

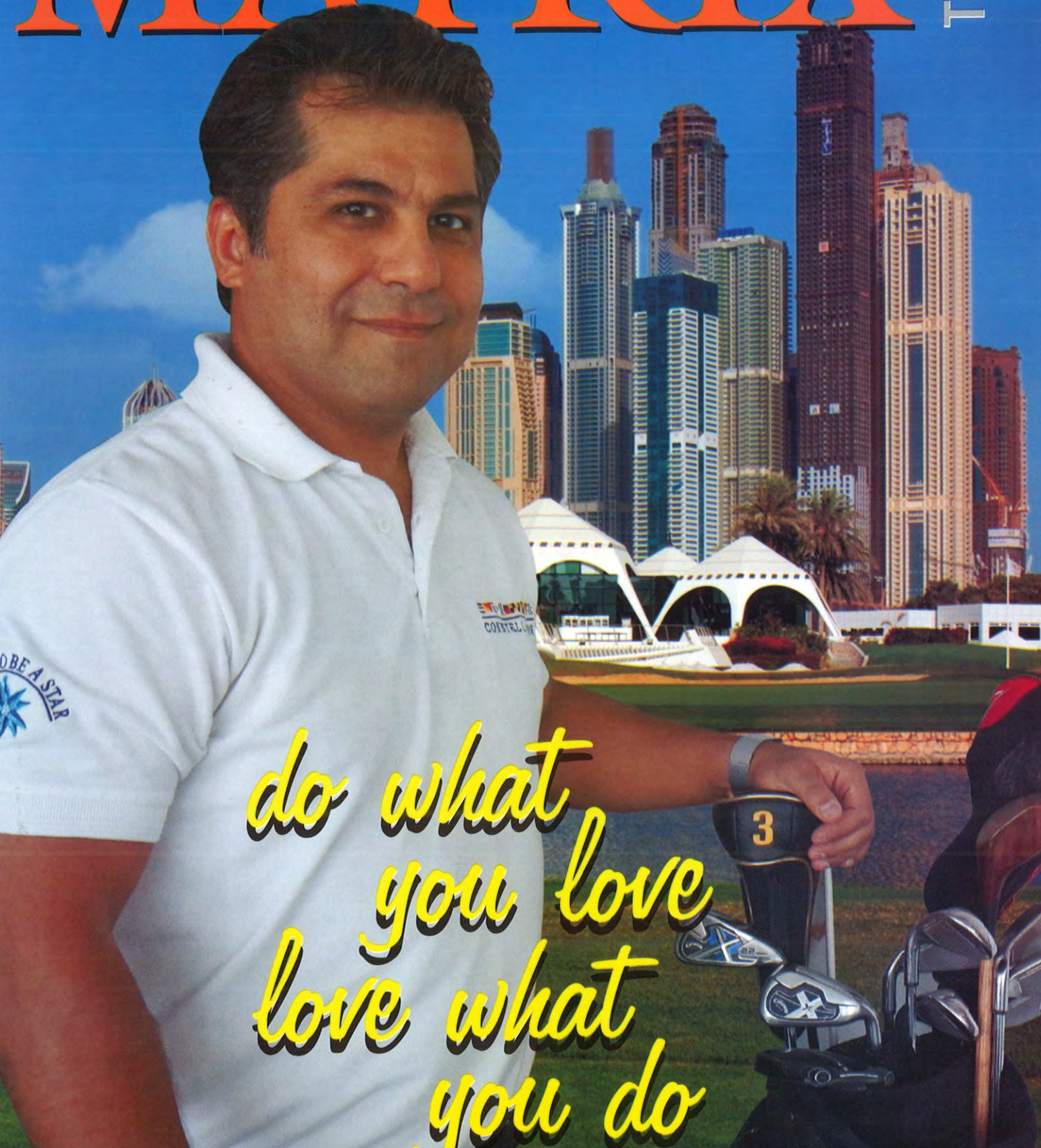
MARITIME

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MATRIX

TODAY



*do what
you love
love what
you do*

AS Moloobhoy relocates to modern premises

- Prisilla Nadar

After spending more than a century, quite literally, in the Mazagaon area, A.S. Moloobhoy Pvt Ltd has moved its corporate Head Quarters, on September 3, to the 'Marathon Futurex', in Lower Parel, the modern business district of Central Mumbai.

To grace this momentous occasion, Muneyuki Koike, Managing Director of Furuno, Japan, played the role of "The Chief Guest," and inaugurated the brand new office. Mr Adil Moloobhoy and Mrs Nafeesa Moloobhoy, Managing Director of A.S. Moloobhoy paid rich tribute to the 110 glorious years and age-old history that has become the foundation of the company. Over a 100 years and still growing, A.S. Moloobhoy is a debt free company and has been growing steadily year after year, while humbly serving its maritime customers.

The inauguration ceremony, like all other auspicious occasions and celebrations in India, commenced with a short prayer service where the staff members, from different religious

communities, collectively joined hands in prayer, praying for the company's continued success. It was truly a joyous occasion, which culminated with a rocking 1980s themed retro party at "EXO", one of South Bombay's poshest nightclubs at the now, St. Regis Hotel in Lower Parel, adjacent to the Marathon Futurex.

A host of VIPs and august dignitaries were spotted walking the red carpet, with other notable, shipping fraternity executives from Japan, Singapore, Europe, etc to celebrate the joyous occasion with a company that has

been a part of the Maritime Fraternity of India since World War One!

In conjunction with the physical move from "Mazagaon to Marathon", a paradigm shift in the corporate culture at Moloobhoy is now palpable; the team's enthusiasm and excitement is infectious. This small, family-run business under the leadership of a lady Managing Director, also for the first time, is going corporate and targeting the Bombay Stock Exchange in the near future!

Moloobhoy's has recently moved into the sphere of training and education in addition to being suppliers and service





providers of electronic, lifesaving and firefighting equipment. The Moloobhoys Training Division is the only exclusively authorised Furuno Type-Specific ECDIS Training centre in India, and is also the only NavSkills approved training facility in India. Moloobhoys has trained and certified over 2,000 students at their Mazagaon Training School campus in the past two years, and are looking at launching many more such courses.

This is a specialised niche market and Mrs Moloobhoy believes that the

enterprise directly caters to India's Prime Minister (Narendra Modi) "Make in India" campaign. "My dream is to train and certify our hardworking, English speaking engineers and technicians, and to make them fully competent and safety-literate, keeping on par with international standards," she explained passionately.

Also in the pipeline at Moloobhoys is the launch of their in-house, "Emergency Drinking Water" project called "NaM" (which is Thai for water). Moloobhoys will be processing,

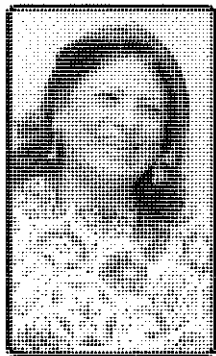
packaging and distributing emergency drinking water as per the LSA, MSC and SOLAS Codes. This product has been approved by FSSAI, BIS and ISI and is scheduled to be launched in India by the end of this year and will be IRS and ISO approved.

In addition, Moloobhoys plan on expanding internationally, to Dubai and Fujairah, this financial year.

MMT



After the inauguration, Maritime Matrix had an exclusive chat with Nafeesa Moloobhoy, her family members and their Chief Guest, Muneyuki Koike San from Furuno.



Nafeesa, what are the special features about the new office?

The office is unique because it's eco-friendly! Amidst all this pollution, Moloobhoy's has always believed staying Green. The Marathon Futorex Building is certified by Leadership in Energy & Environmental Design (LEED), a green building certification program, that recognises best-in-

class building strategies and practices. To receive LEED certification, building projects have to satisfy prerequisites and earn points to achieve different levels of certification.

It was my husband's idea to select this type of building. It is our responsibility to give back or at least do our part to save the environment. We are extremely focused on minimizing our carbon footprint and I take it upon myself personally to ensure that we recycle everything and invest in energy saving equipment.

Do you have a specific vision? What about your company's '100-year vision'?

My vision is the same as my mom's, who's been my role model since I can remember.

Moloobhoy's is currently extending its reach globally, and it's my vision is to take this small, family run business, international.

The '100 year vision' is a huge advantage but with it comes coupled an even bigger responsibility. We carry the flag that our forefathers had hoisted back in 1905. They made sure they taught us everything correctly in order to carry forward this business.

A.S. Moloobhoy has today survived successfully for many years and we strive to ensure that it will remain a well-respected and growing organization in the years to come. We stand by our ethics and our principles because we steadfastly believe that this is what has given us the impeccable reputation we enjoy in the market today.

What are your plans for the future?

We are getting into several new businesses: Life-Saving Training, Electronic Training, Information Technology (One of our main aims is to involve the marine industry

more in to information technology) and SOLAS approved Emergency Drinking Water Packaging being some of them. Now that we have become a well-recognised company in India, we have plans to expand our business in the UAE. We selected UAE because it is relatively easy to do business there.

Do you foresee bottlenecks in your OME business?

Of course, there are a lot of bottlenecks. For example, clearance of imported goods, which normally takes 2-3 hours in the UAE, takes 2-3 'days' in India. This has gotten a lot better, though: earlier it used to take 14-15 days! So we are definitely seeing minor changes for the better in India.

How difficult was it for you to settle down in this male-oriented industry?

(Smiles) Everyone thought that I would be busy shopping, travelling, socialising with my friends and worrying about my kids, like the stereotypical South-Bombay woman, but it looks like fate had different plans for me! Most of the people in the maritime fraternity did not take me seriously initially, but then I rose to the challenge and proved to them otherwise. I've been working in this industry for over 10 years, and I have been given nothing other than the utmost respect and support from my colleagues and customers. Without them, Moloobhoy's wouldn't be where it is today.

Therefore, today isn't about my success or just the company's success. It's about our collective success.



Adil, can you please say something about your wife's struggle in a 'man's' world?

I am exceedingly proud of how well Nafeesa has run the show for the past 10 years. She has a free hand and I only advise her on her decision making, but most of the choices have been hers. She is an extremely capable woman, and I knew this when I entrusted my family's 100 year legacy into her hands.

Let me give you an example. Everyone thought she would not be able to do a scheduled session on chemical cleaning, but she was able to explain everything to other organisations, meticulously. She first learned everything there was to know about the subject matter, and her grasp on the subject today is excellent. There are several instances when men are shocked to see my wife working

around the clock; they have started calling her a workaholic! It shows that you cannot base anything merely on gender today. She is constantly challenging herself and proving to me over and over again, that women are just as competent, if not more, than men!



Ghazalah, as the fourth generation of Moloobhoys, how do you feel about the responsibilities that you must shoulder?

It is a great honour to be part of this century-old organization. My sister and I have grown up in Mazagaon, and my mother has always taught us to "get our hands dirty", saying that we will never learn the ways of doing business in India from fancy

air-conditioned cabins! She was right. When Tehzeeb and I came back from the States, after our Grade-A college

education at USC and Emory, initially it was a culture shock. But it's been 6 years for me now, and everything we have learned in this business has been from our mother. She really is a role model for both of us. We aspire to be just like her 10 years from now.



Muneyuki Koike, can you please describe your relationship with A.S. Moloobhoy?

We are doing business with the Moloobhoys because they are professionals; we have learnt from them how to be professional! Our relationship has grown in the last 7-8 years, and is a well-proven one by now. A.S. Moloobhoy is one of our fastest growing global distributors and

we wish them every success. Furuno is proud of have such representation in India.

BWMS solution in 20-footer

Marine Systems Inc (MSI) has delivered a pair of first-of-kind modular ballast water management system (BWMS) units for tank barge and ship operations, designed to fit in a twenty-foot container footprint.

Responding to requests from vessel operators, MSI turned to Seattle-based naval architecture and marine engineering consultancy Glosten to develop the Ballast Treatment System Deck Module design. Alfa Laval provided its PureBallast 3.1 treatment systems — with a capacity of 1,000m³/h, while Filtrex supplied high efficiency filters and installation expertise.

The modules, built at the Foss Seattle Shipyard complete with lighting, ventilation, and integrated controls, were shipped ready for plug-and-play. They are approved by ABS and the US Coast Guard for installation in hazardous areas.

The module reduces demands on shipyards, meaning they can focus



on a few interfaces and a foundation system, instead of handling the several independent components and vendors required for a traditional ballast water treatment system installation. Modules are fully tested prior to shipment and include integration support from MSI and Glosten.

"The demands of the vessel operator drove this design," said Kevin Reynolds, Principal at Glosten. "Doing this as a manufactured product ensures that we get it right every time."