

# Bhumi World Times

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## Editorial



**Prakash Patel**  
MD, Bhumi World

## Fantastic Four!

India's growth story is shaped by enterprises that lead with commitment, innovation, and integrity. Among them, four remarkable organisations which are operating at our Bhumi World Industrial Park- Manisha Wires Pvt. Ltd., StayFine Multiventure Pvt. Ltd., Darsh Impex, and Frodel Enterprises stand out for their contribution across diverse sectors, from industry and manufacturing to hygiene care and printing.

Manisha Wires Pvt. Ltd., with a legacy of 36 years, represents precision, dependability, and technical expertise. From its modest beginnings in 1989, the company has grown into one of India's most trusted distributors of specialised industrial wires. Serving automotive, electrical, defence, jewellery, and engineering sectors, Manisha Wires continues to strengthen India's manufacturing backbone through high-quality products and strong global partnerships.

Equally inspiring is Stay Fine, a young yet impactful home-grown brand redefining menstrual and hygiene care. With its pure cotton sanitary pads, baby diapers, and adult diapers, the company focuses on skin-friendly, eco-conscious, and affordable products that reach every household. Through awareness campaigns and community outreach—especially for students and women police personnel—Stay Fine has combined business with meaningful social impact.

In the realm of industrial automation, Darsh Impex, led by visionary entrepreneur Mukesh Makvana, has transformed packaging solutions across India. Offering a wide range of semi and fully automatic machines, the company caters to pharmaceuticals, FMCG, cosmetics, electronics, and more. Their emphasis on innovation, service reliability, and customer-centricity has made Darsh Impex a trusted partner for industries seeking efficiency and intelligent automation.

Frodel Enterprises stands out as a brand built on integrity, purity, and purpose. Its unwavering commitment to preservative-free, high-quality food reflects deep ethics and scientific expertise. Under Dr N. P. Singh's visionary leadership, Frodel blends innovation with compassion, earning trust, touching lives, and setting new benchmarks in the frozen food industry.

Together, these four enterprises embody the spirit of Indian entrepreneurship—driving progress with passion, purpose, and unwavering dedication.

## Frodel Defines the Global Path to Frozen Food Leadership

For Dr N P Singh, a partner and CEO at Frodel Enterprises, the journey to becoming a processed frozen food manufacturer has been anything but linear. Based in the Bhumi World Industrial Park in Bhiwandi, Thane, Frodel is the successful outcome of a career that spans medicine, pharmaceuticals, and an unwavering commitment to health and ethics.

Dr Singh, a highly qualified integrated homoeopathic physician who is also a seasoned nutritionist and certified in Genetics and Nutrigenomics, began his professional life as a lecturer at a medical college. After starting a pharmaceutical company in 1996, his lifelong interest in food which began



**Dr N P Singh**

father, a man he feared disappointing. This commitment to a clean business model built the integrity that Frodel now stands on.

Today, Frodel has successfully stabilised its operations, now powered by a dedicated team of 37 employees and is securing major contracts with prominent Quick Commerce giants, such as Zepto, and prestigious hotel groups, including Taj Land, Taj Colaba, and Aroma Chai. Looking ahead, Dr Singh shared an ambitious vision to build a company that provides livelihood and security for the families of 1,000 employees, marking a significant milestone in the way ahead. Global expansion is set for January, with the



**Rajesh Menon**

He further conveys his philosophy: "Education, degree certificates are not the source to generate income, it is the most prestigious gift we acquire to develop wisdom."

around the principle of QCS: Quality, Cleanliness, and Service. Dr Singh insists that their products must be the same food as his family eats, leading to a strict policy of using no preservatives, additives, colours, taste enhancers, emulsifiers, or soda. This commitment is what makes the food an "emotional product" for consumers, as they rely on high-quality ingredients like Amul cheese and premium paneer sourced from vendors who supply five-star hotel chains.

This ethical standard for preservative-free food is maintained through advanced technology and a refusal to cut corners. Frodel ensures an extended shelf life for its 181 varieties of products—which spans vegetarian, non-vegetarian, and Jain cuisines—by following strict operating procedures, including using proper blasting time during rapid cooling and implementing proper cold chain management from their factory to the point of sale.

In 2016, at the peak of an early, successful, cash-rich operation, Dr Singh and his partners faced a defining moment. He chose to walk away from that highly profitable, yet "unorganised," business segment. This powerful ethical decision was driven by his conscience and the strong principles instilled by his



**Sandeep Shilotri**



**Umesh Singh**

first exports to the US market underway, and the company is also looking towards a potential IPO in the future.

Dr Singh's entrepreneurial drive and emphasis on having "parallel sources" stems from a profound personal crisis: a sudden bout of total body paralysis in medical college. He recovered, learning that "nothing is guaranteed," which forged a core philosophy: never depend on a single source of income and always strive for integrity, ensuring one is never left standing on "one leg."



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## The Pad Woman Of Bhiwandi

# Stay Fine: A Home-Grown Brand Transforming Menstrual & Hygiene Care Across India

Founded with a vision in 2016 and officially registered in 2022, StayFine Multiventure Pvt. Ltd. has rapidly emerged as one of India's most socially conscious hygiene-care companies. The company began its operational journey in 2021, launching three essential products: Pure Cotton Sanitary Napkin (pads), Baby Diapers, and Adult Diapers. Under its three brands — Stay Fine (Pure Cotton sanitary pads), Grand Choice (Adult Diaper) and Pummy (Baby diapers) — the company has established a strong PAN-India presence.

What makes Stay Fine stand out is its commitment to quality at a very affordable price, ensuring that essential hygiene products reach every household without compromising on comfort or safety. Unlike many commercial pads and diapers that contain plastic layers leading to rashes, discomfort, and long-term health concerns, Stay Fine's entire product range is made



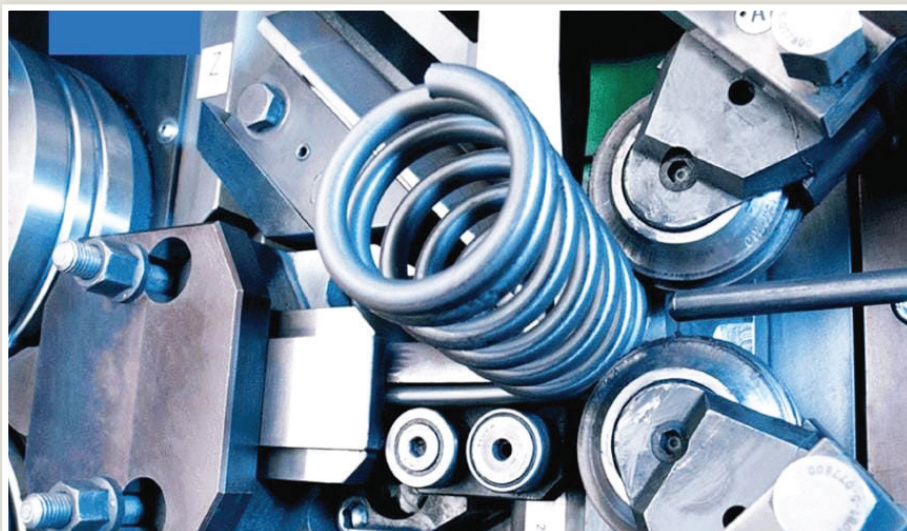
With Mrs Mohini Poojary as the Admin Director and SurajKumar Kumbhar as the CEO, the company continues to promote the belief that women are equally capable and deserving of comfort, dignity, and empowerment. Stay Fine's mission is clear — to provide safe, affordable hygiene solutions while supporting women's health and environmental sustainability.

from pure cotton anion Sanitary Napkins. This not only ensures softness and breathability but also makes the products skin-friendly and environment-friendly, as they decompose naturally within 1- 2 months, unlike plastic-based products that take years.

The company has also made a remarkable impact through its awareness campaigns across Maharashtra and neighbouring states. These campaigns focus on educating women and girls—from Class 5 students to college-goers and office-working women—about menstrual health, PCOD awareness, and proper hygiene practices. Thousands of women have benefited from these initiatives. Special attention has been given to women police personnel, who often spend 12–15 hours on duty with limited access to changing facilities. Stay Fine pads offer them a reliable solution to avoid rashes and irritation during long working hours.



# Powering Precision: The 36-Year Journey of Manisha Wires Pvt. Ltd.



**M**anisha Wires Private Limited, a closely held family business of the Thawani family, has steadily built its reputation as one of India's most trusted distributors of specialised industrial wires. What began as a small venture has grown into a strong, reliability-driven organisation serving automotive, electrical, industrial, and several niche manufacturing sectors.

The company deals in High Carbon Spring Steel Wires, Stainless Steel Wires, Oil Tempered Wires, and other premium wire categories known for strength, consistency, and durability. These materials are essential in the production of automobile springs, clutch springs, electrical springs, flexible shafts, industrial brushes, and other precision-based components & engineering products.

Initially focused on Maharashtra and Gujarat, Manisha Wires has expanded its supply network across India. The company's long-standing relationships with leading manufacturers underline its credibility and expertise. Its principal suppliers include Pengg Usha / Joh Pengg for Oil Hardened & Tempered Wires, Usha Martin for



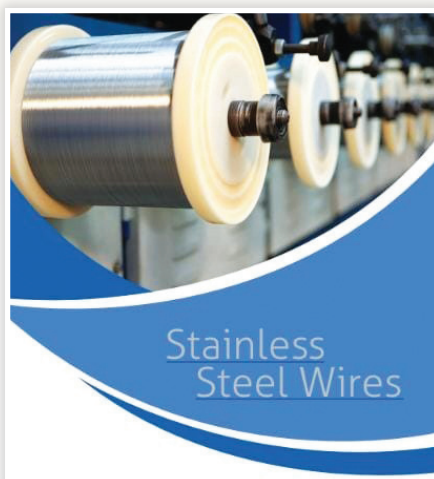
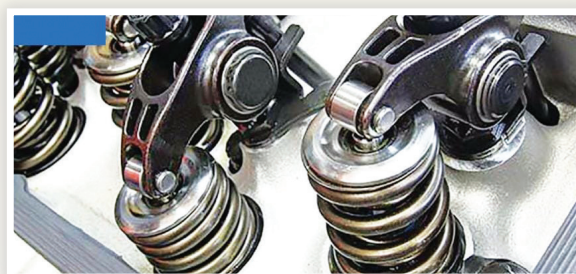
L. S. Thawani

Spring Steel Wires, Aarti Steels for Galvanised and Black Flattening/Rolling Quality Wires, KEI for Stainless Steel Wires, and DSR Wire Corp (South Korea) for Music Wire. These strong partnerships highlight the company's commitment to quality and global standards.

A key differentiator for Manisha Wires is its focus on niche technical products rather than a broad, unfocused portfolio. This specialised approach, combined with decades of hands-on industry knowledge, allows the company to offer genuine value, competitive pricing, and dependable service.

With an unwavering objective to build strong partnerships, ensure customer satisfaction, and deliver superior wire solutions, Manisha Wires has achieved a consistent track record of timely deliveries and trusted service. Today, its customer base spans diverse sectors including Automobile, Defence, Jewellery, Rubber, Sugar, Toys, and many more.

Backed by 36 years of expertise, Manisha Wires Pvt. Ltd. continues to power India's industrial growth—quietly, precisely, and with uncompromised dedication.



Stainless  
Steel Wires



Stainless Steel Wires



## Mukesh Makvana: Driving the Future of Precision Packaging with Darsh Impex

In the ever-evolving world of industrial packaging, Mukesh Makvana stands as a visionary entrepreneur who has reshaped how companies approach packaging and material handling. As the founder and force behind Darsh Impex, Mukesh has built a legacy grounded in innovation, dedication, and a deep understanding of market needs.



**Mukesh Makvana**

automation or precision packaging, Darsh Impex offers tailored solutions with unmatched quality.

At the core of Darsh Impex's success is Mukesh Makvana's leadership philosophy, a firm belief in teamwork, integrity, and persistent hard work. His hands-on approach and relentless pursuit of excellence have not only driven the company forward but have also inspired a culture of collaboration and innovation among his team.

As industries demand smarter, faster, and more reliable packaging solutions, Darsh Impex remains a trusted name, thanks to Mukesh Makvana's vision and unwavering work ethic. With continued focus on technology and customer-centric strategies, the company is poised to scale greater heights in the years to come.



Darsh Impex is renowned for its extensive range of semi and fully automated packaging machines that cater to a wide array of sectors. Their advanced catalogue includes material handling equipment, strapping machines, fillers, sealers, and more, all meticulously designed to boost operational efficiency and productivity. Whether a business needs high-speed



What truly sets Darsh Impex apart is its ability to serve a diverse range of industries, including pharmaceuticals, cosmetics, FMCG, chemicals, stationery, ceramics & sanitary ware, processed food, watches and electronics, printing & publishing units, and agro products. This versatility reflects the company's commitment to engineering excellence and customer satisfaction.



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BHUMI WORLD sky

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RECIEVED

Possession: December 2027

• Bhiwandi's Tallest Commercial Tower

• Prime Location

• Smart Offices

• Key Highlights

- G+15 Floors
- State of the art Security features
- Ample parking spaces
- Ideal for Consultants, Architects, MSMEs, and Growing Enterprises
- Excellent connectivity via metro, road & rail

Limited Units Left  
BOOK NOW!

### Location

Near Bhiwandi Bypass Naka, Kalyan-Bhiwandi Road Viilage, Rajnoli, Dist. Thane 421302 (Opp. Mahindra Happinest, Kalyan)

For more details, connect with us at  
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