



WHY

CEASEFIRE?



TRUST



SUPERIOR QUALITY



RELIABILITY



VALUE FOR MONEY



SAVINGS OVER THE TIME



TOTAL PEACE OF MIND



VALUE FOR MONEY

SUPERIOR QUALITY MISCONSTRUED AS EXPENSIVE

Customers associate the cost of a product with its corresponding quality.

Often superior quality is **perceived as expensive.**

There is a similar **false notion** associated with Ceasefire products.

Part of the reason is because customers take a mental shortcut and assume the cost of product is **only what is paid up-front.**




WHY CEASEFIRE?

HIGH PRICE NOTION BUSTED

Cost of a product is not what is only paid upfront to buy it.

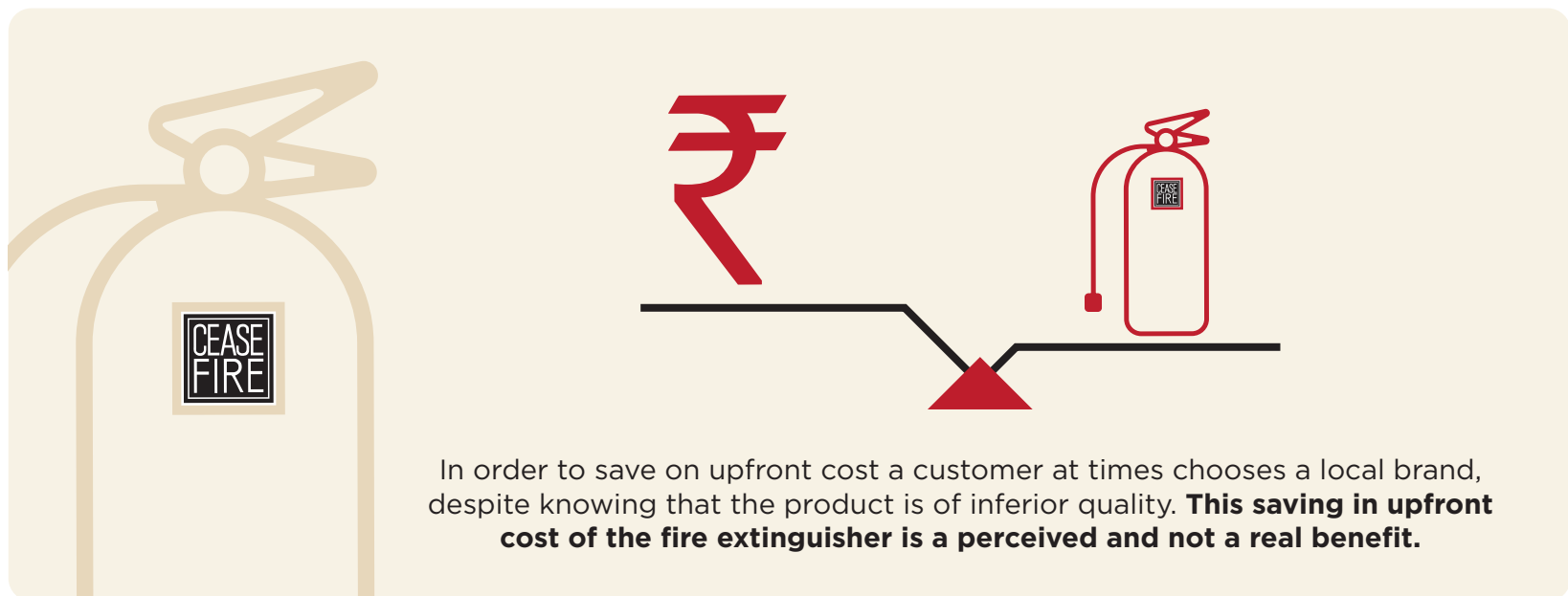
 The correct parameter of cost analysis is **Total Cost of Ownership** of a product.

 This value details out the total cost a customer has to pay for the product; starting from buying to disposing off the product.

A closer look at the each of these stages would help understand the cost effectiveness of Ceasefire over other local brands.

This Lifetime Value of the Product entails:

PRICE OF THE EXTINGUISHER + **COST OF REFILLING THE EXTINGUISHER** + **COST OF REPAIRS** + **COST OF DISPOSAL OF THE EXTINGUISHER**



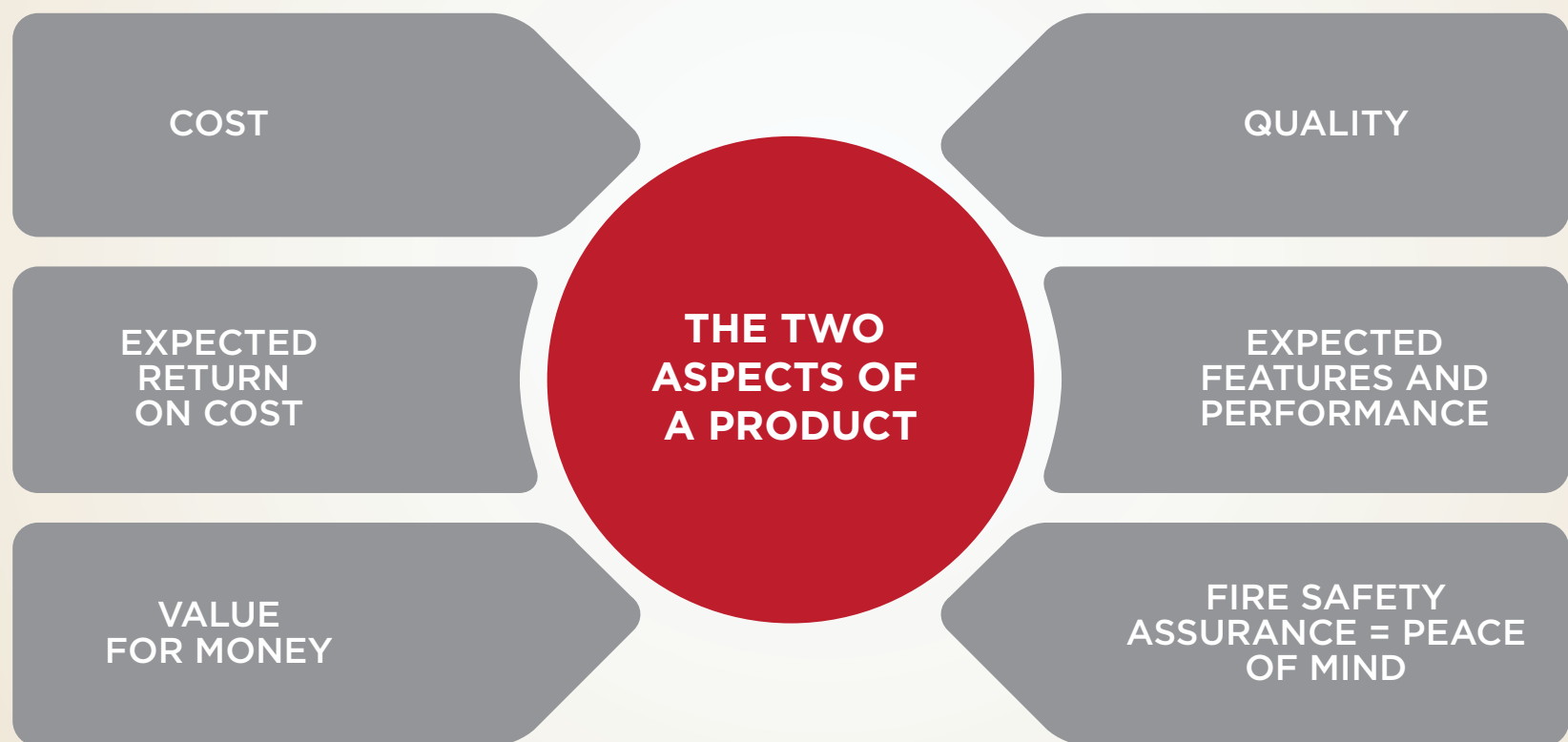
In order to save on upfront cost a customer at times chooses a local brand, despite knowing that the product is of inferior quality. **This saving in upfront cost of the fire extinguisher is a perceived and not a real benefit.**

COMMON PERCEIVED NOTION ASSOCIATED WITH OUR QUALITY PRODUCT OFFERINGS

Ceasefire fire extinguisher is considered to be of superior quality, however the quality supremacy is often mistaken as an expensive proposition.

The Ceasefire safety equipment is of the highest quality standard therefore they **do not require maintenance & annual refilling** as the local products. Thereby having a **lower** Cost of Ownership in the

long run. By investing in a local extinguisher the customer not only ends up choosing an **inferior quality** product but also ends up **paying more in the long run.**



WE WILL DISPEL THIS NOTION HERE WITH SOME QUICK FACTS AND SIMPLE MATHEMATICS.



There is no comparison between the quality of Ceasefire & local manufacturers.

However, to undertake cost benefit analysis we must draw a parallel between the cost and the corresponding deliverables offered by the two.

FIRE SAFETY MUST ALWAYS BE LOOKED AT FROM A LONG TERM PERSPECTIVE



LET'S UNDERSTAND THE COST ANALYSIS OF OWNING A 6KG ABC POWDER FIRE EXTINGUISHER FOR A PERIOD OF 6 YEARS.

STAGE 1: ACQUISITION STAGE

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
YEAR 1	Price of the Fire Extinguisher	No of Units	Total Cost	YEAR 1	Price of the Fire Extinguisher	No of Units	Total Cost
	8820	1	8820		3600	1	3600
Cost of Acquisition	Upfront Cost		8820	Cost of Acquisition	Upfront Cost		3600

*(Prices mentioned are net before tax)



We see here that there is a substantial difference between the Ceasefire price and the Local manufacturer price in terms of the upfront cost.

Many make a purchase decision only to save this extra upfront cost and go for the local brands.



HOWEVER IT IS IMPORTANT TO ASK YOURSELF THE 2 IMPORTANT QUESTIONS



- 1 What is the quality you get in lieu of this amount spent?
- 2 What will be the actual cost of owning the product over the period of time?

1 Ceasefire products are not just manufactured but are engineered to perfection to become the lifesavers that they truly are.

- | At Ceasefire we understand that in the fight against fire there is **never a second chance**.
- | This is the reason why Ceasefire fire safety products are tested to the **most brutal test and performance standards** ever laid out in the world.
- | The range comes with an **Unmatched Warranty Coverage of 6 years**. 10 years in-case of CO2 Extinguishers.
- | Today the Ceasefire range of firefighting solutions are certified to the highest quality standards including **IS15683, IS16018, EN3, 7 TO 8, EN1866, PED by the BIS, BRE Global, BSI and Eurocert**.

The Ceasefire promise of reliability however lies deeply embedded into every tiny component that goes into the making of our products.



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The additional cost that you were not aware of:

STAGE 2: OWNING THE PRODUCT FOR A PERIOD OF 6 YEARS

WHAT YOU DIDN'T KNOW!

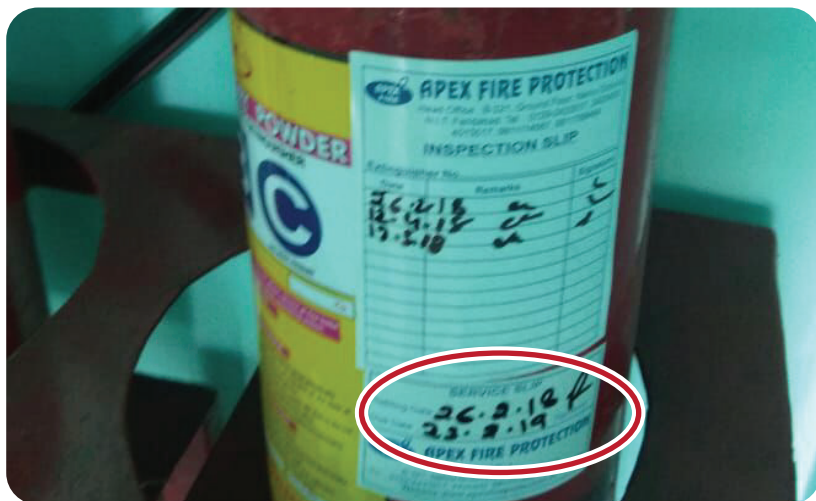
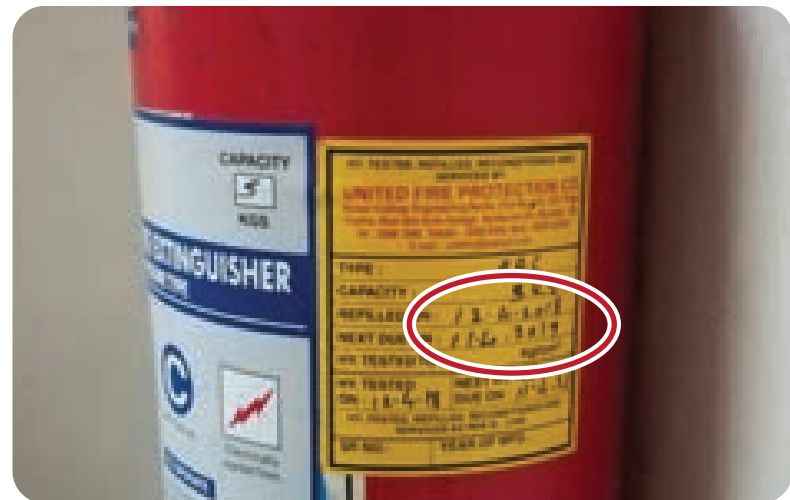
An important second dimension to buying a fire safety product is **maintaining it**.

This ensures that the fire safety equipment is working at its optimal best at all times.

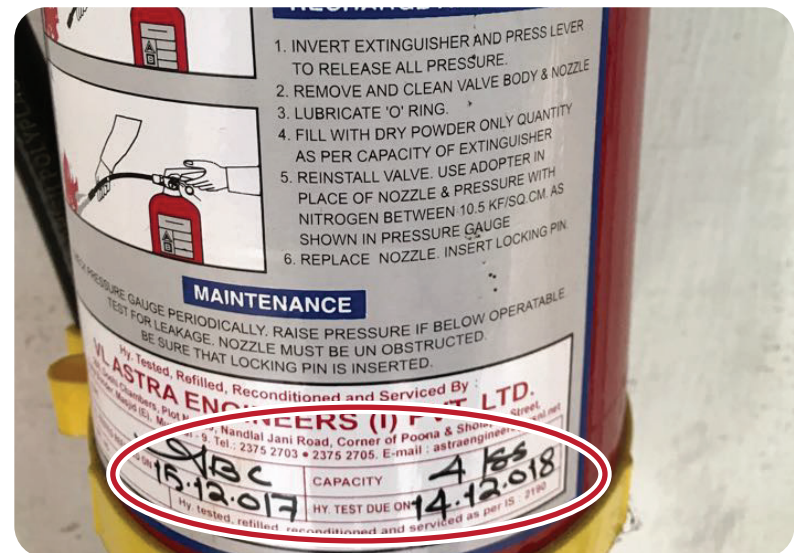
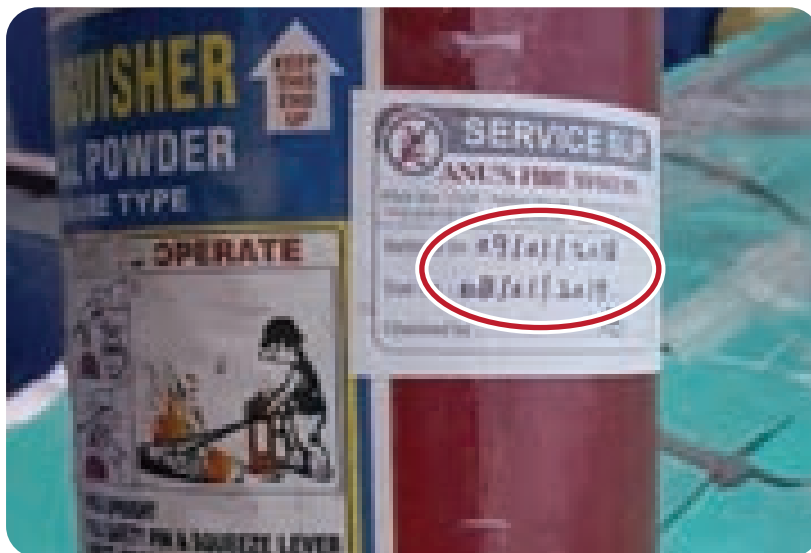
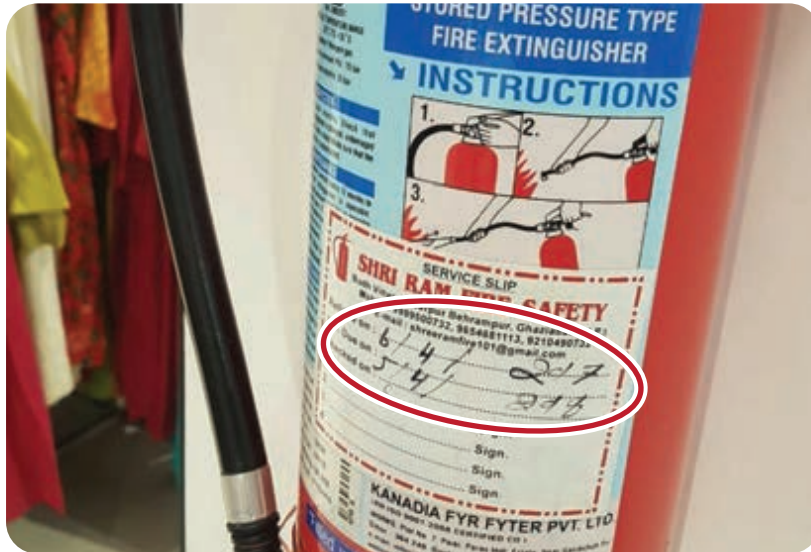
Most brands sell **sub-standard equipment at a lower cost**.

Their confidence on their products is so shallow that **they demand yearly refilling**.

Local equipment over a period of time, end up becoming a **costly proposition** while **continuously deteriorating** on **quality and performance**.



WHY CEASEFIRE?



Ceasefire products are manufactured to perfection and have the world's best certification agencies backing the quality promise.

The product superiority of Ceasefire fire extinguisher is much higher as compared to the competition. This is the reason Ceasefire promises **glitch free performance up to 3 years.**

A Ceasefire extinguisher requires refilling only in case it is **used** or at the **end of the 3rd year of its life.**

This is not just a quality promise but owning Ceasefire extinguishers also becomes a **cost effective proposition in the long run.**

COST OF OWNERSHIP IN THE FIRST 3 YEARS

In case of a Ceasefire extinguisher, refilling cost comes into play in the third year, whereas in case of a **local manufacturer refilling cost needs to be borne each consecutive year**. This is also a testimony of the superior Ceasefire quality which does not require annual refilling.

Hence the cost scenario looks as following:

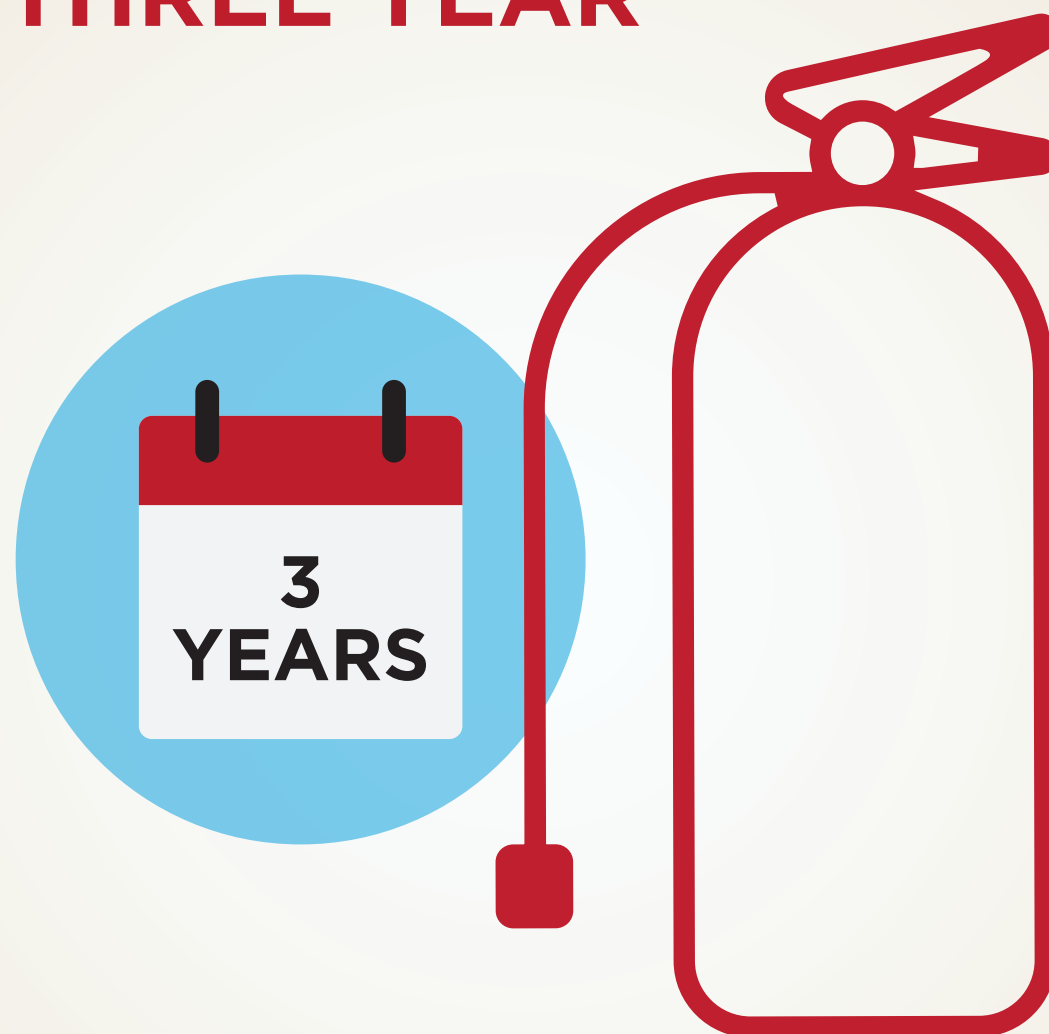
CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	8820	1	8820	YEAR 1	3600	1	3600
Upfront Cost			8820	Upfront Cost			3600
Cost of Refill	Price of Refilling	No of Units	Total Cost	Cost of Refill	Price of Refilling	No of Units	Total Cost
YEAR 2	0	1	0	YEAR 2	800	1	800
YEAR 3	0	1	0	YEAR 3	800	1	800
Refilling Cost			0	Refilling Cost			1600
Total Cost			8820	Total Cost			5200

By the end of 3 years the quality of local fire extinguisher deteriorates to the point that they are nothing more than scrap.

Juxtaposed to the superior Ceasefire quality where after a refill you get a fresh warranty of 3 years, with a product which is as good as a brand new.



LETS ASSESS THE COST OF OWNERSHIP OF THE FIRE EXTINGUISHER OVER THE NEXT THREE YEAR



MAINTENANCE COST FOR THE NEXT 3 YEARS

While one refill in the fourth year is good for Ceasefire extinguisher, the yearly refill continues in case of local extinguisher adding up to the cost substantially.

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	8820	1	8820	YEAR 1	3600	1	3600
Upfront Cost			8820	Upfront Cost			3600
Cost of Refill	Price of Refilling	No of Units	Total Cost	Cost of Refill	Price of Refilling	No of Units	Total Cost
YEAR 2	0	1	0	YEAR 2	800	1	800
YEAR 3	0	1	0	YEAR 3	800	1	800
YEAR 4	4812	1	4812	YEAR 4	800	1	800
YEAR 5	0	1	0	YEAR 5	800	1	800
YEAR 6	0	1	0	YEAR 6	800	1	800
Refilling Cost			4812	Refilling Cost			4000
Total Cost			13632	Total Cost			7600



WHY CEASEFIRE?

ADD TO THIS THE COST OF FAULTY SPARES: AN EXPENSE YOU NEVER ACCOUNTED FOR

Another hidden cost associated with local manufacturers is the cost incurred on changing faulty spares. Suddenly you will notice that parts start getting damaged beyond repair and need replacement.





WHY CEASEFIRE?

THE COST IMPLICATION OF FAULTY PARTS

The change of spare parts of local brands, though appears to be very inexpensive individually, add up to a substantial cost if we look at the total service life of the extinguishers. These spare parts not only have a bearing on the overall total cost of the product, but also has implications on quality. Often the change of such parts with spurious ones, leads to a huge deterioration of the product quality.

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	8820	1	8820	YEAR 1	3600	1	3600
Upfront Cost			8820	Upfront Cost			3600
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	800	1	800
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill	800	1	800
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 4 Cost of Refill	4812	1	4812	YEAR 4 Cost of Refill	800	1	800
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill	800	1	800
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill	800	1	800
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
Refilling + Spares Cost			4812	Refilling + Spares Cost + Phase Out Cost			4950
Total Cost			13632	Total Cost			8550

LOCAL EXTINGUISHERS START TURNING INTO SCRAP BY THE END OF THREE YEARS. A SUBSTANTIAL CHUNK WILL SIMPLY PHASE OUT OF SERVICE.

An important aspect that must be accounted for while buying local extinguishers is the fact that due to their inherent poor manufacturing quality, a significant number of these extinguishers will simply turn redundant by the end of their three years of life.



WHY CEASEFIRE?



THE COST IMPLICATION OF LOCAL EXTINGUISHERS TURNING REDUNDANT

Due to the inherent poor manufacturing quality of local extinguishers, they deteriorate rapidly demanding change of a lot of spare parts like we discussed in the previous section. However, by the end of the three years their condition starts dropping to a level of no repair and the extinguishers simply cannot be depended upon for the fire safety of your premises.

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	8820	1	8820	YEAR 1	3600	1	3600
Upfront Cost			8820	Upfront Cost			3600
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	800	1	800
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill	800	1	800
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 4 Cost of Refill	4812	1	4812	YEAR 4 Cost of Refill @80%	640	1	640 ↷
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	720	1	720 (circled)
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @60%	480	1	480 ↷
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 5 40% Phase out Cost	0	1	0	YEAR 5 40% Phase out Cost	1440	1	1440 (circled)
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @60%	480	1	480 ↷
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
YEAR 6 40% Phase out Cost	0	1	0	YEAR 6 40% Phase out Cost	1440	1	1440 (circled)
Refilling + Spares Cost + Phase Out Cost			4812	Refilling + Spares Cost + Phase Out Cost			7750
Total Cost			13632	Total Cost			11350

20% GAP



WHY CEASEFIRE?

WHAT DOES IT MEAN FOR YOU?

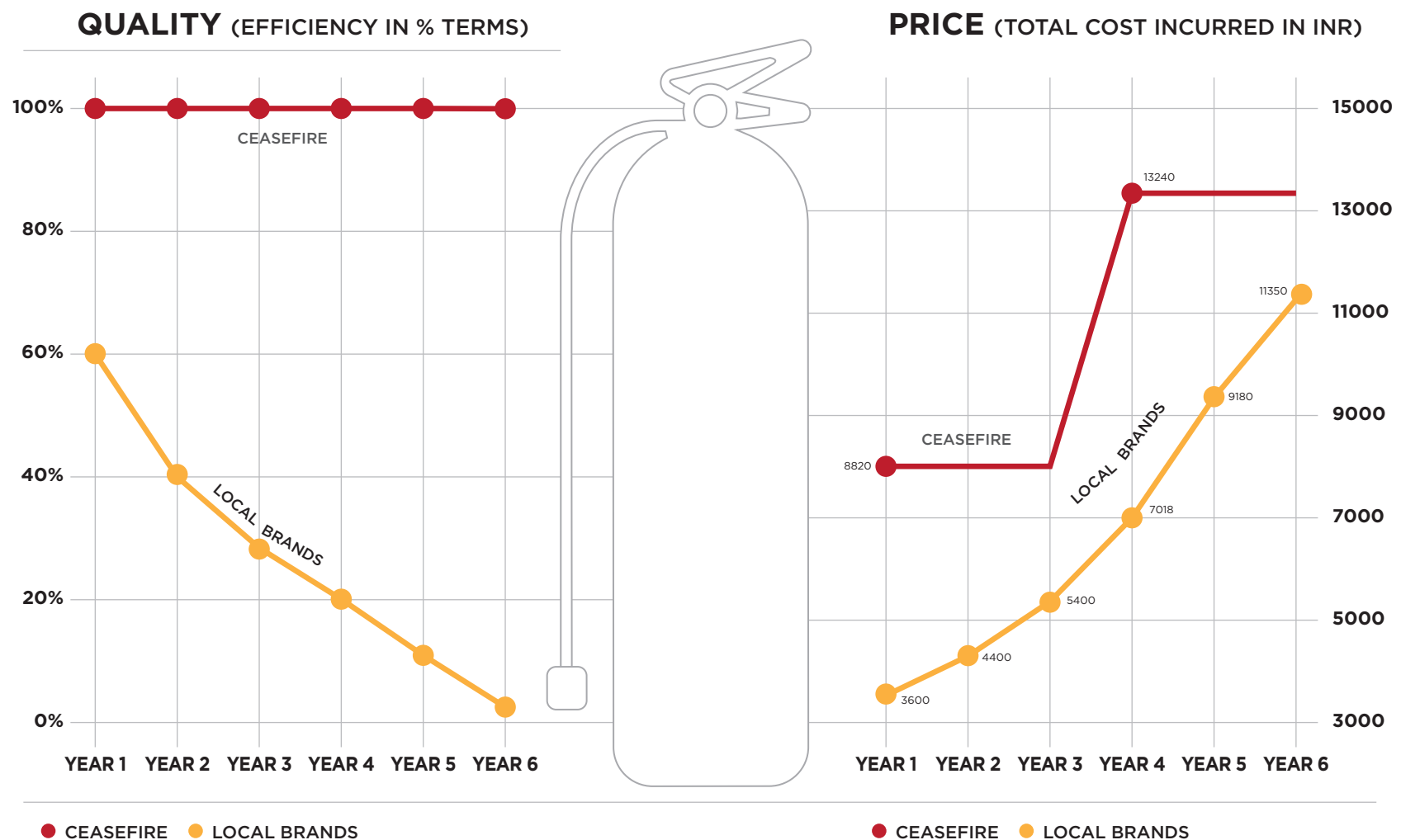
A Ceasefire extinguisher is wrongly perceived to be **50-55% more expensive** as compared to local brand **if one looks at only the upfront cost** of buying in isolation.

When we look at the total cost of ownership of an extinguisher over 6 years, this gap however **reduced to a mere 18-20%** difference.

The Quality of the Ceasefire extinguisher on the other hand stayed at its **optimum best for the entire 6 years** time period.

The already inferior local extinguisher however **dropped in quality** so much in the same time period that it would be totally **unwise to count the extinguisher worthy** for your safety.

CEASEFIRE V/S LOCAL BRANDS OVER THE PERIOD OF 6 YEARS



STAGE 3: DISPOSAL STAGE

Disposal cost is the cost that a customer incurs on the last mile of the extinguishers service life.

The quality of the local manufacturers is so sub-standard that it is not able to wade through its committed service life. Once their service life is over these extinguishers are nothing more than scrap.

Juxtaposed to Ceasefire extinguishers, after completing their service life add onto your overall saving via Ceasefire's Buy Back Policy.



WHY CEASEFIRE?

LETS UNDERSTAND THIS FROM A PERSPECTIVE OF A 2 KG ABC FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	4800	1	4800	YEAR 1	1800	1	1800
Upfront Cost			4800	Upfront Cost			1800
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	450	1	450
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill	450	1	450
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	100	1	100
YEAR 4 Cost of Refill	2460	1	2460	YEAR 4 Cost of Refill @80%	360	1	360
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	150	1	150
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	360	1	360
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @60%	270	1	270
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	150	1	150
YEAR 5 40% Phase out Cost	0	1	0	YEAR 5 40% Phase out Cost	720	1	720
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @60%	270	1	270
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	150	1	150
YEAR 6 40% Phase out Cost	0	1	0	YEAR 6 40% Phase out Cost	720	1	720
Refilling + Spares Cost + Phase Out Cost			2460	Refilling + Spares Cost + Phase Out Cost			4150
Total Cost			7260	Total Cost			5950

22% GAP

INCASE OF A 4 KG ABC FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	7200	1	7200	YEAR 1	2500	1	2500
Upfront Cost			7200	Upfront Cost			2500
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	700	1	700
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill	700	1	700
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 4 Cost of Refill	3918	1	3918	YEAR 4 Cost of Refill @80%	560	1	560
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	500	1	500
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @60%	420	1	420
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 5 40% Phase out Cost	0	1	0	YEAR 5 40% Phase out Cost	1000	1	1000
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @60%	420	1	420
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
YEAR 6 40% Phase out Cost	0	1	0	YEAR 6 40% Phase out Cost	1000	1	1000
Refilling + Spares Cost + Phase Out Cost			3918	Refilling + Spares Cost + Phase Out Cost			6250
Total Cost			11118	Total Cost			8750

27% GAP



WHY CEASEFIRE?

INCASE OF A 9 KG ABC FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	11400	1	11400	YEAR 1	5500	1	5500
Upfront Cost			11400	Upfront Cost			5500
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	1100	1	1100
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill	1100	1	1100
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 4 Cost of Refill	6330	1	6330	YEAR 4 Cost of Refill @80%	880	1	880
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	1100	1	1100
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @60%	660	1	660
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 5 40% Phase out Cost	0	1	0	YEAR 5 40% Phase out Cost	2200	1	2200
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @60%	660	1	660
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
YEAR 6 40% Phase out Cost	0	1	0	YEAR 6 40% Phase out Cost	2200	1	2200
Refilling + Spares Cost + Phase Out Cost			6330	Refilling + Spares Cost + Phase Out Cost			10850
Total Cost			17730	Total Cost			16350



LET'S UNDERSTAND THE PRICE DIFFERENTIATION IN OWNING OTHER TYPES OF EXTINGUISHERS FOR A PERIOD OF 6 YEARS (10 YEARS INCASE OF CO2 EXTINGUISHERS)



WHY CEASEFIRE?

WATER BASED FIRE EXTINGUISHERS

Water based extinguishers are very typical of their characteristics.

These being water based are highly prone to corrosion and rusting and hence deteriorate rapidly. This is the reason why most manufacturers offer only one year warranty on water type extinguishers.

Due to this fast deteriorating characteristics, water based extinguishers deteriorate to being completely scrap by the third year of their service life.

However, in the cost calculations below a very conservative rate of deterioration has been taken for other brands, starting from third year at a rate of 15% and 20%, 30% and 35% in the subsequent years, upto six years.

In addition to this, water type extinguishers demand a very frequent change of spare parts. On the other hand, the refilling carried out by other brands is nothing more than mere touch up job. The Hydrostatic pressure test requirement at the end of every three years is hardly achieved in the poor refilling activity carried out by these brands.

Ceasefire water based extinguishers are today manufactured to perfection considering the associated risks and are built to such high standards that they are warrantied for 6 long years. Ceasefire water type extinguishers are certified by BIS (ISI), EN3, EN1866, LPCB and CE.

Ceasefire's refilling process on the other hand is one of the best in the world and guarantees simply the best refilled product.



LETS UNDERSTAND THIS FROM A PERSPECTIVE OF A 6 LTRS WATER FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	5400	1	5400	YEAR 1	2200	1	2200
Upfront Cost			5400	Upfront Cost			2200
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	350	1	350
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill @ 85%	298	1	298
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 3 15% Phase out Cost	0	1	0	YEAR 3 15% Phase out Cost	330	1	330
YEAR 4 Cost of Refill	3252	1	3252	YEAR 4 Cost of Refill @ 80%	280	1	280
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	440	1	440
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @ 70%	245	1	245
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 5 30% Phase out Cost	0	1	0	YEAR 5 30% Phase out Cost	660	1	660
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @ 65%	228	1	228
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
YEAR 6 35% Phase out Cost	0	1	0	YEAR 6 35% Phase out Cost	770	1	770
Refilling + Spares Cost			3252	Refilling + Spares Cost + Phase Out Cost			4550
Total Cost			8652	Total Cost			6750

28% GAP



WHY CEASEFIRE?

INCASE OF A WATER 9 LTRS FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	6300	1	6300	YEAR 1	2400	1	2400
Upfront Cost			6300	Upfront Cost			2400
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	500	1	500
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill @85%	425	1	425
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 3 15% Phase out Cost	0	1	0	YEAR 3 15% Phase out Cost	360	1	360
YEAR 4 Cost of Refill	3810	1	3810	YEAR 4 Cost of Refill @80%	400	1	400
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	480	1	480
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @70%	350	1	350
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 5 30% Phase out Cost	0	1	0	YEAR 5 30% Phase out Cost	720	1	720
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @65%	325	1	325
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
YEAR 6 35% Phase out Cost	0	1	0	YEAR 6 35% Phase out Cost	840	1	840
Refilling + Spares Cost			3810	Refilling + Spares Cost + Phase Out Cost			5350
Total Cost			10110	Total Cost			7750

30% GAP

FOAM BASED FIRE EXTINGUISHERS

Similar to the Water type extinguishers, the **Foam based extinguishers too are highly prone to rapid deterioration due to rusting and corrosion.** This is the reason why most manufacturers offer only one year warranty on foam type extinguishers.

Foam type extinguishers also deteriorate to scrap at the end of their first three years of life. **However, in the cost calculations below a very conservative rate of deterioration has been taken for other brands, starting from third year at a rate of 15% and 20%, 30% and 35% in the subsequent years, upto six years.**

Spare parts in Foam based extinguishers also deteriorate fast and require frequent change. Refilling carried out by other brands for Foam based extinguishers also is nothing more than a mere touch up job.

The Hydrostatic pressure test requirement at the end of every three years is hardly achieved by these brands.

Ceasefire foam based extinguishers are manufactured to perfection considering these risks are and built to such high standards that they are warranted for 6 long years. Ceasefire foam type extinguishers are certified by BIS (ISI), EN3, EN1866, LPCB, BSI Kitemark and CE.

Ceasefire's refilling process on the other hand is one of the best in the world and guarantees simply the best-refilled product.



WHY CEASEFIRE?

LETS UNDERSTAND THIS FROM A PERSPECTIVE OF A 6 LTRS FOAM FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	5700	1	5700	YEAR 1	3000	1	3000
Upfront Cost			5700	Upfront Cost			3000
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	375	1	375
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill @ 85%	319	1	319
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 3 15% Phase out Cost	0	1	0	YEAR 3 15% Phase out Cost	450	1	450
YEAR 4 Cost of Refill	3432	1	3432	YEAR 4 Cost of Refill @ 80%	300	1	300
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	600	1	600
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @ 70%	263	1	263
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 5 30% Phase out Cost	0	1	0	YEAR 5 30% Phase out Cost	900	1	900
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @ 65%	244	1	244
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
YEAR 6 35% Phase out Cost	0	1	0	YEAR 6 35% Phase out Cost	1050	1	1050
Refilling + Spares Cost			3432	Refilling + Spares Cost + Phase Out Cost			5450
Total Cost			9132	Total Cost			8450

8% GAP

INCASE OF A 9 LTRS FOAM FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	6600	1	6600	YEAR 1	3300	1	3300
Upfront Cost			6600	Upfront Cost			3300
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	650	1	650
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill @85%	553	1	553
YEAR 3 Cost of Spares	0	1	0	YEAR 3 Cost of Spares	200	1	200
YEAR 3 15% Phase out Cost	0	1	0	YEAR 3 15% Phase out Cost	495	1	495
YEAR 4 Cost of Refill	3990	1	3990	YEAR 4 Cost of Refill @80%	520	1	520
YEAR 4 Cost of Spares	0	1	0	YEAR 4 Cost of Spares	250	1	250
YEAR 4 20% Phase out Cost	0	1	0	YEAR 4 20% Phase out Cost	660	1	660
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill @70%	455	1	455
YEAR 5 Cost of Spares	0	1	0	YEAR 5 Cost of Spares	250	1	250
YEAR 5 30% Phase out Cost	0	1	0	YEAR 5 30% Phase out Cost	990	1	990
YEAR 6 Cost of Refill	0	1	0	YEAR 6 Cost of Refill @65%	423	1	423
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	250	1	250
YEAR 6 35% Phase out Cost	0	1	0	YEAR 6 35% Phase out Cost	1155	1	1155
Refilling + Spares Cost			3990	Refilling + Spares Cost + Phase Out Cost			6850
Total Cost			10590	Total Cost			10150

4% GAP



WHY CEASEFIRE?

CO₂ BASED FIRE EXTINGUISHERS

CO₂ based extinguishers are a **distinct category in themselves because they hold extremely high pressure upto 70 bar to be able to keep the CO₂ gas in a liquid state**. As a result these extinguishers demand that their container body and discharge fitments needs to be extremely strong and sturdy. **Any leaks or damages in a CO₂ extinguisher could cause a fatal explosion in a premises**. This is the reason why in India it is mandatory for all CO₂ based extinguishers to be manufactured as well as refilled at a PESO certified facility only.

However the reality is that while more risks are associated with CO₂ extinguishers, there is more rampant abuse of quality and standards in CO₂ extinguishers. **Since there is high cost associated in manufacturing good quality CO₂ containers, market is full of fake and reused CO₂ extinguisher containers**.

Most manufacturers do not specify whether their new CO₂ extinguisher comes with a new container or whether it has already lived its stipulated services life. **Genuine spare parts of CO₂ based extinguishers like Discharge horn, cost more and often demand change in case of other brands as they are constantly under stress due to extreme pressure and hence deteriorate fast**.

Ceasefire extinguishers are manufactured to such world class standards that they come with an unmatched 10 years warranty as compared to the one year warranty standard in the industry. Ceasefire CO₂ come with a **unique Used / Unused indicator** that allows the user to check the readiness of the extinguishers as compared to traditional weighing method that is required for other brands of extinguishers.

Ceasefire CO₂ based extinguishers are certified to highest global quality standards and are certified to PESO, BIS (ISI), EN3, EN1866, LPCB and CE



LETS UNDERSTAND THIS FROM A PERSPECTIVE OF A 2 KG CO2 TYPE FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	9900	1	9900	YEAR 1	4500	1	4500
Upfront Cost			9900	Upfront Cost			4500
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	450	1	450
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill	450	1	450
YEAR 4 Cost of Refill	0	1	0	YEAR 4 Cost of Refill	450	1	450
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill	450	1	450
YEAR 6 Cost of Refill	1812	1	1812	YEAR 6 Cost of Refill@90%	405	1	405
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	100	1	100
YEAR 6 5% Phase out Cost	0	1	0	YEAR 6 10% Phase out Cost	450	1	450
YEAR 7 Cost of Refill	0	1	0	YEAR 7 Cost of Refill@90%	405	1	405
YEAR 7 Cost of Spares	0	1	0	YEAR 7 Cost of Spares	100	1	100
YEAR 7 5% Phase out Cost	0	1	0	YEAR 7 10% Phase out Cost	450	1	450
YEAR 8 Cost of Refill	0	1	0	YEAR 8 Cost of Refill@90%	405	1	405
YEAR 8 Cost of Spares	0	1	0	YEAR 8 Cost of Spares	100	1	100
YEAR 8 5% Phase out Cost	0	1	0	YEAR 8 10% Phase out Cost	450	1	450
YEAR 9 Cost of Refill	0	1	0	YEAR 9 Cost of Refill@90%	405	1	405
YEAR 9 Cost of Spares	0	1	0	YEAR 9 Cost of Spares	100	1	100
YEAR 9 10% Phase out Cost	0	1	0	YEAR 9 10% Phase out Cost	450	1	450
YEAR 10 Cost of Refill	0	1	0	YEAR 10 Cost of Refill@90%	405	1	405
YEAR 10 Cost of Spares	0	1	0	YEAR 10 Cost of Spares	100	1	100
YEAR 10 15% Phase out Cost	0	1	0	YEAR 10 10% Phase out Cost	450	1	450
Refilling + Spares Cost + Phase Out Cost			1812	Refilling + Spares Cost + Phase Out Cost			6575
Total Cost			11712	Total Cost			11075

6% GAP



WHY CEASEFIRE?

INCASE OF A 4.5 KG CO₂ TYPE FIRE EXTINGUISHER

CEASEFIRE PRICE				LOCAL MANUFACTURER PRICE			
Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost	Cost of Acquisition	Price of the Fire Extinguisher	No of Units	Total Cost
YEAR 1	15000	1	15000	YEAR 1	6000	1	6000
Upfront Cost			15000	Upfront Cost			6000
Cost	Price of Refilling	No of Units	Total Cost	Cost	Price of Refilling	No of Units	Total Cost
YEAR 2 Cost of Refill	0	1	0	YEAR 2 Cost of Refill	700	1	700
YEAR 3 Cost of Refill	0	1	0	YEAR 3 Cost of Refill	700	1	700
YEAR 4 Cost of Refill	0	1	0	YEAR 4 Cost of Refill	700	1	700
YEAR 5 Cost of Refill	0	1	0	YEAR 5 Cost of Refill	700	1	700
YEAR 6 Cost of Refill	3624	1	3624	YEAR 6 Cost of Refill@90%	630	1	630
YEAR 6 Cost of Spares	0	1	0	YEAR 6 Cost of Spares	300	1	300
YEAR 6 5% Phase out Cost	0	1	0	YEAR 6 10% Phase out Cost	600	1	600
YEAR 7 Cost of Refill	0	1	0	YEAR 7 Cost of Refill@90%	630	1	630
YEAR 7 Cost of Spares	0	1	0	YEAR 7 Cost of Spares	300	1	300
YEAR 7 5% Phase out Cost	0	1	0	YEAR 7 10% Phase out Cost	600	1	600
YEAR 8 Cost of Refill	0	1	0	YEAR 8 Cost of Refill@90%	630	1	630
YEAR 8 Cost of Spares	0	1	0	YEAR 8 Cost of Spares	300	1	300
YEAR 8 5% Phase out Cost	0	1	0	YEAR 8 10% Phase out Cost	600	1	600
YEAR 9 Cost of Refill	0	1	0	YEAR 9 Cost of Refill@90%	630	1	630
YEAR 9 Cost of Spares	0	1	0	YEAR 9 Cost of Spares	300	1	300
YEAR 9 10% Phase out Cost	0	1	0	YEAR 9 10% Phase out Cost	600	1	600
YEAR 10 Cost of Refill	0	1	0	YEAR 10 Cost of Refill@90%	630	1	630
YEAR 10 Cost of Spares	0	1	0	YEAR 10 Cost of Spares	300	1	300
YEAR 10 15% Phase out Cost	0	1	0	YEAR 10 10% Phase out Cost	600	1	600
Refilling + Spares Cost + Phase Out Cost			3624				10450
Total Cost			18624	Total Cost			16450

13% GAP

LET'S SEE THE QUALITY THAT YOU GET FOR THE PREMIUM YOU PAY



WHY CEASEFIRE?

UNMATCHED WARRANTY PROMISE OF 6 YEARS

The Ceasefire range of extinguishers are engineered to perfection to become the life savers that they are. These are manufactured to world class standards and comply to the most stringent quality standards in the world. Today the Ceasefire fire extinguishers range is the only one in the country that is certified to both, Indian standards as well as European Standards including LPCB, BSI Kitemark and PED.

Testimony of the superior Ceasefire quality is the fact that Ceasefire is the only fire safety brand in India that offers 6 Years warranty coverage for its products. Ceasefire CO₂ based extinguishers on the other hand come with a Warranty Coverage of 10 long years as compared to the industry norm of 1 year warranty.

This had been made possible because of Ceasefire's 14 point World Class Quality promise.



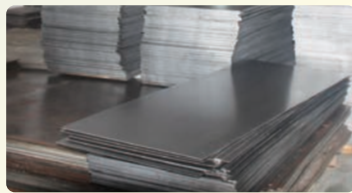
THE 14 POINT QUALITY PROMISE...

...THAT MAKE CEASEFIRE EXTINGUISHERS THE MOST RELIABLE IN THE WORLD

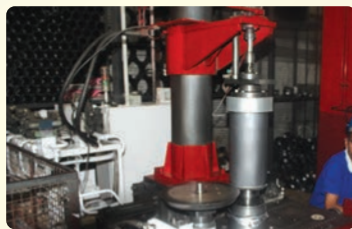


1. Ceasefire extinguishers are manufactured with precision and expertise, and tested to function without any flaw at the time of need.

2. The container of Ceasefire's extinguishers are stronger and sturdier, and designed to stay pressurised throughout the life of the product.



✓ Made from steel procured from original source steel producers like TATA Steel, Essar Steel or SAIL.



✓ The thickness of the steel sheets used is 34% heavier than the Indian industry standards, and 12.5% heavier than the European standard.



✓ Containers made through the Deep Draw process - with 70% less seams.



✓ MIG CO₂ welding over weaker conventional welding techniques.



✓ Each container is Hydrostatic Pressure Tested.

✓ Every container is chemically treated - internally and externally - for durability and endurance.

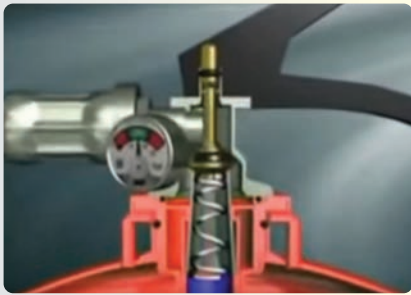
✓ Containers are painted using a specialised powder coat process. The paint finish is beyond compare - even in comparison to the world's biggest fire extinguisher manufacturers.

✓ This superior paint finish ensures there are no cracks, rusting or flaking even after many years of the extinguisher being installed in rugged, cold, heat or extreme outdoor conditions.

✓ Ceasefire's ABC Powder extinguishers are also internally coated with epoxy powder to guard against corrosion.



WHY CEASEFIRE?



3. Specialised production set up to manufacture our own valves, and forge them from a single piece of high-grade brass. The machining on the valve is done by state-of-the-art CNC machines, and EPDM grade O-Rings are used. Our valves are 50% heavier and cohesively integrated.



4. Dip tubes made of superior grade plastic, and fitted with precision to ensure more than 90% of the agent inside the container is released after the extinguisher is activated.



5. Superior grade steel ergonomically designed squeeze grips activate the extinguisher with exertion of just the right amount of pressure. Also designed to easily carry the extinguisher to the scene of fire.



6. Hosepipes made of braided rubber or EPDM. They are durable, do not become brittle over time or crack; and are able to withstand the pressure when the agent is dispersed. Being flexible, they can be swept from side-to-side for effective firefighting.



7. State-of-the-art pressure gauges manufactured by a world-class specialist company. They're designed to always give true pressure readings, and the needle can be checked using a magnetometer.



8. We manufacture a range of nozzles, and source others from the world's leading manufacturers. They play a vital role in making our extinguishers so effective on fires. The nozzles ensure optimum angle of discharge of the extinguishing agent, flow rate and ideal mixture of air and agent for maximum efficiency.



9. Stainless Steel Ferrules attach the hosepipes to the extinguisher. These don't rust, holding the hosepipe firmly to the extinguisher throughout activation and the service life of the product.



10. Installation mounts made of superior grade metal are designed after our extensive research in the field. The unique J Brackets hold the extinguisher firmly in spite of the weight, yet with an easy turn of the angle, enables the extinguisher to detach at the time of need.



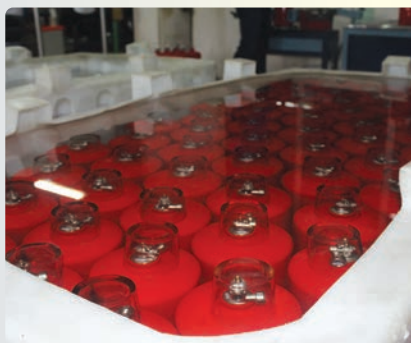


11. ABC Powder-based extinguishers contain highly potent MAP 50 or MAP 90 powder. The powder always remains free flowing because the cylinders are filled by an automatic machine in a dehumidified environment. Ensuring no moisture content. Silicon is further added to make the ABC Powder moisture repellent.



12. Mostly all important components are manufactured and integrated into our fire extinguisher at our own production facility in Dehradun, India. This completely backward-integrated facility has the capacity to produce 4,80,000 extinguishers per annum.

13. After assembly and pressurisation, every single extinguisher undergoes two tests to check for leakages.



✓ Inverted Beaker 24-hour Leak Test: The extinguisher is submerged in a water tank with an inverted glass on top of the valve for 24 hours to test for any leakage. Any minor leakage results into tiny bubbles getting caught in the glass beaker after 24 hours.



✓ The Helium Leak Detection Test: To ensure our extinguishers won't lose even a finest trace of gas or pressure throughout their service life, the container is charged with 99.99% pure nitrogen and a little helium and put into a helium sensitive machine chamber. Being lighter than nitrogen, helium leaks through the welded joints of faulty container bodes. If a trace of helium is found, the cylinder is rejected.

14. Before an extinguisher is “APPROVED”, we conduct batch tests in addition to the previous two tests, These tests include:



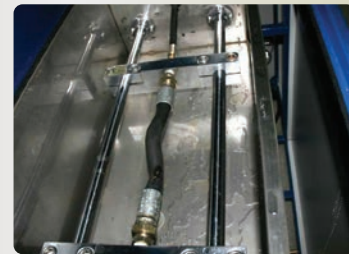
✓ Burst Test



✓ Pressure Cycling Test



✓ Drop Test



✓ Hosepipe Burst Pressure Test



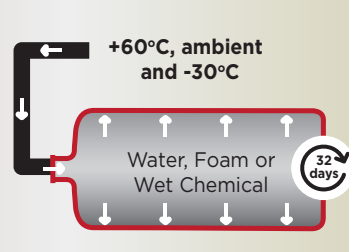
✓ Crush Test



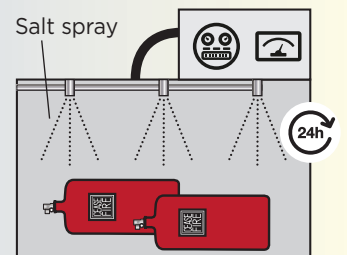
✓ Discharge Test



✓ Temperature Fluctuation Test



✓ Internal Corrosion Resistance Test



✓ Corrosion Test



✓ Impact Resistance Test



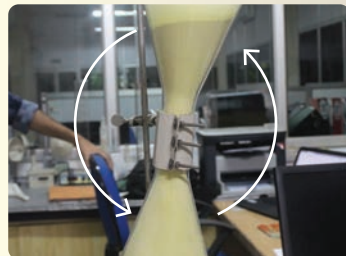
✓ Vibration Resistance Test



✓ Lock Test



✓ Pressure Gauge Test



✓ Powder Flow Test



WHY CEASEFIRE?

LET'S ALSO SEE WHAT REALLY HAPPENS IN THE REFILLING PROCESS?

The Ceasefire refilling process follows the statutory guidelines & more. This ensures the refilled extinguisher is as good as brand new.



CEASEFIRE REFILLING PROCESS: SETTING A WORLD STANDARD IN REFILLING EXTINGUISHERS



The Fire Extinguisher is manually discharged / fired and emptied.



The extinguisher is then dismantled completely; cylinder is de-stressed.



The cylinder then is made to undergo a Hydro Static Pressure Test at 30kgf cm sq for 2 minutes to check for leaks and the burst capacity.



The cylinder undergoes the fresh painting process by first, Static Charge Powder coating and then baking in Oven at 180 degrees for 15 minutes. This results into a super fine quality and durable new paint surface on the cylinder.



WHY CEASEFIRE?

STARK DIFFERENCE IN THE REFILLING PROCESS



New extinguishing agent (powder, gas, water or foam) is filled in the cylinder through a vacuum based process that fills the cylinder with exact quantity of extinguishing agent.



New Discharge fitment mechanism including all new rubber seals, O rings, and hose pipe (EPDM with 50 kg burst capacity) are attached.



Fire extinguisher is charged (pressurized) with 99.99% pure nitrogen mixed with helium.



The Fire Extinguisher is then made to go through Leak tests. The first is an inverted beaker test in water. The extinguishers also undergo a Mass Spectro Meter Helium Leak Detection Test which is the most advanced leak detection technology available currently in the world.

LOCAL MANUFACTURES ONLY DO SIMPLE TOUCH UPS

The refilling process adopted by local vendors in a highly compromised one. Where a proper refilling process calls for a step-by-step and comprehensive reconditioning of the product, the process adopted by the unauthorized vendors in the market place is nothing more than just a touch up job. These local vendors who take up extinguisher refilling jobs are often small players without any organized set up. They are far from being a manufacturing facility but can simply be put under the local shed operator category.

These local vandors provide a sub-standardized service, at higher costs (calculated over the lifetime of the service).



STARK DIFFERENCE IN THE REFILLING PROCESS

LOCAL VENDORS DO NOT FOLLOW ANY GUIDELINE IN THE REFILLING PROCESS. THEY MERELY UNDERTAKE TOUCH UP JOBS WHICH INCLUDES THE FOLLOWING:



- ☹️ The extinguisher refilling activity is often carried out by unskilled and untrained people.
- ☹️ In most cases refilling by the local players mean only re-pressurizing of the cylinder.
- ☹️ No component of the extinguisher is actually changed as a process. Only broken / dis-functional parts are changed with local spares.
- ☹️ In most cases the extinguishing agent (ABC Powder) is recycled. The top up is done many times with the local/ sub-standard ABC powder.
- ☹️ These days rampant use of marble dust, being added as extinguishing agent is being reported by local players who have their business as extinguisher refilling.
- ☹️ No mandatory Hydro Static Pressure Test is carried out by such players. More because they lack the required infra to do this test.
- ☹️ No new discharge fitments are put including the hose pipe, O rings, etc. Only broken / dysfunctional parts are replaced with local spares.
- ☹️ An extremely worn out extinguisher is at times spray painted to give it a new look.
- ☹️ Needless to say, the standard manufacturing process (in compliance with Ceasefire's EN certifications standards) that was followed at the Ceasefire production facility now gets completely compromised.

The local manufacturers have products of inferior quality. It is highly likely that in case of a fire incidence, the lifesaving equipment might not work. The confidence of these sellers on their own products can be judged from the fact that they suggest an annual refilling. Over the time the faulty parts are replaced with spurious spares available in the market, bringing down the quality of the equipment further.

The sub-standard maintenance & refilling process of local vendors leads to gradual and conspicuous deterioration of

STARK DIFFERENCE IN THE REFILLING PROCESS

equipment quality. This leads to a continuous expense on these extinguishing units apart from compromising the overall safety of the premise.

Ceasefire pays utmost attention to its manufacturing, refilling & maintenance process. This ensures that after a Ceasefire refilling, the fire extinguisher is as good as brand new with a fresh warranty of 3 additional years.

**A REFILLED EXTINGUISHER
IS FIT TO SERVE FOR
ANOTHER 3 YEARS,
TAKING THE ACTIVE
LIFETIME OF THE
CEASEFIRE EXTINGUISHER
TO 6 YEARS.**



WHY CEASEFIRE?

THE CEASEFIRE QUALITY PROMISE IS ENDORSED BY THE TOP NOTCH QUALITY AGENCIES IN THE WORLD.

In a first of its kind Ceasefire is the only company to obtain safety certifications from a host of national and international agencies. These certifying bodies include some of the most stringent quality agencies. Ceasefire product line not only adheres to these standards but many a times surpasses them.

Some of the certifying bodies endorsing our quality include: BIS, BSI, BRE and Eurocert, giving certifications like: LPCB, Kitemark, CE and ISI. Our management processes on the other hand are certified by ISO and OHSAS to make us a highly efficient fire safety organisation.



EN 3 LPCB Cert ref. 1329b



CM/L-8886112



EUROPEAN STANDARDS

INDIAN STANDARDS

MANAGEMENT PROCESSES CERTIFIED BY:





CEASE FIRE

FIRE EXTINGUISHER
25 KG ABC POWDER
A, B, C

1. UNWIND THE HOSE.
2. REMOVE SAFETY PIN AND TURN THE LEVER AWAY CLOCKWISE TO ACTIVATE.
3. AIM NOZZLE AT THE BASE OF FIRE AND OPEN THE BALL VALVE.

FOR USE ON FIRES INVOLVING:

A **B** **C** **⚡**

MANUFACTURED BY: CLARIFIRE INDUSTRIES PVT. LTD., E.A. ROAD INDUSTRIAL ESTATE, GURGAON - 201107, GYDRAKSHAN



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