuous inflow

of valuable marketing intelligence.

Having attained leadership position in the domestic market Eagle is now shifting gears and steadily moving towards customized 'high spec' products to meet the demands of sophisticated customers who demand greater performance and new, aggressive and subtle product characteristics.

The company is putting in more investments in R&D for the high specification products that call for global marketing to absorb the costs involved.

The company's export turnover has been steadily growing

and today over 40 per cent of the total production is exported to over 64 countries.

Over the years Eagle has expanded its manufacturing activities to cover a host of products and today its diverse product range includes vacuum refills and carafes, Thermoware - polyurethane insulated products, Therm-o-soft - soft thermoware, Designer sets - colour and graphic co-ordinated sets combining vacuum carafes, polyurethane insulated serving dishes and Bone China.

The totally integrated manufacturing facilities at Eagle comprise of glass melting and re fill making, injection moulding, steel pressing, screen printing, chrome plating, polyurethane filling, assembly, rubber making, photo-offset printing, corrugation and box making, tool room, design studio, plastic division and product development.

The company has demonstrated its responsibility as a truly environment conscious corporate house at all levels local, national and international. It is doing its

Contd. on pg. 2

## EAGLE : Soaring Higher To Serve Better

Contd. from pg. 1

utmost in fulfilling its desire to have a clean, green and a healthy earth. It has planted hundreds of trees at its estate in Talegaon. EAGLE voluntarily closed down its manufacturing unit at Ferozabad much before the government legislation gained momentum to close down all units to prevent the high-effect pollution on the Taj Mausoleum.

The company is already making CFC-free foam production for Rubbermaid, USA, and with a \$ 3,65,000 grant approved by the Montreal Protocol Executive Committee for developing substitutes for CFC, the company hopes to become completely CFC free by 2000 AD. CFC (chlorofluoro carbons) is believed to be the cause

of ozone depletion in the atmosphere.

The company has tied up with Camping Gaz of France, a subsidiary of Shell International for bottling and distribution of cooking gas, a project which will be commissioned very soon.

Eagle is already into real estate and has established the Industrial Promotion Centre on 11.5 hectares of land it owns at Vadgaon. It has been set up to promote local entrepreneurs to participate in the manufacture of value-added components.

Its latest addition to its growing assets is Eagle Agro Farms Pvt. Ltd. It was set up in 1991 at Varale, near Talegaon, in collaboration with Arbor Acres Inc.,

USA, the world's largest producer of broiler meat.

Naushad I. Padamsee, the 45-year-old Managing Director of Eagle Flask Industries, is a man with an uncanny business sense and an eye for detail. And it is perhaps this latter aspect that is earning him a lot of acclaim and money in an industry, half of which is dominated by the unorganised sector that takes away a major chunk of the Rs.2,000 crore market which is growing by around 15 per cent annually.

Presently, other than being the managing director of Eagle Flasks India Ltd. and Eagle Agro Farms Pvt. Ltd. Mr NIP, as he is popularly known, holds various responsibilities and honorary posts that include Chairman, Development Credit Bank Ltd., chairman, World Wide Fund for Nature-India, Pune Division, director, Aga Khan Rural Support Programme.

Under the stewardship of Mr NIP, EAGLE has registered a tremendous growth in the last six

years and has been lauded for various exemplary achievements. The changes he envisaged for the company which he joined in 1974, and affected thereafter, were essentially revolutionary but were incorporated in an evolutionary way.

He initiated a new work culture where the creativity of each individual worker was nurtured and encouraged. The system of management by delegation was brought in which is rare in family-owned companies.

Painstaking attention to understand the fundamental nature of its business is what has propelled and kept the company in its leadership position. No doubt, Eagle is not only soaring higher but is also spreading its wings far and wide.

# **JAPAN - EAGLE's birth and growth**

IN 1916 Osaka, EAGLE Vacuum Bottle Company Ltd. was founded by Mr Yamatomi Yamamoto. In 1956, the founder's son, Mr Keizo Yamamoto laid the foundation of EAGLE Vacuum Flask Ind. Ltd. in Talegaon. Now 40 years later, EAGLE empires itself of its association and growing business with Japan.



# EAGLE : THE ROUTE TO HIGH PERFORMANCE

## Experience & Expertise



EAGLE's experience in Refill manufacturing quite literally can span an arc from Bombay to New York and back covering approx. 24,000 miles / 38,616 kms. (EAGLE has produced Refills that can physically embody when placed in a line, the route from Bombay to New York and back).

## Quality & Strength



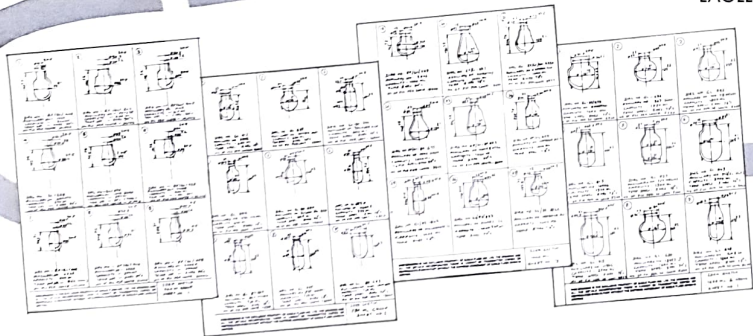
- ★ First the EAGLE Seamless Glass Refill 2 1/2 times stronger than the ordinary jointed Refills
- ★ Then the EAGLE Super Refill
- ★ And the TRIPLE - S Refill (Super Strengthening System, a proprietary process technology)
- ★ Now Spark - testing too.

EAGLE's Testing Technologies continue to give better than the best.

## Conservation & Care



One Vacuum Refill saves upto 8 Fuelwood trees during its estimated lifespan use of 7 years (as per the study conducted in 1990 by the Dept. of Physics, University of Pune on Energy Saving Technology). EAGLE has in effect saved a forest greater than half the size of the United Kingdom.



## Service for All

- ★ EAGLE makes more shapes & sizes than all its competitors put together.
- ★ EAGLE gives drawings in 15 days.
- ★ EAGLE interacts vigorously with customers.
- ★ EAGLE gives satisfaction.
- ★ EAGLE gives the best price.
- ★ EAGLE gives value for money.

EVERY  
3  
SECONDS  
AN EAGLE FLASK  
IS SOLD  
SOMEWHERE  
IN THE WORLD

NOW  
YOU  
KNOW  
WHY

## THE MOST STRIKING:

**SERVICE EVER** - About 1/3rd of the present world population has been served by EAGLE.

**CONSERVATION EVER** - A forest greater than half the size of the United Kingdom has been saved by EAGLE.

**STRENGTH EVER** - A 680 kg car can be placed on 4 Eagle refills or a Sumo wrestler on one.

# THE SOFT REVOLUTION FROM EAGLE

## Introducing the Thermosoft Range

34 years. That's how long we have been in the No. 1 position in thermally insulated household products.

Now close on the heels of introducing STEAMAXX, the world's first active casserole, EAGLE BRINGS TO YOU A REFRESHINGLY NEW IDEA in Thermoware – the THERMOSOFT RANGE.

In a world of conventional Thermoware, THERMOSOFT stands apart. It is trendy, cheerful and fun. And made entirely of specially coated nylon, it is tough in body but soft to touch.

Soon to be launched in the THERMOSOFT RANGE are SQUEEZEE, the insulated water bottle, CRUISER, the back pack and CHILLER, the insulated chest for ice and cold beverage bottles.



### **SQUEEZEE the Water Bottle**

- ★ Two great shapes, more to come
- ★ Many jet – set colours
- ★ Sturdy, nylon carry strap
- ★ Provision for your name
- ★ Accompanying freeze packs keep your water chilled for hours
- ★ Fun to use – open the top stopper and squirt water into your mouth, or open the second stopper and pour water into your mouth or a tumbler
- ★ Hygienic, easy to clean
- ★ Made of tough, specially coated nylon
- ★ Leak-proof and convenient shape fits into a school bag or a briefcase.

**“Portability, miniaturization and the ability of a product to fill, fold, stack, stash and perform any number of reductive contortions, marks design excellence.”**

PRODUCT DESIGN: A BIBLE FOR INDUSTRIAL DESIGNERS.



### **CRUISER the Back Pack**

- ★ Take it to school, take it to college
- ★ Take it on a motorbike, take it on a hike
- ★ Trendy single strap for slinging it over the shoulder
- ★ Twelve high fashion colours
- ★ Cushioned, adjustable length carry strap
- ★ Padded posterior for added comfort
- ★ Thermally insulated pouch for your lunch box, or even delicate instruments such as camera, lenses, glasses etc.
- ★ Made of sturdy, specially coated nylon



### **CHILLER the Ice Chest**

- ★ Colours to match your car
- ★ Conveniently slides into the dicky of a Manli
- ★ Insulated tough nylon casing with two grip handles and one adjustable length sling handle, all made of nylon
- ★ Zip pocket for accessories
- ★ Nylon casing accommodates a tough, removable Kunststoff liner, to keep ice, or chilled bottles and crushed ice
- ★ Extra freeze bottle
- ★ Two trays for your convenience

# EAGLE FLASK features in NEW YORK TIMES Best Seller "The God of Small Things" by Arundhati Roy

Winner of the "BOOKER PRIZE" In London for 1997 and New York Times Best Seller for several months, "The God of Small Things" written by Arundhati Roy has made history in the field of literature.

It is the most modern of "stream of consciousness" novels, and mentions EAGLE Flask in more than one place, with more than one meaning...

*The publication by Harper Collins, New York, says on Page 131 "The Sea Queen room smelled of eggs and filter coffee. On the way to the car, Estha carried the Eagle vacuum Flask with the tap water. Rahel carried the Eagle vacuum Flask with the boiled water. Eagle vacuum Flasks had vacuumed Eagles on them, with their wings spread, and a globe in their talons. Vacuum Eagles, the twins believe, watched the world all day and flew, with the moon on their wings."*

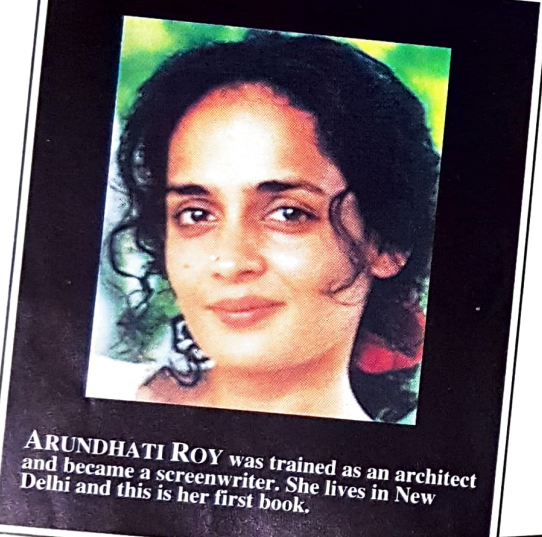
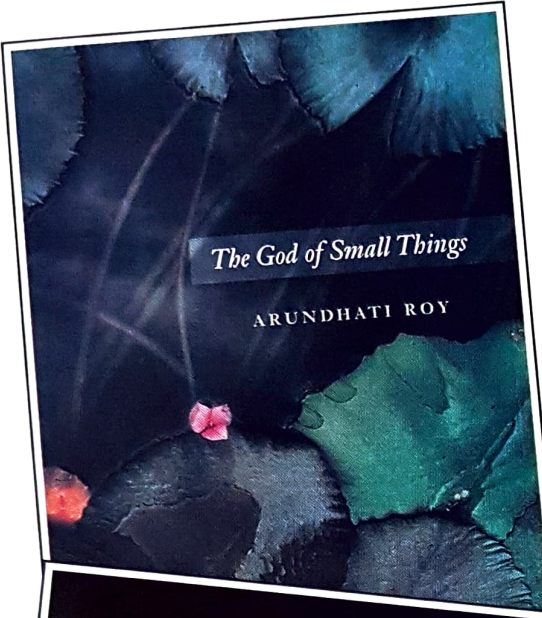
*The India Ink publication 1997 says on Page 32 " And so Estha was returned in a train... with his tin trunk and his beige and pointy shoes*



*rolled into his khaki holdall. First class, overnight on the Madras Mail to Madras and then with a friend of their father's from Madras to Calcutta.*

*He had a tiffin carrier with tomato sandwiches. And an Eagle Flask with an Eagle.."*

**EAGLE Flask Ind. Ltd. is happy to be mentioned in this prize-winning book.**



**ARUNDHATI ROY** was trained as an architect and became a screenwriter. She lives in New Delhi and this is her first book.

## THE GOD OF SMALL THINGS

but the two egg twins were no different from ordinary siblings and that while they would certainly suffer the natural distress that children from broken homes underwent, it would be nothing more than that. Nothing out of the ordinary.

And so Estha was returned in a train with his tin trunk and his beige and pointy shoes rolled into his khaki holdall. First class, overnight on the Madras Mail to Madras and then with a friend of their father's from Madras to Calcutta.

He had a tiffin carrier with tomato sandwiches. And an Eagle Flask with an eagle. He had a globe picture in his head.

And what had Estha done? He had looked into that beloved face and said: Yes.

Yes, it was him.

The word Estha's octopus couldn't get at: Yes. Hoovering didn't seem to help. It was lodged there, deep inside some fold or furrow, like a mango hair between molars. That couldn't be worried loose.

In a purely practical sense it would probably be correct to say that it all began when Sophie Mol came to Ayemenem. Perhaps it's true that things can change in a day. That a few dozen hours can affect the outcome of whole lifetimes. And that when they do, those few dozen hours, like the salvaged remains of a burned house - the charred clock, the singed photograph, the scorched furniture - must be resurrected from the ruins and examined. Preserved. Accounted for.

Little events, ordinary things, smashed and reconstituted.

## PARADISE PICKLES & PRESERVES

Imbued with new meaning. Suddenly they become the bleached bones of a story.

Still, to say that it all began when Sophie Mol came to Ayemenem is only one way of looking at it.

Equally, it could be argued that it actually began thousands of years ago. Long before the Marxists came. Before the British took Malabar, before the Dutch Ascendancy, before Vasco da Gama arrived, before the Zamorin's conquest of Calicut. Before three purple-robed Syrian Bishops murdered by the Portuguese were found floating in the sea, with coiled sea serpents riding on their chests and oysters knotted in their tangled beards. It could be argued that it began long before Christianity arrived in a boat and seeped into Kerala like tea from a teabag.

That it really began in the days when the Love Laws were made. The laws that lay down who should be loved, and how. And how much.

# EAGLE FLASK features in NEW YORK TIMES Best Seller "The God of Small Things" by Arundhati Roy

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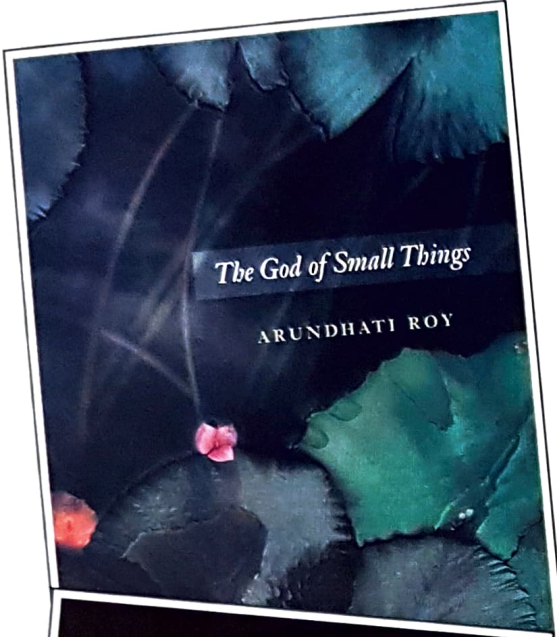
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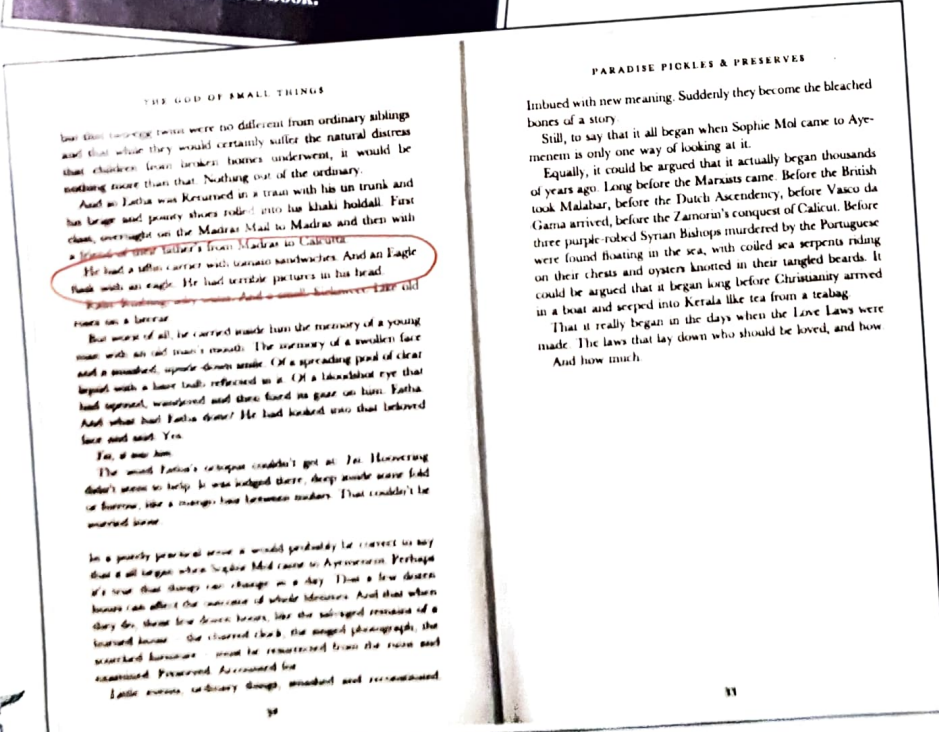
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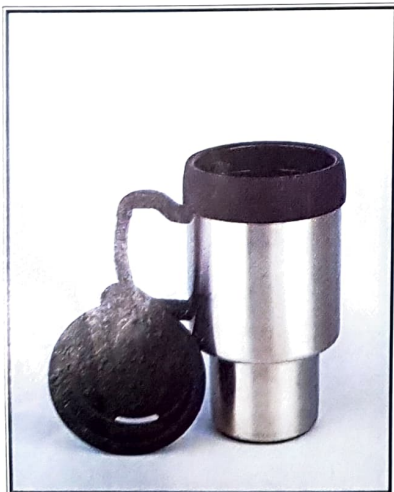
U.S.A. SPECIAL

# THE EAGLE

F L A S K H

For Private Circulation and Free Distribution only

## EAGLE IS NO. 1 IN STAINLESS STEEL MUGS IN U. S. A.



Buyers from the biggest retailer chains in the U.S.A. look forward to visiting the EAGLE Booth every year at the Chicago Housewares Show, the largest Housewares Show in the world, to find out WHAT'S NEW. This year, EAGLE offered an amazing range in Stainless Steel. The picture above shows Riaz Padamsee, President EAGLE Operations U.S.A. with his sister Scherize Padamsee, Director of EAGLE Flask Ind. Ltd. at the EAGLE Flask booth. Riaz and Scherize together have built a significant market for EAGLE products in the U.S.A.

