

STATEMENT OF CASE ON COIMBATORE WET GRINDER

Coimbatore has emerged as the natural wet grinder industry due to the availability of the natural stones suitable for wet grinder nearby. The product was invented in Coimbatore and developed into various models by the entrepreneurs of Coimbatore. This cluster is not available anywhere else in the world. There is a strong reputation for Coimbatore made Wet grinder in the domestic market. Other stones are not suitable for Wet grinders, so the wet grinder manufacturers are situated only in Coimbatore.

About 80% of these wet grinders are being sold in the 4 southern states viz Tamil Nadu, Andhra Pradesh, Karnataka and Kerala. Remaining 20% is being sold in the other states of India as well as exported to the countries where Indians are living. Because of its uniqueness the wet grinders are exported to USA, UAE, Canada, Gulf, France, South Africa, etc. directly by the manufacturers and through the merchandised exporters. As on this day the total Indian requirement of wet grinders is met by Coimbatore wet grinders manufacturers.

In 1955, Mr.Sabapathy invented a Mechanical Wet Grinder. Prior to that, for many centuries the Batter for Idlis and Dosas was being prepared by using manual grinding stones. This used to take a lot of time and hard labour. Hence people were preparing idlis and dosas only on special occasions and during festivals. After the invention of Mechanical Wet Grinder preparation of the batter has become so easy that people have started eating Idlis and Dosas on daily basis.

Today various types of wet grinders are produced and are available in the market. They are

- Conventional Type
- Tilting type
- Table top
- Commercial

The most popular type is known as “Conventional Type”. This was the first mechanized grinder type invented during 1950's. This type accounts for about 60% of the total wet grinder production.

Tilting Type emerged into the market during 1980's with some modifications to make it user friendly by Santha Industries, Coimbatore. The drum was provided with a mechanism for tilting and taking out the batter easily & quickly. This helped to make the wet grinder popular among the people. At present this type account for about 10%. Many other units started manufacturing this type also.

In 1995 one leading engineering medium scale unit viz ELGI entered the market with a new type known as “Table Top” version of the product. It was priced high in the market, more than treble of the standard type's price. It was introduced to target the urban market having small families. This type accounts for about 20% in the market and growing every year.

The mechanical wet grinder invented in 1955 had taken many avatars. Today, Coimbatore is having thousands of skilled labourers in this cluster. Traditional, technical and experienced labourers are available only in Coimbatore.

The vital part of the Wet Grinder, Rough stone is inspected and selected by the manufacturers by their specialized knowledge person by testing the sound it makes at the time of strike. Rough stones are semi granite in nature. The rough stones are manually dressed, suitable for wet grinders of various sizes. It is inspected by the manufacturer by their skilled supervisors. The manufacturers themselves have the testing facility to test the quality of the product and its function. 100% of the wet grinders manufactured are checked by running them for quality; out of that few machines are checked for function by putting them to actual use by grinding the ingredients rice and dhal.

There are approximately 700 units in Coimbatore, involved in the manufacturing of wet grinders and their components. It is estimated that this industry provides employment to 20,000 persons directly and 50,000 persons indirectly.

After sales service

- ❖ Electrical faults reported by the consumers are personally attended by the manufacturer's electrical engineers.
- ❖ Complaints in stone fittings in Wet Grinder are replaced at free of cost.
- ❖ Authorized service centers are established region wise by the manufacturers to service the wetgrinders.

Product Durability

Three years company guarantee is available. The product is durable over 20 years.

