

|| OUR CREDO ||

Core Values

- + Basic honesty and integrity.
- + Building relations for future generations.
- + Profits as a measure of our success.
- + Respect and encouragement to ability and creativity.
- + Being a pioneer – not following others but doing the impossible.

Core Purpose

To experience the emotion of competition winning over and crushing competitors to become 'The Power in the Bazar'.

Big Hairy Audacious Goal

- + To become No. 1 or No. 2 in every market.
- + To revolutionize the company, through expertise and service, to possess the strengths of a big company combined with the leanness and agility of a small company.

Vivid Descriptions

- + We will transform this company from just an HDPE PIPES manufacturer into one of the pre-eminent water management companies in the country, with the innovative capabilities that rivals do not possess.
- + Fifty years from now, our brand name will be as well known as the Earth and will signify innovation and quality.....'Godavari' will stand as a paragon of excellence.

