



Shivsahaj Engineering & Plastics Pvt. Ltd.
244/2 to 4, Industrial Estate, Waghodia GIDC, Dist. Vadodara - 391760

 www.sepcoolers.com

Disclaimer: * Under ideal test conditions. Actual performance may vary depending on the ambient conditions and the heat load. All specifications are approximate and may vary within $\pm 10\%$ of the specified value. All products are subject to continuous improvement. The company reserves the right to change specifications without any prior notice. Images shown above are not as per scale.

* Always allow for CROSS-VENTILATION in your area/room else cooler won't work effectively



For all product related complaints/
assistance please contact:

Shivsahaj Customer Care Cell

Toll Free No. : 1800-843-1555
Email : care@sepcoolers.com

EMBRACE THE FRESHNESS





ABOUT SEP

2008- 2017 The Evolution

Shiv Sahaj Engineering & Plastics Private Limited had humble origins when it was started with the name of Atmiya way back in the year 2008. The company worked as a successful contract manufacturer for some of India's leading Cooler brands.

With a focus on quality and a commitment to timely delivery, the company quickly climbed up the learning

curve. What started from basic assembling and contract works grew to turnkey-execution and exclusive supply agreements with some of the biggest corporates in the country.

2017 onwards...The Big Leap

With our manufacturing set-up and team in-place we were ready to take the quantum jump. Atmiya transformed into Shiv Sahaj Engineering & Plastics Private Limited. A company that not only would work as a contract manufacturer but more importantly design, develop & market its own brand of SEP Air Coolers.

Mr. Nimesh Patel & Yogesh Patel Directors of Atmiya were joined by Mr. Mukesh Agrawal, Mr. Sumit Agrawal & Mr. Paras Agrawal. Atmiya had built their strength in manufacturing & product development, and the entry of the new Directors, the company was able to enhance its marketing & business edge too. With a background in Real

Estate Development & Marketing, the management team has chalked out a trail blazing future for the company. The year 2017 & 2018 was spent in designing & developing new innovative cooler models from scratch. The company did not want to take short-cuts, instead the management team got back to the drawing board to develop new, innovative models which were the need of the hour. It was a time consuming as well as a costly exercise, but SEP Coolers were able to bring forth refreshing changes to the existing Air Cooler technology. The industry and the market at large took notice of the superior products from our portfolio and gave a warm welcome to SEP Coolers.

OUR PHILOSOPHY



Our philosophy is to create products that give Performance & Durability. We strive to offer the best quality products at most economic price. We change the rules of the market using product and design innovation with a stress of strong after sales services.



Going against the Flow

Our Confidence fuels our risk taking ability

SEP Coolers has time and again questioned the norm. Going against the trend is a huge risk, and are willing to risk it because for us the most important person in our business plan is you...our esteemed Customers. We have the interests of the Indian customers in mind while designing all our products.

The key changes which we brought forth in our launch year were:

- ✓ Coolers should be essentially designed considering the cooling needs of the harsh Indian Summers.
- ✓ Aesthetics are important, but not at the cost of efficiency. All SEP Coolers have optimum space between cooling pads and grills for increased efficiency.
- ✓ Designed for long lasting, rough & tough use. Use of premium quality materials.
- ✓ Energy efficient hence economical to operate.
- ✓ user convenience by using dura pump technology which ensures longer pump life and large tank capacity helps the machine to operate longer without refilling.

OUR VALUES



Which guide us to success

Our values lies in the satisfaction of consumers. We want to be a part of every household with the help of quality products we make , which make their lives easy.



OUR CORE STRENGTHS

Which set us apart

- Continuous Innovation
- Strong technical & engineering background
- Uncompromising Manufacturing Ethics
- Quality & Robust Built
- Deep Industry Domain Knowledge
- Commitment to Quality & Maintaining Relationships

OUR MANAGEMENT TEAM



Mr. Mukesh Agrawal

Founder Director

Mr. Mukesh Agrawal is the brain behind the SEP coolers brand. A very successful real estate tycoon, he heads the Darshanam Group with multiple real estate projects in Vadodara.

He was recently awarded the Gujarat Young Achiever Award by Honorable Chief Minister of Gujarat Shri Vijay Rupani. Apart from this, he also received the Gujarat Gaurav Award by the Deputy Chief Minister of Gujarat Shri Nitin Patel.

He is a self made man and a true visionary. His keen business acumen, persistence and transparency has made him create not just flourishing businesses, but immense goodwill and strong business relationships. He has a heart of gold and has been a source of encouragement to the whole team. His financial, marketing and project management skills are a great asset to SEP.

Management Thought:

Good people create good company and a healthy work environment can help the employees grow with the company. When you give your 100% to your work there is no way you cannot succeed in your life.



Mr. Sumit Agrawal

Founder Director

Mr. Sumit Agrawal is the backbone of SEP Coolers. A Director with Darshanam Group, he has lead the successful real estate group to many successful project executions.

He was recently awarded with the Gujarat Young Achiever Award by the Honorable CM of Gujarat Shri. Vijay Rupani for his outstanding achievements in the realty scene in Vadodara.

His understanding of the business is very vast. He has worked in a number of successful start-ups and brings along an infectious enthusiasm to all ventures he is associated with. He is excellent with the numbers and have strong financial knowledge which is an asset to SEP.

Management Thought:

If you want to launch something in the market you first need to understand the market needs. And should have the proper manufacturing & marketing plan to be successful.

OUR MANAGEMENT TEAM



Mr. Paras Agrawal (M.D.)

Mr. Paras Agrawal is a mechanical engineer by qualification and leads the operations & marketing team at SEP Coolers. He desires to change the rules of the business with his hardwork, dedication and innovative policies. He understands the problem first then develops a sound strategy to solve it successfully.

Management Thought:

To be successful in the market, you must know the market and should understand the needs of the market. Without knowing your enemy, one cannot make an effective strategy to defeat it. One must study every aspect, should ask every possible question to get the clarity.



Mr. Nimesh Patel (Director- Operations)

An MBA with excellent technical knowledge, he is a versatile professional working both on the technical as well as the business side for SEP Coolers. He contributes different dimensions & innovation to key elements like product, process & productivity. His technical insights are impeccable and utilizes them ably to create excellence.

Management Thought:

The only tool you have to make your future is your work.



Mr. Yogesh Patel (Director)

A technocrat with over three decades of experience in the industry, Mr. Yogesh Patel has a firm grip over the manufacturing and R&D activities at SEP Coolers. He has had a long and successful association with some of the leading MNC's like Tupperware, Koch Chemicals etc. and his sound technical knowledge, dedication and devotion to quality and excellence has been greatly appreciated. He was awarded with the Highest Productive Manufacturer Award by one of the leading industries. He works tirelessly to achieve perfection, work is worship for him.

Management Thought:

If you want to grow in your career, you should not wear a watch.



Mr. Nalin Sharma (General Manager)

Mr. Nalin Sharma is a shrewd team leader and a meticulous analyst. He has worked in many multinational companies in varied fields like pharmaceuticals, consumer durables, real estate etc. He has a vast experience of working with different teams catering to varied markets. He very well understands the changes in consumer behavior from time to time and helps SEP Coolers to be ready for the changes.

Management Thought:

Employees' growth in the company will determine the company's growth as good product requires good teamwork of the employees.



OUR INFRASTRUCTURE

Located in Industrial area of Waghodia GIDC, Vadodara SEP Coolers has most modern manufacturing facility. We are constantly growing to accommodate the fast pace of growth with the most advanced machines.

A list of the facilities at our factory include:

Moulding Accessories

- All injection Moulding machines of capacity of 80 to 1000 ton.
- Pre-Heat Ovens
- Hot Oil Circulator
- Automatic Oil Filtration Plant
- Hot Runner Mould Temperature Controller
- Heavy Duty Compressor for all machines
- 10 Ton capacity Over Head Crane



Tool Room Machineries

- VF - 2 HAAS make VMC (USA)
- VF - 5 HAAS make VMC (USA)
- EDM - ELECTRONICA made
- EDM - MARUTI MACHINE TOOLS
- AUTOMATIC GRINDING MACHINES- KENT made(KOREA)
- ARGO make MILLING MACHINE
- RADIAL DRILL - MAKAWANA made
- TWO LATHE MACHINE
- GRINDING MACHINE (SMALL)

OUR MANUFACTURING PROCESS



SEP Coolers has a fully equipped integrated production plant consisting of Moulding Unit, Assembly Unit, Packaging Unit, Testing Lab and Quality Control Unit. Our qualified Team of Engineers, Technicians, Designers and Product Developers innovate world-class products designed for the comfort of our consumers. Our all products conform to strict quality norms & international standards.

SEP Coolers is sensitive to environment protection and wish to leave behind a cleaner world for our future generations. Our efforts are to utilize clean technologies thereby reducing our carbon footprint.





A COMPREHENSIVE RANGE OF INNOVATIVE AIR COOLERS



OUR PRESENCE



ACHIEVEMENTS





- Product dimensions (LxBxH): 668mm x 669mm x 833mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 113/4000
- Crooning performance
- 60 litre water tank capacity
- Honey Comb/Aspen wood hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 185 watts
- Operating Voltage: 230 volts
- **Free Trolley**

 Surround Cooling	 Also operates on inverter	 Consumes only 185 watts	 Natural hay pad
 Cools Upto 4000 Cubic Feet	 Non Corrosive 18" Fan Blades	 Instant Cooling	 *Honey Comb hay pad

*Available in Honey Comb Model



- Product dimensions (LxBxH): 668mm x 669mm x 833mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 113/4000
- Crooning performance
- 60 litre water tank capacity
- Honey Comb/Aspen wood hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 185 watts
- Operating Voltage: 230 volts
- **Free Trolley**

 Surround Cooling	 Also operates on inverter	 Consumes only 185 watts	 Natural hay pad
 Cools Upto 4000 Cubic Feet	 Non Corrosive 18" Fan Blades	 Instant Cooling	 *Honey Comb hay pad

*Available in Honey Comb Model





- Product dimensions (LxBxH): 588mm x 501mm x 743mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 71/2500
- Crooning performance
- 40 litre water tank capacity
- Honey Comb/Aspen wood hay-pad for efficient cooling
- Multi-directional wheels for smooth mobility
- Power: 110 watts
- Operating Voltage: 230 volts
- **Free Trolley**



Surround Cooling



Also operates on inverter



Consumes only 110 watts



Natural hay pad



Cools Upto 2500 Cubic Feet



Non Corrosive 14" Fan Blades



Instant Cooling



*Honey Comb hay pad

*Available in Honey Comb Model



- Product dimensions (LxBxH): 588mm x 501mm x 743mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 71/2500
- Crooning performance
- 40 litre water tank capacity
- Honey Comb/Aspen wood hay-pad for efficient cooling
- Multi-directional wheels for smooth mobility
- Power: 110 watts
- Operating Voltage: 230 volts
- **Free Trolley**



Surround Cooling



Also operates on inverter



Consumes only 110 watts



Natural hay pad



Cools Upto 2500 Cubic Feet



Non Corrosive 14" Fan Blades



Instant Cooling



*Honey Comb hay pad

*Available in Honey Comb Model





TURBO BLOWER INFINITY

- Product dimensions (LxBxH):
70 liters: 458mm x 561mm x 1074mm
100 liters: 458mm x 561mm x 1176mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 127/4500
- 70/100 litre water tank capacity
- Honey Comb hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 365 watts
- Operating Voltage: 230 volts



Surround
Cooling



Also operates
on inverter



Honey Comb
hay pad



Cools Upto
4500 Cubic Feet



Powerfull
Blower



Instant
Cooling

*This cooler has blower for powerful air delivery and hence it is expected to have higher noise level as compared to fan based coolers



TURBO FAN INFINITY

- Product dimensions (LxBxH):
70 liters: 458mm x 561mm x 1074mm
100 liters: 458mm x 561mm x 1176mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 127/4500
- 70/100 litre water tank capacity
- Honey Comb hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 365 watts
- Operating Voltage: 230 volts



Surround
Cooling



Also operates
on inverter



Honey Comb
hay pad



Cools Upto
4500 Cubic Feet



Non Corrosive
18" Fan Blades



Instant
Cooling





wizZy

- Product dimensions (LxBxH): 318mm x 476mm x 824mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 57/2000
- Crooning performance
- 30/40 litre water tank capacity
- Honey Comb hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 180 watts
- Operating Voltage: 230 volts



Surround Cooling



Also operates on inverter



Honey Comb hay pad



Cools Upto 2000 Cubic Feet



Powerfull Blower



Instant Cooling

*This cooler has blower for powerful air delivery and hence it is expected to have higher noise level as compared to fan based coolers



appu JUNIOR

- Product dimensions (LxBxH): 495mm x 420mm x 590mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 71/2500
- Crooning performance
- 26 litre water tank capacity
- Honey Comb hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 110 watts
- Operating Voltage: 230 volts
- **Free Trolley**



Surround Cooling



Also operates on inverter



Consumes only 110 watts



Cools Upto 2500 Cubic Feet



Non Corrosive 14" Fan Blades



Honey Comb hay pad

*Always allow for CROSS-VENTILATION in your area/room else cooler won't work effectively



- Product dimensions (LxBxH):
438 x 410 x 102 mm for 22 litre tank
438 x 410 x 1190 mm for 43 litre tank
438 x 410 x 1406 mm for 59 litre tank
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw with Auto-Swing
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 71/2500
- Crooning performance
- 22, 43 and 59 litre water tank capacity
- Honey Comb hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 230 watts
- Operating Voltage: 230 volts



Surround
Cooling



Also operates
on inverter



Honey Comb
hay pad



Cools Upto
2500 Cubic Feet



Powerfull
Blower



Instant
Cooling

*This cooler has blower for powerful air delivery and hence it is expected to have higher noise level as compared to fan based coolers



TORNADO TWIN BLOW

- Product dimensions (LxBxH):
- 520 x 430 x 764 mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 85/3000
- Crooning performance
- 51 litre water tank capacity
- Honey Comb/Aspen wood hay-pad for efficient cooling
- Multi-directional wheels for smooth mobility
- Power: 110 watts
- Operating Voltage: 230 volts
- **Free Trolley**



Surround
Cooling



Also operates
on inverter



Consumes only
110 watts



Natural
hay pad



Cools Upto
3000 Cubic Feet



Non Corrosive
14" Fan Blades



Instant
Cooling



*Honey Comb
hay pad

*Always allow for CROSS-VENTILATION in your area/room
else cooler won't work effectively



TORNADO SUPER FLOW

- Product dimensions (LxBxH):
- 520 x 430 x 764 mm
- Dura-pump Technology
- Cool Flow Dispenser
- Powerful Air Throw with Auto-Swing
- Automatic vertical swing
- Manual horizontal swing
- Cooling Area (Mtr.3/Ft.3): 51/5000
- Crooning performance
- 51 litre water tank capacity
- Honey Comb hay-pad for efficient cooling.
- Multi-directional wheels for smooth mobility
- Power: 227 watts*
- Operating Voltage: 230 volts



Surround
Cooling



Also operates
on inverter



Consumes only
227 watts*



Natural
hay pad



Cools Upto
3000 Cubic Feet



Powerfull
Blower



Instant
Cooling



*Honey Comb
hay pad

*This cooler has blower for powerful air delivery and hence it is expected to have
higher noise level as compared to fan based coolers

