

COMPANY PROFILE

PREMIER MANUFACTURERS AND
GLOBAL EXPORTERS OF HIGH-
QUALITY FLOOR SOLUTIONS:
FEATURING VINYL/LATEX BACKED
COIR MATS, DURABLE PANAMA MATS,
INNOVATIVE LED LIGHT-UP COIR
DOORMATS, BRUSH COIR MATS,
STURDY RUBBER AND RUBBER TRAY
MATS, WIRE BRUSH MATS, AND
VERSATILE COIR ROLLS



GOLDEN COIR TUFTS

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A WORLD OF QUALITY DOORMATS AND FLOORCOVERINGS



A COMPANY UNDER GOLDEN GROUP
HOLDINGS

ABOUT US



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In the heart of the renowned Coconut City of India, Pollachi, where the finest quality of coir is cultivated, lies the cornerstone of unmatched excellence in floor coverings and doormats, our company. Established in 1995, we have been pioneers in crafting the epitome of quality and innovation in the industry. Under the steadfast leadership of our President, Mr. Rangaraj Balasubramaniam, we have burgeoned as a trusted global leader, heralding a legacy of quality and commitment.

With an uncompromising dedication to quality, we have embedded excellence at the core of our operations. Our facilities are equipped with state-of-the-art PVC/Latex backed Coir Tufting, Printing, Shearing, Trimming Units, Paint Mixing, ETP Plant, and a Packing Unit, all adhering to international standards including SA 8000, SEDEX, CTPAT, BSCI, BEPI, SCAN, Detox, ISO 9001 and beyond. Our strategic location in Pollachi enables us to maintain stringent control over the quality of raw materials, ensuring that the essence of purity and premium craftsmanship is woven into each product.

ABOUT US



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We are not just manufacturers, but innovators too, with a proficient design team constantly evolving to incorporate contemporary trends and concepts, setting us a notch above our competitors. Our vertically integrated, family-owned business structure infuses a personal touch in all our endeavours. Mr. Balasubramaniam, along with his sons, Chandrakaant Rangaraj (VP-Finance) and Suryaa Rangaraj (VP-Marketing), both distinguished with degrees in Manufacturing Engineering and MBAs in Family Business, spearhead our vision and operations with acumen and foresight.

As we stand as the second generation steering this legacy, we envision delving deeper into the floor covering industry, aligned with the pulsating trends and fads, poised to redefine style quotients in floor coverings globally. Our unwavering commitment to offering the best quality at the best price, coupled with punctual delivery and round-the-clock customer service, echoes our motto: "Best Quality."

Join us as we embark on this journey to revolutionize floor coverings, blending tradition with innovation, and carving a niche of unparalleled quality and style in homes and businesses around the globe.

AWARDS



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We are immensely proud to have been recognized by the Government of India with three prestigious national awards, presented by the Honourable Union Cabinet Ministers of Micro, Small and Medium Enterprises, Shri Kalraj Mishra and Shri Narayan Rane. These accolades underscore our leadership and commitment to excellence in the coir industry:

Best Sales of Coir Products Nationwide

Best State Level Coir Enterprise from Tamil Nadu

Largest Seller of Coir Products Nationwide

These awards stand as a testament to our dedication to quality and innovation, propelling us to set new benchmarks in the industry.



MISSION, VISION & DATA



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Vision : To sculpt a world enriched with comfort and elegance, weaving sustainability and quality into every space.

Mission :To pioneer in the infusion of unique and trendsetting products in the market, fostering a pervasive brand presence while ensuring the sustained growth and elevation of our organization.

Company Information

Corporate Details

- Company Name:** Golden Coir Tufts
- Business Type:** Manufacturer and Exporter
- Foundation Year:** 1995 (Parent)
- Number of Employees:** 140+

Location

- Address:** SF No: 57/1A1, Singanallur, Akilandapuram Post, Pollachi-642004, Coimbatore (District), Tamil Nadu, INDIA.

Contact

- Primary Contact:** Suryaa Rangaraj, Vice President
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- Personal Email:** suryaa@goldencoirtufts.com

Online Presence

- Website:** www.goldencoirtufts.com

PRODUCT RANGE



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- Vinyl Backed Coir Mats
- Latex Backed Coir Mats
- Novelty Coir Mats
- LED Light Up Coir Mats
- Panama Mats
- Brush Coir Mats
- Rubber Mats
- Rubber Tray Mats.
- Wire Brush Mats
- Coir Rolls
- And More...

Our innovation never stops; explore our expansive collection for more premium quality offerings.

Delve into our product line and redefine elegance and quality in your spaces with Golden Coir Tufts.





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INFRASTRUCTURE

At the heart of Golden Coir Tufts lies an expansive, state-of-the-art infrastructure nestled amidst the lush greenery of Pollachi. Our meticulously planned facility embodies our commitment to quality, innovation, and environmental sustainability. Here's a glimpse of our esteemed infrastructure and production capabilities:

Production Capacity

- Latex/Vinyl Backed Coir Floor Mats:** Our manufacturing process allows us to craft an impressive 5million mats annually, showcasing our readiness to meet demands at any scale.

Infrastructure

- Premises:** Golden Coir Tufts spans across a sprawling 4 acres of securely compounded land, harmoniously blending modern manufacturing units with the serenity of nature.

INFRASTRUCTURE

Manufacturing Facilities:

Our structures envelope a massive area of 100,000 sq. Ft., housing a series of specialized units each dedicated to a specific stage of production. This vast space echoes our brand's philosophy of merging technological advancements with environmental conservation, represented through our Greenfield surroundings which promote a healthy and eco-friendly work environment.



INFRASTRUCTURE

Units & Amenities:

- **Production Unit:** Equipped to international standards, fostering innovation and quality at every stage.
- **Shearing Trimming Unit:** Harnessing precision and expertise to deliver products with a fine finish.
- **Intermediary Stock Unit:** Strategically managing inventory to ensure a smooth and efficient production flow.
- **Printing Unit:** Where creativity meets technology, to bring vibrant and intricate designs to life.



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INFRASTRUCTURE

- **RO Plant:** Facilitating clean and sustainable water management practices.
- **Paint Manufacturing Unit:** Crafting premium quality paints that add lasting hues to our products.
- **ETP Plant:** Our Effluent Treatment Plant stands as a testament to our commitment to environmental sustainability.
- **Warehouses:** Our two expansive warehouses ensure secure and systematic storage, aiding in swift and organized product dispatches.



FROM ADMIN

Together, with our team and these facilities orchestrate a seamless and efficient production line, marking Golden Coir Tufts as a beacon of excellence and reliability in the industry.



OFFICE



OUR MERITS



Our Commitment to Excellence

At Golden Coir Tufts, we are steadfast in our commitment to not only fulfilling our customers' business objectives but exceeding them through the following practices:

1.Ethical Principles: We prioritize ethical considerations at every stage of our process, fostering a business environment where integrity is held at the utmost importance. Our dealings are transparent and centred around fostering lasting relationships built on trust and mutual respect.

2.Innovation Beyond Agreements: We are relentless in our pursuit of innovation, constantly seeking opportunities beyond the established boundaries of business and communication objectives. Our proactive approach keeps us at the forefront of industry advancements, ensuring our customers always have access to the cutting-edge solutions.

3.Tailored Designs and Solutions: Understanding that each customer has unique needs, we employ creative strategies to devise solutions that are both unique and perfectly attuned to specific requirements. Our expertise lies in crafting tailored mat designs that not only meet but anticipate the distinctive needs of every customer.

4.Quality Driven Approach: Our team is united by a shared passion for excellence, driving us to provide products of the highest professional quality. The synergy of a motivated team ensures that every product we create meets a benchmark of excellence that defines our brand.

5.Expertise and Leadership: Grounded in a robust technical and managerial background, we lead with expertise and insight. Our leadership in the industry is affirmed by a legacy of pioneering initiatives and trendsetting products.

6.Round-the-Clock Availability: To ensure seamless business operations and customer satisfaction, we maintain a 24/7 availability. Our dedicated team is always at hand to assist with any requirements, ensuring uninterrupted service and support at all hours.

At Golden Coir Tufts, we pledge to continually raise the bar, offering solutions that blend innovation, quality, and ethical business practices, solidifying our position as a trusted leader in the industry.

CERTIFICATIONS AND COMPLIANCES



In our relentless pursuit of excellence and quality, Golden Coir Tufts proudly holds several esteemed certifications, showcasing our adherence to global standards and ethical business practices. These accolades reflect our commitment to offering products that meet the highest benchmarks of quality and reliability. We are honored to have received the following certifications:

1.SA 8000: Demonstrating our dedication to upholding social accountability standards within our organization, ensuring a workplace that advocates for the protection and well-being of all employees.

2.ISO 9001: A testament to our commitment to implementing stringent quality management systems, constantly elevating our processes to align with international standards of excellence.

3.SEDEX: Affirming our responsible and ethical business practices throughout our supply chain, fostering a network that values transparency, integrity, and mutual growth.

4.CTPAT: As a compliant member, we maintain secure and safe trade practices, emphasizing the creation of a global supply chain that is more secure and aligned with the international standards.

5.DISNEY: A prestigious recognition of our capability to meet the quality standards as laid out by Disney, showcasing our alignment with the expectations of renowned global brands.

6.BEPI: Our engagement with the Business Environmental Performance Initiative reflects our ongoing commitment to reducing our environmental footprint and promoting sustainability at every level of operation.

7.BSCI: An endorsement of our devotion to uphold the highest levels of social compliance and labor rights within our organization.

8.SCAN: Being a member of the Supplier Compliance Audit Network underlines our dedication to adhering to comprehensive and consistent global compliance standards.

9.Walmart FCCA: Recognizing our ability to meet Walmart's stringent factory audit compliance criteria, showcasing our capacity to collaborate with leading retail giants.

10.Lidl FTE: This certification emphasizes our alignment with Lidl's principles of sustainability and ethical sourcing, fostering a business model that values long-term growth and responsible practices.

At Golden Coir Tufts, these certifications are more than badges of honor; they embody our values and steadfast commitment to quality, ethical business conduct, and environmental sustainability. We continually strive to uphold these standards, solidifying our position as a leader in the industry.