



Liberation Coaches Pvt. Ltd.

Duke Pipes Pvt. Ltd.

Personal Success Stories



FROM SETBACKS TO **STRATEGY**,
FROM INSIGHT TO **IMPACT**
THE JOURNEY OF **DUKE PIPES**,
TOLD BY ITS **PEOPLE**

Welcome Letter

Our journey at Duke Pipes has been one of variations, innovations and a consistent commitment to meeting customer expectations. Since inception, we have focused on long-term satisfaction and have partnered with reputed names that have helped us grow closer to our mission.

I am very happy that Duke Pipes has joined hands with Liberation Coaches Pvt. Ltd. What began with a diagnostic study has now transformed into several meaningful initiatives, one of which was the PARTNER™ Model of Channel Management.

The sessions were conducted by Mr. Amol Muley, who has been working closely with us and guiding our sales team.

These sessions were attended not only by our key team members but also by some of our directors, including Mr. Miken Patel, Mr. Bhavesh Patel and Mr. Girish Patel. I am glad to see that the learnings from the workshop were not just discussed in the room but also implemented effectively on the field.

What makes me even happier is that the real stories of our team members have been captured in this booklet. I am confident these stories will motivate new members of Duke Pipes with both encouragement and practical ideas. I feel proud of my team whose dedication and achievements are reflected here.

Warm regards,
Shantibhai Patel
Managing Director, Duke Pipes Pvt. Ltd.



Leadership Commitment towards Team Growth



Together, we stand with our sales team, proud of their dedication, energy and commitment to growth. The PARTNER™ Model workshop was a powerful learning experience that brought clarity, confidence and a renewed spirit across the sales force. We believe such initiatives will continue to strengthen Duke Pipes and drive our collective success.

The directors of Duke Pipes attending the PARTNER™ Model workshop



Welcome Letter

I feel extremely humbled and grateful that Duke Pipes gave me the opportunity to interact with their team members, share practical insights and help them bring about real change.

During the three-day workshop, we focused on the Channel Management Program exploring channel sales, partnerships and building long-term relationships. However, the most rewarding part was how the participants went beyond what I shared.

They engaged deeply, asked meaningful questions and shared their experiences with openness and honesty.

I am also thankful that senior leaders like Shantibhai, Mikenbhai and Girishbhai attended the sessions and supported the process. Two months later, when we held a refresher and review session, many participants shared their success stories. It was during that the idea of creating this transformative booklet was born.

I am very happy that you now hold this booklet in your hands. These stories are not just business achievements, they are real-life examples of growth, learning and transformation. I hope they inspire you as much as they inspired me while listening to them.

Warm regards,

Amol Muley

Founding Director- LCPL



About the PARTNER™ Model of Channel Management Workshop

This 3-day workshop on the PARTNER™ Model of Channel Management, specially curated for the Sales Team of Duke Pipes, offered a valuable opportunity to learn, reflect and grow as Sales Professionals.

Designed and delivered by Mr. Amol Muley, a seasoned and proud Sales of Liberation Coaches Pvt. Ltd., the program combined real field insights with global best practices in channel management.

It provided a structured and scientific approach to strengthening dealer and distributor relationships, focusing on the seven stages of the PARTNER™ framework: Plan, Assess, Recruit, Target-setting, Negotiate, Execute, and Review.

Beyond sales techniques, the workshop encouraged a mindset shift, from selling to partnering, from pressure to purpose and from transactions to transformation.



Why these “Personal Success Stories” matter

The Personal Success Stories document is a joint effort by Duke Pipes and Liberation Coaches. The stories you read here are the result of direct and personal conversations between Liberation Coaches and members of the Duke Pipes team from different regions who shared their stories based on their real experiences, challenges and successes.

The purpose of compiling these stories is twofold. First, it is to create a valuable resource for the people of Duke Pipes, both current and future generations, so they can learn from the journeys of their colleagues. These accounts highlight how challenges were faced with determination, how practical strategies were applied and how the guidance received during the PARTNER™ Model of Channel Management Workshop and other interactions with Liberation Coaches played an important role in achieving success.

Second, these stories serve as real-life case studies and testimonials that can inspire other businesses and teams. They demonstrate that with the right mindset, proper planning and strong partnerships, even complex challenges can be overcome. They also show how working together, the company, distributors, dealers and coaches, can lead to growth that benefits everyone involved.

While each situation is unique, the common thread across these stories is the belief in mutual growth, trust and consistent action. By preserving them in this document, we aim to celebrate the individuals who made it possible and also offer practical lessons for anyone looking to achieve long-term, sustainable success.

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My Journey with Duke Pipes: Turning a Setback into an Opportunity

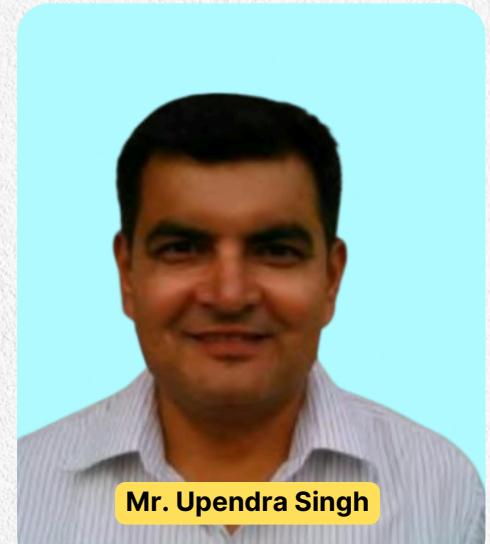
By: **Mr. Upendra Singh**

Position: **Regional Manager-Haryana**

Number of Years with Duke Pipes: **10 years**

Learning from the PARTNER™ Model Workshop

In March, I attended the PARTNER Model workshop with Amol Muley Sir. He shared a few practical ideas on how to increase sales and handle challenges at the ground level. The examples he gave were real and relatable, which made it easier for me to connect them to my own work. I understood how important it is to analyze the situation, understand the distributor's mindset and then act. The session also reminded me that sales is not only about targets but also about building strong, long-term relationships with the right people. I came out of the room feeling motivated and confident to take action.



Mr. Upendra Singh

Facing an Unexpected Slowdown

We had a distributor handling two districts in Haryana. In April, May and June, which are our peak season, we were naturally expecting strong sales. But till 20th April, we had not received a single order from him. I had been following up regularly, yet nothing was moving. We wanted to understand what was going on with him. We also had a meeting with the LCPL team where we discussed how we should take the company ahead and reach the desired revenue. I also decided to analyze the situation by myself.

Finding the Real Reason

When I visited him personally, he told me that his focus was on his own manufacturing plant. This explained the delay. I told him honestly that if he had mentioned this earlier, I could have done a market survey and started looking for another distributor well in time.

Grabbing a New Opportunity

Luckily, I already had another name in mind, a former distributor who had worked for one of our competitor companies. I had been in touch with him earlier and knew he had good experience in the market. Without wasting any time, I contacted him and simply asked, *“Do you want to grow your business with a better partner?”* He showed interest immediately.

I met him in person, sat down for a detailed discussion and walked him through everything, our company's policies, ongoing schemes and processes. I explained how we work closely with our distributors, how we ensure timely support and how we aim to grow together as partners.

A Positive Turnaround

The conversation went well and I could see that he was thinking seriously about the opportunity. A few days later, he confirmed that he wanted to join us. He came onboard with a clear mindset, strong motivation and a fresh approach to building sales in his area. Within a short time, we started seeing results and orders began to come in, the market presence improved and there was a renewed energy in the network.

Key Learning

From this experience, I learned the value of acting quickly and being open to change. The session with Muley Sir had already prepared me to handle unexpected situations with confidence. I understood that if something is not working, it's better to address it directly and find a solution rather than wait for it to fix itself. With the right partner, honest communication and clear goals, even a difficult situation can turn into a strong growth story.



My Journey with Duke Pipes: Building a Market from Zero

By: **Mr. Punit Sharma**

Position: **Assistant Manager- Udaipur**

Number of Years with Duke Pipes: **3.5 Years**

Learning from the PARTNER™ Model Workshop

When I first attended the session with Amol Sir on the PARTNER Model, I realized how much I still had to learn about the market. The workshop taught me not just how to survey dealers, but also how to create demand, build trust and ensure payments. Before his session, my approach was simple: if a dealer was interested, we worked together, and if not, we moved on. But the PARTNER Model opened my eyes to the power of creating opportunities, even when interest wasn't immediate.

Entering the Udaipur Zone

I began applying these lessons in the Udaipur zone, which covers 7-8 districts. My real market learning started when I went on my first field visit with Mr. Pawan Parekh, our AGM. Together, we visited almost 23 dealers, but most denied working with us because there was no market presence and our brand was not known. It was discouraging, but it also pushed me to think differently.

Changing the Approach

Instead of giving up, I created another tour of Udaipur with Parekh sir, who was kind enough to give his time and input. One of the big distributors, Gupta Sanitation, directly denied working with us, saying there was no presence. That's when I decided to approach the market differently. I started meeting dealers directly instead of only relying on distributors. I noted competitor rates, compared pricing and showed dealers how they could get better quality with us at competitive prices. Then I took all this information back to the distributor, explained the dealers' interest, and presented the complete market study.



Building Trust and Market Presence

We were also careful not to share the company discounts directly with small dealers. Had we done that, distributors would have lost their value. Instead, we positioned ourselves smartly, creating interest and demand among smaller dealers while strengthening the confidence of our distributors. Slowly, this approach worked. In just six months, we created a presence in a market that once completely rejected us. Today, we have 15–20 active dealers and many who earlier refused to work with us now call us regularly. Even the dealers who had stopped working with us after COVID, when the only person connected with them passed away, have returned because we built new bridges of trust.

Results Achieved

The first billing we achieved was around 30–35 lakhs. Today, we have two distributors, around 20 dealers and over 1,500 sub-dealers. Last year, our billing was zero; in just the first six months of this year, we touched 90–95 lakhs, with a clear target of reaching two crores.

Key Learning

Looking back, I realize that if I hadn't applied the lessons from Amol Sir's PARTNER Model workshop, we would still be at zero sales. The real key was not waiting for dealers to be interested but generating demand, showing market knowledge and building relationships step by step. Trust, persistence and the right strategy have helped us turn a market with no presence into one where we now get regular calls from dealers.



My Journey with Duke Pipes: Building Deeper Connections, Stronger Distribution

By: **Mr. Parth Patel**

Position: **Assistant Manager (Central & North Gujarat)**

Number of Years with Duke Pipes: **4 Years**

Learning from the PARTNER™ Model Workshop

Back in March, I attended the PARTNER™ Model of Channel Management Workshop with Amol Sir. During the session, he said something that really stuck with me “You work for the company, but do you also work for your distributor?” It was a simple question, but it completely shifted my mindset. I realized that real growth isn’t just about my sales numbers, it’s about helping the distributor grow alongside us. If they succeed, we succeed.

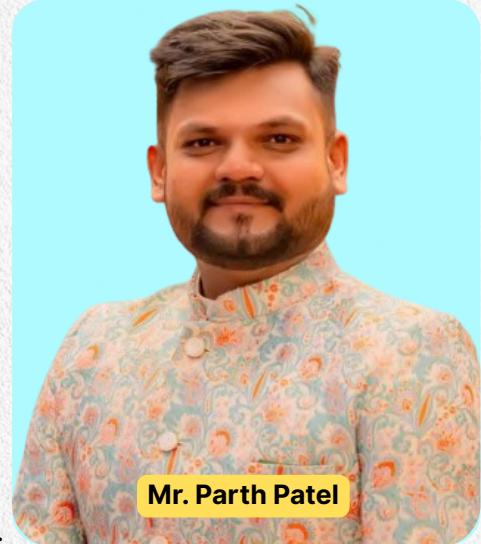
Understanding the Market Landscape

Ahmedabad is a big and busy market. I don’t rely on a single dealer here instead, I manage around 10 to 12 dealers across different parts of the city.

One of my key dealers is near the N.A. Engineering Circle. He used to split his sales evenly between Duke Pipes and another company, roughly ₹50 lakhs each per year. I saw this as an opportunity. My goal was clear: to increase our share to at least ₹70–80 lakhs, so the other company’s influence would naturally reduce.

Going Direct to the Customers

The city has many small dealers, direct clients, farmers and even large buyers like ring manufacturers. We had data for most of them, so I began calling each one, understanding where they usually buy from and telling them why Duke Pipes was the better choice, better quality, competitive pricing, easy availability and a local depot right in the city. Slowly, customers began reaching out to me directly for their needs. Every inquiry I received, I passed on to my dealer, making sure his business benefited first.



Strengthening the Dealer Relationship

Alongside leads, I worked on his margins, ensuring he earned a solid 5–6% on sales. I also made him see the difference in support; the other company wasn't helping him in any way, while Duke Pipes was actively giving him inquiries, better terms and a genuine business growth. Our brand goodwill was strong and customers themselves began asking for Duke Pipes. The Sales that used to be split 50/50 before shifted to a much healthier balance in our favor.

Fast Growth in Just Months

Last year, with the same dealer, our sales stood at ₹40 lakhs annually. This year, we have already reached that figure in just five months, without any special schemes or cost cuts. The only difference was consistent support, passing on leads and making transactions and billing easier for him.

Looking Ahead

With the momentum we've built, I believe we can reach ₹1 crore in sales with this dealer alone by the end of the year. It's not just about one person's growth; it's about building a system where both the distributor and the company benefit equally. During the whole time, my colleagues, my seniors and the management showed immense support, which I am grateful for.

Key Learning

From the workshop and my experience this year, I have learned that success in sales isn't about pushing your own targets blindly, it's about creating a win-win situation for your distributor. When you genuinely work for their growth, you're also investing in your own long-term success. That's the real lesson I've taken from Amol Sir's advice.



My Journey with Duke Pipes: Building Big Dreams for Madhya Pradesh

By: **Mr. Dinesh Bairawa**

Position: **Assistant Manager Marketing- Madhya Pradesh**

Number of Years with Duke Pipes: **4 Years**

Learning from the PARTNER™ Model Workshop

After working for four years in Duke Pipes, I felt I was doing fine, but something was missing. Last year, after LCPL joined in, the horizon of our top management/BOD expanded. Then came the session with Amol Sir and it really pushed me to think bigger. He helped me understand that with the right planning, distributor support and a shared vision, we could multiply our business many times over. That gave me the confidence to aim much higher than before.

Laying the Groundwork with the Team

My team, TL Vikram Singh Rajput, Mr. Ravindra and I, wanted to do something extra for our district. We were doing business worth 7–8 crores a year, but we wanted to aim for 20 crores. To make that possible, we started spending time with our dealers, talking to them about Duke Pipes' vision. Slowly, more and more people started showing interest in Duke Pipes.

Setting Up the Depot

One of our biggest steps was setting up a depot ourselves. Earlier, because of financial limitations, this was difficult. But once we started, the energy in the team was high. We could now stock more products, get price support and give quicker deliveries. This made our dealers more confident in us.



Mr. Dinesh Bairawa

Dividing the Territory for Maximum Growth

We divided Madhya Pradesh into three parts Gwalior, Indore depot (covering the rest of MP) and Bhopal region. I handle the Bhopal and Indore regions, with a personal target of 10 crores, while Vikram ji works with me to aim for a total of 20 crores. Just in the first month, we did 2 crores of business. That early success made me believe we could achieve our annual target.

Learning from Competitor Markets

A competitor company's distributor tried to undercut prices. We took that as a challenge and met with the dealers personally. We familiarized them with Duke Pipes products and convinced them of our quality and support. Many switched over to us despite the competitor's pricing.

New Energy and Support from Management

One major reason for my confidence this year is that the management's Support. They are supporting us with advertising, price benefits and stock through the depot. Earlier, advertising was difficult because distributors would not spend much, but now the company is helping us directly. We are launching new products that we couldn't introduce earlier.

Key Learning

From this journey, I understood the power of planning, teamwork and building trust with distributors. The session with Amol Sir made me realize that growth comes from combining company support with field-level action. Setting up the depot, introducing new products and dividing the territory helped us aim higher. The biggest lesson was that with a shared vision and active communication, even ambitious targets like 20 crores are achievable.



My Journey with Duke Pipes: From Field Challenges to Lasting Trust

By: **Mr. Sandeep Singh**

Position: **Deputy Manager- West Bengal**

Number of Years with Duke Pipes: **1.2 Years**

Learning from the PARTNER™ Model Workshop

The PARTNER model workshop was an eye-opener for me. I learned how to deal with trade partners more effectively, how to present topics professionally and how to go beyond just price discussions. I understood that growth lies in showing partners that when they grow, we grow together. Earlier, I used to interact with distributors in a more casual way. But after the workshop, I started setting appointments, holding structured discussions and focusing on product quality and services in addition to pricing. This professional approach gave my conversations more weight and built stronger relationships.

Facing a Field Challenge

One of the turning points came with Om Traders, a distributor who had supplied casing pipes to farmers. During installation, the boring machine operator made technical errors, which created a risk of the pipes breaking. Soon after, I received a complaint from a farmer. Instead of ignoring it, I immediately informed our R&D department and discussed it with my senior, Mr. Gadhvi.

Traveling 400 Kilometers Overnight

Even though I was on tour that day, I knew my presence was necessary. That very night, I packed my bags, boarded the first available train and traveled 400 kilometers to meet the farmer. I wanted to ensure he didn't lose faith in us.



Mr. Sandeep Singh

Listening and Resolving Together

When I arrived, I spoke with the farmer, the distributor and the boring machine operator. The farmer was anxious about his investment, while the operator resisted admitting his mistake. I kept the discussion calm, explained the technical reasons clearly and made sure the distributor saw the issue firsthand. Together, we reassured the farmer. During all these, I contacted Miken Bhai, our director and documented everything as per his guidance.

Restoring Confidence

We replaced the setup and for the last six months it has been running without problems. The farmer regained confidence, the distributor felt supported and Duke Pipes' reputation stayed strong. What could have been a setback became a success story.

Turning Challenges into Growth

After this, business with the distributor grew from one truckload to six or seven and overall growth increased by 10X. The incident showed me that professionalism, patience and teamwork are the real drivers of growth.

Looking Ahead

In 2024, I achieved ₹1.5 crore in sales, with a target of ₹3 crore for the next year. My ultimate aim is to capture 10% of the West Bengal market

Key Learning

This experience taught me that professionalism and empathy go hand in hand. By listening carefully and addressing concerns openly, I was able to turn a setback into an opportunity. Standing with our farmers and distributors during challenges builds trust, which forms the foundation for long-term success.



My Journey with Duke Pipes: Turning Challenges into Quarterly Success

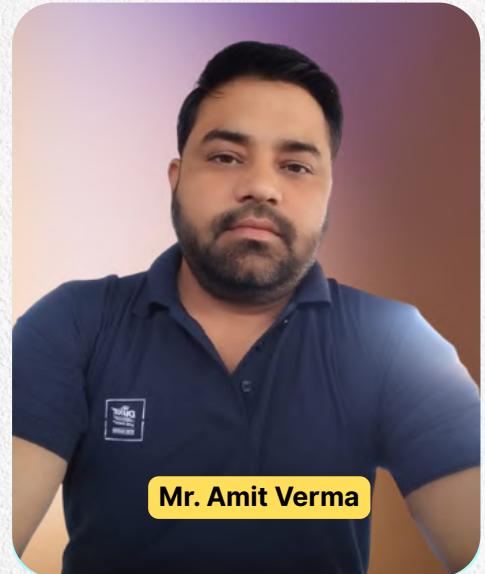
By: **Mr. Amit Verma**

Position: **Senior Manager- East Uttar Pradesh**

Number of Years with Duke Pipes: **2.5+ Years**

Learning from the PARTNER™ Model Workshop

After attending the session with Amol Sir, I came back with a completely fresh mindset. His words about setting a target for yourself and then working backward to achieve it really stayed with me. He also spoke about how pre-planning makes the job easier for everyone, including the manufacturing team. That struck me because, in our work, delays and last-minute pressure are common. If we can avoid that by planning early, we can save both time and stress. With this thought, I set my annual target with full confidence that I would achieve it.



Mr. Amit Verma

Facing the Challenge in Kanpur

I handle seven distributors across different locations. One of my key distributor is based in Kanpur. When I went for our final meeting with him at the start of the year, he told me something unexpected, he wouldn't be able to meet the first-quarter target. The reason was that he had recently invested in setting up a new warehouse for another business and all his attention was going there. Our business with him had taken a back seat.

At that moment, I knew I couldn't let this affect my target. I had to find a solution that worked for both of us. I asked him to explain the main issue and he said it was inventory, he had no space to store our products and without stock, he couldn't distribute or sell.

Finding a Practical Solution

The main problem was the inventory. He had no warehouse space for our stock. I assured him that he didn't need to worry, our delivery trucks could bring the stock if he could rent a warehouse for just three months. He was still hesitant because the margins in this business are small and renting a warehouse seemed like a risk. But I told him to have faith in me. If I say we can do it, we will.

Achieving the Target

Finally, he agreed. He rented the warehouse and our first truck arrived with products worth ₹8–9 lakhs. Once the stock was in place, I moved fast. I went into the market, met dealers, followed up with customers and ensured that every bit of the stock moved. In just 15 days, we had sold all of it.

With the payments collected, I ordered another truck immediately. The confidence this gave both of us was huge. He realized that the arrangement could work smoothly and I could see that my target for the quarter was now well within reach.

Key Learning

Before Amol Sir's session, we used to simply visit dealers and ask for orders. Now, we plan in advance, deciding how to execute, when to approach dealers and how to support them. Pre-planning also helps us place timely orders with the manufacturing plant, giving both the plant and us enough time to work smoothly.



My Journey with Duke Pipes: Building Trust with the Right Distributors

By: **Mr. Darshan Chawda**

Position: **Assistant Manager (Saurashtra- Gujarat)**

Number of Years with Duke Pipes: **4 Years**

Learning from the PARTNER™ Model Workshop

My name is Darshan Chavda and I am the Area Manager at Duke Pipes. Earlier this year, I attended the PARTNER sessions with Liberation Coaches, conducted by Amol Muley Sir. The sessions opened my eyes to a new way of looking at the market. Amol Sir spoke about building strong connections with our channel partners, not just selling and walking away. He explained that sales is not only about numbers, it is about building trust and creating partnerships that last.

Understanding the Challenge

We had a distributor who sold multiple products like plumbing equipment, pipes and more. Under him, there were about 40–50 sub-dealers. But for the past few years, their growth had been stagnant. Sales and revenue were not moving forward. After the session, I realised that we needed to change the way we were working with them.

Changing the Strategy

We decided to introduce a new approach. Instead of sub-dealers diversifying their product offerings too much, we encouraged them to focus on selling one category more strongly. Along with this, we created a scheme, any customer who bought anything from the distributor would have the transaction recorded, no matter how big or small the purchase.



Mr. Darshan Chawda

Introducing Cross-Selling

We launched a cross-selling initiative with a 15% incentive on every transaction. This made a big difference. The distributors started respecting us more and our presence in the market became stronger. The network became more active and even new sub-dealers began joining our distribution chain.

Positive Response and Market Growth

This change worked like magic. The distributors started appreciating our support and began seeing Duke Pipes as a brand that truly values partnerships. Slowly, our presence in the market became stronger and the number of sub-dealers joining our network increased. Our supply chains expanded and we were able to penetrate more areas.

The Results So Far

It has only been one quarter since we implemented these changes, so we cannot measure the full profit yet. But we have already seen improvement in our cross-distribution activities. Our supply chain is stronger and more diversified and we are expecting a growth of 20–25% this year.

Key Learning

I learned that growth in sales is not just about pushing products, it's about creating systems that benefit both the company and the distributor. By focusing on one product line, rewarding transactions and strengthening relationships, we can drive consistent growth.



My Journey with Duke Pipes: Odisha – Planning Ahead to Secure 100% Achievement

By: **Mr. Hitesh Shah**

Position: **Zonal Manager- South India**

Number of Years with Duke Pipes: **11 Years- Since 2014**

Learning from the PARTNER™ Model Workshop

When Amol Sir delivered this seminar, he showed us that we all have hidden skills. I especially liked the business model he explained, when I filled out the worksheet given to us, I realized many of my ideas matched it, which gave me confidence that I was on a right track. He also taught us how to analyze dealers their finances, stability and challenges and to improve communication, sales, market surveys and potential analysis.

Strong Base in South Odisha

The journey in Odisha was a true example of how preparation and teamwork can change results. South Odisha had always been strong for Duke Pipes, with good dealer relationships and a reliable network. But Odisha is also known for its unpredictable weather, heavy rains and sometimes cyclones. The risk was clear depending only on South Odisha meant that one disruption could affect the whole state's performance.

Building a Plan B

Together me and the team, started working on a Plan B so that even if South Odisha slowed down, business would not stop. The team actively reached out to the northern part of the state, convincing three new dealers to join Duke Pipes. It wasn't easy, they had to build trust, show the value of Duke's products and explain how the company was looking at Odisha as a long-term market. We were able to capture 3 new dealers in Northern Odisha.



Achieving 100% Target

Because of this, when the rains hit, South Odisha slowed, but North Odisha gave nearly ₹60–70 lakhs worth of supply, ensuring the team still achieved 100% of their target.

Encouraging Dealer Collaboration

One of the challenges we were facing in South Odisha was that, some dealers couldn't take full truckloads. We suggested them to combine their orders with other dealers in the nearby areas to cut costs. It also helped them to build stronger relations with other dealers which helped them contact other dealers when they need any product. The team has been educating them about such models.

In the sessions, the team was taught the importance of having Plan B creates security. This gave the team a framework to think differently and act with confidence.

Key Learning

Targets are not achieved only by working hard in one area. Real growth happens when you spread risk, create new opportunities and prepare for uncertainties with Plan B.



My Journey with Duke Pipes: Turning Persistence into Partnerships

By: **Mr. Girish Bagadekar**

Position: **Marketing Manager- North Karnataka**

Number of Years with Duke Pipes: **1.5 Years**

Learning from the PARTNER™ Model Workshop

Before attending Amol Sir's PARTNER Model Workshop, our approach to distributors and dealers was very different. We used to meet big distributors once or twice, and if they said no, we would usually move on. The workshop changed that mindset completely.

I learned the importance of persistent follow-ups, detailed market surveys and understanding area-wise potential. The key takeaway for me was that building partnerships requires consistency, patience and value creation, not just a sales pitch.

Winning Over a Major Retailer in Shivamogga

In Shivamogga, there was a large retailer and wholesaler with an annual business turnover of ₹15–20 crore. For almost a year, I kept trying to connect with them, it was a family business run by the father and his two sons. I visited them every month or two to explain our product quality, pricing and reliable service.

Finally, the father asked for a sample truck worth ₹10–12 lakh. We ensured on-time delivery and executed the order within a week. Impressed by our commitment, he placed four additional truck orders and today they are one of our regular and trusted suppliers.



Mr. Girish Bagadekar

Establishing a Foothold in Gulbarga

In Gulbarga, the market was quite challenging, with strong competitors already established and no existing Duke dealers. We approached a small local dealer, convinced him of our product quality and competitive pricing, and encouraged him to try us out.

He agreed to take 25 bundles as a trial order. After experiencing our product performance and service, he turned into a regular distributor, helping us expand Duke's footprint in a previously untapped area.

Overcoming Off-Season Challenges with Team Support

Even during the off-season in Karnataka, we managed to keep up the market activity. Hitesh Sir played a key role by guiding us through advertising campaigns, demo meetings and even by personally interacting with major dealers. His consistent support and involvement helped us maintain strong momentum during a tough period.

Key Learning

After Amol Sir's session, we completely changed our approach to business development. The biggest learning for me was the value of patience and relationship-building. By focusing on long-term partnerships rather than quick wins, we started seeing real, sustainable growth.

Our annual target is ₹3 crore and within just six months, we've already achieved ₹1.25 crore, proving that our new, consistent approach is paying off.



My Journey with Duke Pipes: Turning a Logistics Problem into an Opportunity

By: **Mr. Lalit Shelar**

Position: **Assistant Manager- Maharashtra**

Number of Years with Duke Pipes: **4.5+ Years- Since Dec 2020**

Learning from the PARTNER™ Model Workshop

After attending the session with Amol Sir, I realized that while trust with existing distributors is already established, new distributors need much more than just product details. They must clearly understand the brand's ROI potential, long-term vision and management's commitment to their growth. When we effectively communicate that partnering with Duke Pipes ensures consistent returns, loyalty benefits and dependable support, it builds confidence and lasting relationships. I learned that the key lies in presenting this value proposition clearly and sincerely, that's how strong partnerships and successful deals are truly built.

Market Challenges and Adverse Conditions

The Maharashtra market is highly competitive, with strong players and intense price pressure from bigger brands. In addition, market dynamics and weather conditions are factors beyond anyone's control. Typically, the agriculture-based pipe industry sees its peak season from April to June, just before the monsoon. However, last year, the monsoon arrived a month early, in May, cutting down our crucial sales window. Many companies saw a significant drop in volumes during this period.

Despite the adverse climatic conditions, we delivered an exceptional performance in Jalgaon. Against a target of ₹70 lakh, we achieved ₹89.6 lakh in sales within the first six months. In Q2 alone, our target was ₹17 lakh, but we accomplished an impressive ₹62 lakh. What makes this achievement even more significant is that last year, under favorable weather conditions, we reached only ₹52 lakh.



Mr. Lalit Shelar

Winning Back Trust in Jalgaon

One of the biggest turning points came in Raver Taluka in Jalgaon, where we supplied casing pipes to a key distributor. He believed the pipes had excessive calcium and asked us to return the entire truck, which meant a potential loss of ₹1 lakh in freight costs since our factory is nearly 800–900 km away. I personally handled the issue, explaining to him that the pipes were only scratched during transportation, not defective. Through continuous communication and reassurance, we regained his trust. He resumed payments and later began placing larger orders.

Strengthening Partnerships and Distributor Loyalty

To overcome financial constraints and motivate dealers, we launched off-season promotional schemes with a slab-based incentive system, the higher the slab, the better the rate and discount. This strategy not only helped distributors manage cash flow but also kept our volumes consistent.

I, along with Hitesh Sir, visited Jalgaon multiple times. His strategic guidance helped us finalize new distributors and strengthen old ones. Despite the presence of several local competitors offering lower prices, our distributor continued to choose Duke Pipes, even though our factory is 800–900 km away, a clear reflection of the trust, quality and strong partnership we've built over time.

Key Learning

Through this journey, I learned that trust is built through consistent actions, not promises. By listening to distributors, addressing their problems personally, and supporting them during difficult times, we earned their loyalty.



On the Ground, With the Farmer: The Foundation of Our PARTNER Model

By: Mr. Shanti Patel

Position: Managing Director- Duke Pipes

The Beginning: One Machine, One Operator

In 1998, our company had only one pipe-making machine and a single operator. Wanting to learn and understand the process closely, I became his assistant operator. The machine ran for barely 10–12 days a month. On other days, we would shut it down and a small group of five to seven of us would spend time together playing cricket in the factory ground.

The Challenge: A Failed Installation

At that time, we supplied materials to 2–3 locations. One day, we received a serious complaint. At one site, a farmer had installed our pipe into a tube well, but it failed to deliver water. The farmer, deeply disappointed, came all the way to our factory and sat there waiting.

I told him: *“Don’t worry. Install a new tubewell. I will personally come, attach the pipe and make sure this time water flows.”*

Taking Ownership: Staying On-Site

The drilling process for a tubewell usually takes 2–3 days. Once the new bore started, I immediately decided to be there myself. I drove down in my Mahindra jeep, about 30 to 40 kilometers from the factory, while the pipes came in a truck.

When I reached, the drilling operator said it would take a couple of days to finish. I thought: *“I have come this far. Why go back and return later?”*



Mr. Shanti Patel

So I stayed. For three full days and two nights, without new clothes, I lived on-site in a small tent, eating with the drilling team and sleeping next to the boring machine. Two of my employees who handled the installation work stayed with me. We waited, worked and ensured everything was done properly.

The Moment of Success

Finally, at 5:00 in the morning, we installed the pump. By 6:00 am, water began to flow. The farmer, who lived in a nearby village, arrived at 8:00 am. When he saw water gushing out, his face lit up. He started dancing and said: *"Kaam ho gaya mera!"* (My work is done!)

He immediately called people from nearby houses. Within minutes, dozens gathered around. What had been a dry, lifeless piece of land suddenly came alive. People celebrated as though it was a festival, dancing, singing and cheering at the sight of water spraying from the pipe.

Key Learning

For that farmer- Mashru Bhai, water was not just water; it was his bread and butter. That day, we charged nothing. All the work, effort and installation were done free of cost.

But what I gained was priceless: an understanding that only when you live in the field, face challenges yourself and work with your own hands can you truly solve customers' problems. That farmer's joy and the festival that followed is something I can never forget.





This publication has been specially created for
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The stories, learnings and achievements captured here reflect the spirit, effort
and transformation of the Duke Pipes Sales Team.

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