



ADOR WELDING LIMITED WELDING EQUIPMENT GROUP

MARKET BRIEF & CUSTOMER BRIEF		
DESCRIPTION	DETAILS	
NOTE: ENTER 'NA' IF NOT APPLICABLE		
1.1 NAME OF THE PRODUCT :	INVERTER BASED MIG/MAG WELDING POWER SOURCE MODEL: CHAMP VERSA 800	
1.2 EXPECTED NET PRICE AWL :	<i>25/Jan 1 + 15% discount</i> <i>→ .2.3 Lakhs Normal</i>	
1.3 EXPECTED SALES PER YEAR :		
1.4 CUSTOMER SEGMENT/APPLICATION :	MMA, GOUGING, MIG/MAG welding and Ship Building	
1.5 SPECIAL FEATURES ATTACH ANNEXURE 'A' :	Ref ANNEX 'A'	
1.6 TECHNICAL SPECIFICATION ATTACH ANNEXURE 'B' :	Ref ANNEX 'B'	
1.7 INTERFACING REQUIREMENT :	WIRE FEEDER WITH VOLTAGE & CURRENT ADJUSTMENT POTENTIOMETER ON THE WIRE FEEDER FOR MIG WELDING AND REMOTE CONTROLL FOR MMA WELDING.	
1.8 DRAWBACKS IN EXISTING PRODUCT :	NA	
1.9 BENCH MARK (IF APPLICABLE) :	CHAMP 1200	
1.10 EXPECTED LAUNCH DATE :	Oct-19	
DISCUSSED & REVIEWED	MARKETING SIGN : <i>S.K. Patel</i> DATE :	TDC (E) <i>[Signature]</i>