



Dear Readers,

POK, by growing, multiplies its sales and marketing actions toward many new markets. We are showing our newly released brochure focusing on the Mining Industry which we are extensively serving with a wide range of products.

In this July POK INSIGHT Edition, our General Manager for India, Sandeep is introducing his country, his market and his every day challenges.

We are also pleased to show you one of our key products for the industry: our mobile foam unit which is a POK bestseller.

Happy reading and happy summer holidays for the most lucky ones.



**Pascal CAMBOURNAC** International Sales Manager

✉ [pascal.cambournac@pok.fr](mailto:pascal.cambournac@pok.fr) ☎ +33 (0) 6 26 42 79 55

**The mining industry : one of the many industrial markets for POK**



As you know, POK is a traditional supplier of fire brigades. Many fire brigades all over the world are trusting POK products and it's an honour for us to serve them. The Istanbul fire brigade has recently chosen POK to equip its firemen and we are very proud of it.

Further, POK is also the partner of many other industries which require high quality products and services for protecting (some) sites which are key for their countries' economies.

In this brochure, we are summing up and showing the range of POK products which perfectly fit the Mining Industry needs. This industry is essential for many countries especially countries such as South Africa, Australia and many other African countries. Ask for a paper copy of this flyer from [communication@pok.fr](mailto:communication@pok.fr) or from your local representatives. [à vos représentants locaux.](#)



## POK worldwide : next POK presence abroad

### **Australie - AFAC 17**

[Australia - AFAC 17](#)

From September 4th to 7th in Darling Harbour

Represented by Pac Fire

paul@pacfire.com.au

Phone.: + 61 (0) 405 330 266



### **Inde - Fire India 2017**

[Inde - Fire India 2017](#)

From September 7th to 9th 2017 in Mumbai

Represented by Sandep Shrivastav

sandeep.shrivastava@pok.fr

Phone.: +91 85108 28702



### **Finland - FinnSec 2017**

[Finland - FinnSec 2017](#)

From September 26th to 27th in Helsinki



Represented by Rauplan  
Iivari Kalliomäki  
iivari@rauplan.com  
Phone: +358 400 764 486

## Sandeep SHRIVASTAVA : POK's voice in India

India is the second most populated country and the 7th in size. The Indian economy is also ranking seventh (in the world). In 1991, half a century after the independence proclamation, India made the choice to enter into globalization. Only a few years after China, it opens its economy



and borders and dramatically increases its business relationships with its partners. India is considered by POK (which is already exporting more than 60% of its production) as a major growth potential.

*« I joined POK company a year ago. I have a strong 17-year experience in sales and marketing, especially in the firefighting equipment universe. Thanks to my technical and sales background, I'm able to answer any type of question about the wide POK product range and to determine the future direction of POK in India.*

*From POK Headquarters in New Delhi, where I live with my wife and my 7-year old daughter Suhana, I'm now exploring new neighboring markets such as Sri Lanka, Bangladesh, Bhutan and Nepal. I do travel extensively and I have the chance to have a wife who understands my business's need to often be around in the field meeting prospects and customers.*

*My main objective is to make POK a major firefighting actor in India. To do so, I work daily to increase the visibility of our POK brand name by very carefully selecting highly involved and motivated Partners. They must be ready to carry out a daily work of marketing, promotion, products demonstrations and sales. Today, POK is proud to have a network of reliable Partners such as : Sun India (New Delhi), Brontes Fire (New Delhi), Lakeland Noida, Technosafe Solutions (Ambala), Cinque Solutions (Mumbai). I look*

*forward to welcoming some new Partners soon, eager to be involved in a challenging win-win long-term sales action.*



*The Goa fire brigade testing a POK monitor with Sandeep.*

*I regularly work on "small markets" such as many local fire brigades or for diverse industries, but also on more ambitious projects which requires the development of highly sophisticated technical and engineering solutions as, for instance, the oil and gas industry, or the Defense with our Remote Controlled Monitors. However, for me, there are no small or big customers. They are all equally important and I apply the same dedication and involvement for all my contacts whatever their "size".*

*I'm extremely proud to work for a French Company, which has a 40-year experience and which is a leader in its market. All POK products are exclusively manufactured in France and 100% of them are water tested before being delivered to the customer. This is a unique service! This is also for my customers an additional proof of the "made in France" reliability and this obviously helps me a lot in my sales efforts.*

*I'm very pleased to invite you to meet me in Mumbai during the Fire India Show. This Congress will take place from September 4th through 7th and I will be showing you our range of products in the POK Stand #12, Hall #1.*

*Meanwhile, I look forward to answering your queries and why not study the possibility of welcoming you in the POK Partners network as a new Distributor.»*



**Sandeep Shrivastava** General Manager India

✉ sandeep.shrivastava@pok.fr ☎ +91 8510 828 702

## The mobile foam unit : a POK bestseller



The POK mobile foam unit has been manufactured for many years and is still very popular. It has been regularly improved to even better meet the needs of our industry customers.

This product is particularly efficient to fight the fire at the first place of occurrence. It can be equipped with a tank of 100 or 150 liters. The tank is made of yellow polyethylene and mounted on a 2-wheel frame. It is delivered with a [200 or 400Lpm Mixy eductor](#) with a 20-meter long hose (DN 45 or 70) and a low foam nozzle of

200 to 400 Lpm according to your needs. Many couplings can be adapted.

Kindly get in touch with your local representative or with the [POK sales department](#) for further details.

[Download the technical sheet](#)

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<http://www.pok.fr/en/careers/>



**POK SAS** - 18 cours Antoine Lavoisier  
10400 Nogent-Sur-Seine - France