

-- Speaker 0 00:04 Make it right. The manufacturing podcast,

Speaker 1 00:10 new market is never easy, but the challenge is greater when society doesn't talk about the natural bodily function your product is used for and the bulk of your target market doesn't know how to use your product. Last week, I'll make it right. My guest Gore of Bethel talked about his company's four year journey in the Indian femcare manufacturing industry, the challenges they faced and the successes they've had in their first year of manufacturing. I'm Janet Eastman, welcome to make it right this week on the show. Gorev and I talk about building on their success and how nine is getting their manufacturing process right. How are you managing to, to keep your waist

Speaker 2 00:54 and scrap

Speaker 1 00:54 down to its absolute minimum and keep your speeds up and things like that.

Speaker 2 01:00 This is the biggest challenge which I faced both for six months and a couple of, you know, uh, although if you get the right raw material, the guy <inaudible> the technology, but you need the best skill to them, the line to optimize production and reduce wasted. So we tried to hire the operators and production managers who have some experience in this industry. Oh, these are the people from PNG and JNJ, uh, those who are used to learning those who have come from a good culture, then they know how to optimize the speed and they do it. The listed, we bought the book support. Well we hired them, we paid for the skill and they get into it. Then it's definitely <inaudible> easy to optimize. Uh, you are under sometimes your long impression that actually this is <inaudible>, but in the end when the <inaudible> gets or what, and many of the kind of you're talking everything, then you realize, no, you wasted this stubble.

Speaker 2 02:03 Then you'd be make the strategy again that what are the areas of losses? How can we minimize this next month? How can we make sure that we get a sustainable product? Then definitely the content in this business is very limited, especially in India. You know, we faced a lot of challenges. The plant, uh, we, I was not, not anything good plan that I can go and visit. And Chinese really helped us a lot. We did visit to China and then we did some market study. Chinese helped us to see some learning plans, how they are organized, how they have, how they have planned the unit. Oh, I got what the entire idea layout. Then how the machine should be pleased in how you get the efficiency or not, how the entire Xometry is slow and then the conversion happens and then how you arrange your finished job.

Speaker 2 02:57 Well, I do a lot of our NBN study with Chinese and some good consultants in U S in Switzerland who helped us with the product, the construction and all of that. So with all of that, we the light infrastructure for the hygiene <inaudible> either via maintaining full hygiene routine, the plan and the <inaudible> headlines at your condition. So just like any medical factory, we have polluted up so we make sure that it is out of dust. He produced very good quality beds, so a lot of things which have connected together. It took us almost three years who set up the factory and start the production because there's a lot of which happened and a limited number of people knowing much about this industry. So it was a hard time for us, but it was very interesting. And now we are making sure that we make the right product and control the wastage.

Speaker 2 03:53 And then again, when I talk about the bigger goals, so when you are multiplying two lines, three lines, four lines, when you're trying to add baby diapers also then you need the people and a good organization structure and a, everybody has to be liable to the quality and commitment. Oh, accordingly, everything happens. Well we are trying, are we working 24, seven to make this brand sustainable and achievable? And Gorov you've actually worked with Kevin's nuke, the author of makeup, right? Haven't you? Is definitely. So he gave his presentation. Uh, he told me about himself and that the very moment I decided that some of the other day I'll definitely call him the manufactory. So that time I was not the manufacturing and we went in the phase of, uh, starting up. So recently I've had a chance to call Kevin and, uh, he was a big eyeopener to me.

Speaker 2 04:51 Well, personally <inaudible> decision. I brought him to the, --

-- uh, to the plant and introduced him to my team. That guy really opened our eyes that how we are working out the manufacturing and how do things make things right. How to, uh, you know, identify the root cause problem, then work on it. It's, you know, it's the same team who was walking earlier in the same thing. Now there's so much of this then just to two days off his visit as mid Sanchez. Remarkable <inaudible> within my team, the spirit side high, what deviation level is high factory looks more clean now. Everybody's seems more responsible. So he was a big game changer for me. He inspired me a lot and uh, I'm sure that we'll be continuing with baby diapers also. He'll be assisting me in the future and he is always available whenever required. So I'll definitely, once we also scale up. So, uh, I always try that. We have that bond and you can always get the learning because he's working worldwide, is working with all the manufacturers. He knows the industry. Oh, he was a big inspiration to us.

Speaker 1 06:07 So he actually has visited your, your factory.

Speaker 2 06:10 Yeah, he visited my factory, uh, two months back on me and there's a major now and then there's a big change and he really helped us a lot. How do you know, make the product right? He gave me his book also. I read it a maker, right? Yeah. It's, it's every voter is very practical and he's an amazing guy.

Speaker 1 06:35 Yes. He is a super guy and he does, he's, he certainly does care about manufacturing and people in manufacturing.

Speaker 2 06:45 I could see it passion, I could leave Vashon and uh, he short of the right picture of where we are and where we want to be. So although I'm not continuing with him at the moment, but his words and support and his, uh, cl experiences all visited me and let's see, date experiences all visit me. So we are trying hard to follow his guidelines and then the plant accordingly.

Speaker 1 07:11 Good for you. That's great news. Yeah. So when do you move into baby diapers

Speaker 2 07:18 to next year? Very soon. We have already ordered maybe the IPOs line and the early, I think March Africa from the dead in the market.

Speaker 1 07:30 Great. So what have you learned in this first year or so? What are some key takeaways that you can leave with our listeners about starting, starting from scratch?

Speaker 2 07:39 Ah, yeah. I study rooms that we just, uh, we started with nothing and uh, it was just the experience of a lending, a plan, our textile plans and uh, are they experienced from a building a brand, this is what we had in our hands. And uh, we were really keen, uh, because the, a statistics of that industry was very good. So we were 18 on setting up and making it a successful brand. So we tried hard and uh, sometimes yes, it was very tough. We decided that we decided many times whether we should enter into this business or not. But then we took up the challenge, the fight we liked facing the challenges and we went to that roller coaster, that the journey of the a, the setting up. And then again, it's a new journey of selling the product, which is again a big task.

Speaker 2 08:35 So it was all the courage and experience, passion. He's helped us and definitely support of our family. My wife who really, uh, I was very cooperative. Oh. Because I traveled a lot to somewhat ignored my family's also during that time. But now I understood how to balance work and family and equally important and, and myself, I was not aware that I can do too much of work, you know, that was the best output. I could tell you that what I have achieved personally in four years, that I didn't know myself, I can do so much of work. So th when you know, when you get the blog, when you get started, when you get glowing, then you realize it's important. And then we made sure that we have to achieve it. And then you get connected to so many people and it's such a positive product, you know, uh, people really appreciate society helps you eat, everybody wants to connect with you because we are, we call ourselves a business in a social call. When you are doing any social call, you are addressing a social cause. You get the support of your family or society, the clubs, the institutions, they are ready to join hands willing to work with you. I don't know, that gives you a different energy to uh, all of this manufacturers, Mitch came in together and all we are expanding. He made sure --

-- that we make this brand sustainable and long term.

Speaker 1 10:04 I think it's a really interesting story and I, I understand well the way you've described it, a four year challenge that you've been building over these years, your goal, your social goal is a really excellent goal and it's fascinating to listen to you tell your story about your journey Gorev and I hope maybe we can touch base again in about a year's time and see how you're doing.

Speaker 2 10:27 Definitely. Definitely. Congrats. Any, any idea why we uh, <inaudible> the brand name nine? No, I have no idea. Do you want to know? So, uh, what inspired to put the word nine was a, it's the nine month of pregnancy. Oh, just get to, because you know what happened in India. We have the, there's the unhygienic use of menstrual hygiene. The awareness is low. People don't take mothers and daughters don't talk about it and you know, the it major, they don't have the right, uh, education and the light guidance from their family and friends. What happens? They end up using long things for their periods, for managing the administration. So some guys even use good ass, Hey, no dry Ash, bad clot due to the witch. They get infected. <inaudible> uh, they are not able to bear that child in the future. So nice friend came up with that.

Speaker 2 11:35 I thought that every woman should go through that nine months of pregnancy, that beautiful journey of motherhood. So we dedicated the word. Mine is this product. We ensure that all the hygiene, all the, uh, females get the light, uh, uh, the hygiene for the idiots. So the entire idea. That's a great story. Yeah. I w I would never have thought of that. Yeah. So because a, you know, it's all good. Like always stay free. Yeah. That which you must have heard, but you would've never had aboard nine related to sanitary napkins. No. And so why are there two l's and nine the two eyes, that isn't something related to numerology, but there is always, there's always a, there's also a red dot if you have seen our logo. Yeah. Yeah. So that red dot indicates a Bindi believe something that Indian woman applies on between their eyes.

Speaker 2 12:39 Yeah. Yeah. So it's called Bindi. Sovi indicate that this product is for Indian and it's dedicated to make it a feminine connection. We put that red, it's aN , w, l, N. E. and then again, one more the point putting this name or that it is easy to pronounce. You know, generally when you go to village, uh, the females and the girls, you know, the <inaudible> who are not educated and not very fit, they're not able to spell it. They cannot say stay for the, you know, so easily. So nine is something which is connected to all this common to all the, like all the mobile numbers and everything is nine Oh nine. You can even a, you can just shake your hand and point out nine no. Okay. I want nine. So it was easy to pronounce, but that was also one thought behind putting up the name.

Speaker 2 13:32 Oh, for the consumer is. So this is all which inspired us. There's the, you know, God, there's a lot of thought behind this product that until you really dig into it, you don't realize all of the tiny little components and things that you guys have thought about to make this the perfect product. Yeah. Well even, you know, men, you have the time to educate men also because men in this society aspect in India don't want to talk about it as men. Just don't talk to women about PDF. And uh, in India, most of the buyers in, Oh, how gold, you know, in Indian outdoors, most of the buys are male. Oh good. Yeah. The, the, the, the, they decide the family budgets and uh, most of the retailers, that means those who sell the products though many dealers don't want to keep the product because of the social stigma.

Speaker 2 14:28 Most of the, the men's don't want to talk about it if they're not aware about it. So they don't want to go and buy that for the sister and daughter, mother, no, it's on a secret topic in India. So due to which the buried by the penetration level, this is the reason because it's not openly talked about. So we as a brand, we are always saying that, talk about <inaudible> nothing to be ashamed of. It's natural. All of our shops are dedicated to that. Even up pad, if you get to see our pad is send me an email, send me your address, I'll definitely call, give you a packet of bag. Uh, it saves at the back of the pad. It doesn't have any fancy butterflies or --

-- flowers, it seems. Let's talk periods. We do mention on a pads, let's talk periods. Well, so it directly connects to the consumers.

Speaker 1 15:19 Yeah. You're not trying to hide what this is, right? Which is, you know, butterflies and flowers. It sort of hides what's actually going on and what you're trying to talk about.

Speaker 2 15:28 Yeah. We are planning to take this message ahead.

Speaker 1 15:32 Thank you so much for sharing the nine story with our listeners.

Speaker 0 15:37 Okay. Good luck with your growth and social goals and, uh, we will be chatting in the future. You guys are far. Okay. Gara bows hall is a nine partner and director. He is based in India and that is our show this week on the makeup right podcast. Please check out our Twitter, LinkedIn, and Facebook to subscribe and share this podcast with your friends and colleagues through iTunes, Google play, Stitcher, Spotify, and YouTube. Until next time, I'm Janet Eastman. Thanks for listening to the mega podcast.

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