

# The Visionary Journey of G.L. Modi and Modison Limited



## SILVER ICONS OF INDIA

*In 1965, a young and determined entrepreneur named G.L. Modi embarked on a journey that would redefine the electrical contacts and precious metals industries in India. Starting as a modest trading unit in Mumbai dealing in tool steels and general merchandise, Modi's venture soon transformed into a pioneering entity that would leave an indelible mark on India's industrial landscape. Driven by an unrelenting desire to innovate and overcome challenges, G.L. Modi's story is one of grit, vision, and a commitment to excellence that has resonated across decades.*

### From Trade to Silver Refining

In his early years, G.L. Modi was involved in trading silver, a commodity his family dealt with primarily for speculative purposes rather than physical trade. The game-changing moment came in **1974** when the Indian government, led by Prime Minister Indira Gandhi, permitted the export of silver. This policy shift presented an unprecedented opportunity for Indian businesses. Mr Modi, with his sharp entrepreneurial instincts, immediately recognized the potential and decided to venture into silver refining, even though he had limited resources and experience in manufacturing.

With courage and an investment that stretched his financial capacity, Mr Modi established a **silver refining unit in Mumbai in 1975**. Starting as a one-man operation with little more than an engineering background and a relentless work ethic, he faced significant challenges. **Yet, within a matter of months, Mr Modi's company became the largest exporter of silver in India.** His success was not just a testament to his technical skills but also to his foresight and ability to seize opportunities where others hesitated.

However, Mr Modi did not rest on this success. He understood that relying solely on silver refining could be risky, particularly if the supply of silver faced disruptions. Always thinking ahead, he decided to diversify into manufacturing silver alloys, wires, plates, strips, and electrical contacts for the switchgear industry. This strategic decision marked the birth of Modison Metals Ltd. and laid the foundation for a legacy of innovation.



## Pioneering in Electrical Contacts



By 1978, Mr G.L. Modi identified a critical gap in the market for electrical contacts, which are essential components in the switchgear industry. Despite India's growing electrical infrastructure, the domestic market lacked reliable manufacturers of these precision-engineered products. With his engineering background, Mr Modi understood the challenges and opportunities in this niche. He resolved to create high-quality electrical contacts to meet the demands of India's burgeoning electrical industry.

After establishing himself as one of India's largest silver exporters, Mr G.L. Modi sought to move up the value chain by venturing into the low-voltage (LV) switchgear industry. At the time, Indian manufacturers

relied heavily on imported electrical contacts, which not only added to costs but also limited the industry's growth. Mr Modi, recognizing this gap, decided to manufacture these components locally.

In **1983**, Mr Modi partnered with **DODUCO**, a globally renowned German company specializing in electrical contact technology. This partnership proved to be a turning point, enabling Modison to produce world-class LV electrical contacts. With DODUCO's support and Modi's technical acumen, Modison set a new benchmark in the industry, establishing itself as a leader in manufacturing precision-engineered electrical contacts.

## Breaking New Ground: High-Voltage Electrical Contacts

While Modison's success in Low voltage electrical contacts was revolutionary, G.L. Modi envisioned an even larger opportunity in high-voltage (HV) electrical contacts. These components, critical for managing high-voltage currents in switchgear systems, were still being imported into India. Modi saw this dependency as a challenge to India's industrial self-reliance and a potential opportunity for Modison.

Drawing on his technical expertise and the support of DODUCO, Modi embarked on an ambitious project to develop manufacturing capabilities for high voltage electrical contacts. This was no small feat, as the production of these components required state-of-the-art facilities and an unwavering commitment to precision and quality. Despite the challenges, Modi's perseverance paid off. Modison became the first company in India to successfully manufacture high voltage electrical contacts, a breakthrough that significantly reduced the country's reliance on costly imports. This achievement not only strengthened India's electrical infrastructure but also cemented Modison's reputation as an industry pioneer.



## Fuelling Growth with Strategic Investment

Modison's rapid growth and diversification required significant financial investment. To support its ambitious projects, the company sought funding from the Gujarat Industrial Investment Corporation (GIIC). Between **1994 and 1996**, Modison secured strategic financing that allowed it to expand its operations, enhance its infrastructure, and invest in advanced manufacturing technologies. This financial backing, combined with Mr G.L. Modi's visionary leadership, ensured that Modison maintained its competitive edge while adhering to the highest standards of quality and innovation.



## Sterling Silver Cutlery: A Bold Diversification

In 1999, Modison took another bold step by venturing into the luxury goods segment with the introduction of sterling silver cutlery. This move demonstrated the company's ability to diversify its portfolio while maintaining a commitment to quality. Modison's sterling silver cutlery quickly gained recognition for its craftsmanship and design, further solidifying the company's reputation as a producer of premium products across diverse industries.



## A Continuous Journey of Expansion

Modison's journey of innovation and growth has been marked by numerous milestones. In **2005-2006**, the company successfully completed the **Steel-backed Button Contact Project**, adding another high-performance product to its portfolio. **Between 2009 and 2011, Modison expanded its production capabilities for electrical contacts and High voltage contacts/SF6 contacts, addressing the increasing demand for reliable components in high-stress electrical environments.**

Among Modison's many achievements, two stand out as groundbreaking milestones. **First, the company pioneered the production of India's "999 good silver bar," featuring 99.99% purity—a significant improvement over the 98.6% purity standard that had been the norm.** This innovation was officially recognized by the Reserve Bank of India (RBI). Second, Modison became the first Indian company to manufacture High voltage electrical contacts in India. These accomplishments not only highlighted Mr G.L. Modi's ability to push technological boundaries but also underscored Modison's role as a catalyst for India's industrial progress.

## Commitment to Quality and Operational Excellence

Modison's success has been built on a foundation of quality and operational excellence. In 2013-2014, the company adopted ERP system, to streamline its business processes and improve efficiency. This system integrated functions across departments, enabling better coordination and faster decision-making. **The Research and Development (R&D) division of Modison Ltd. proudly holds accreditation and approval from the Government of India, reflecting its commitment to innovation and excellence in its field.**

To complement its technological advancements, Modison implemented workplace initiatives such as the 5S methodology, Visual Management

techniques, and Key Performance Indicators (KPIs). These measures fostered a culture of continuous improvement and ensured that every team member was aligned with the company's strategic objectives.

The company's commitment to quality has been validated by numerous certifications, including **ISO 9001:2015** for quality management, **ISO 14001:2015** for environmental sustainability, and **OHSAS 45001:2018** for occupational health and safety. **Additionally, Modison's laboratory received NABL accreditation for chemical and mechanical research, ensuring that its products meet the highest industry standards.**



## Legacy of Innovation

Today, Modison operates a state-of-the-art facility in Vapi, with the capacity to produce arcing contacts for high-voltage systems and low-voltage contacts annually. The company also specializes in high-grade precious metal compounds, such as silver nitrate, silver sulfate, and silver oxide, which are vital across a range of industries.

Modison's strategic location and advanced capabilities make it one of the largest single-site facilities globally for manufacturing High voltage electrical contacts. This scale, combined with its focus on innovation, gives the company a distinct competitive advantage in the marketplace.