DATALINK'S
ProDot ®

Your Trusted IT Partner

COMPANY PROFILE

TOUCHING LIVES OF MILLIONS
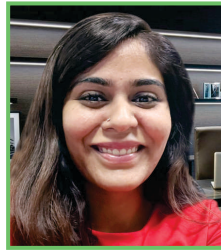
What's
Inside

Meet the
Team

An organization runs on right decisions. Taking right decisions at the right time considering all external factors is difficult but not impossible. This is how, his thought of halting China to enter Indian market for Dot Matrix Ribbons turned into reality and there has been no stopping since. What began as an iconoclast blue-themed brand in mere 50 sq. ft. in 1990s has now become a pioneer in the IT Industry.

Mr. Pramod Rajpal
CEO & Founder

Mrs. Rashmi Rajpal
Director

Mrs. Aarushi Rajpal
Director

Mrs. Neelam Sharma
Country Head - Sales

Mrs. Semi Ahuja
Team Leader - Sales

Mr. Vineet Gourav Gund
Team Leader - Sales

Mr. Kunal Sharma
Sr. Purchase Manager

Mr. Ashwini K. Sharma
GM - Dehradun Plant

Vision Statement

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Information Technology be a part of every household

To help IT products and services reach each and every household so that it becomes part and parcel of their daily lives. Here, our vision is to provide high quality premium IT products and solutions easily at affordable cost to end-users.

India be the "Technology Creator" from "Technology Importer"

To transform India from an importer of technology to an exporter of technology as India is involved in manufacturing whereas technology belongs to the west. R&D remains our key focus area that India is recognized as technology creator.

Support 'Make in India'

We strongly believe in our government's initiative of "Make in India" and we wish to contribute not only by setting up our manufacturing facility here, but also by running various programs to uplift the society.

Generate employment

More than 1000 highly skilled personnel already work with us. We aim to scale the organization size multifold from here, consequently generating employment. Not only we employ them, we skill and educate them too.

About Company

Committed towards enriching lives of people with high quality and cost effective IT products and solutions, we are India's biggest company offering a wide range of 'Made in India' computer peripherals & print consumables.

- ◉ **Nationwide** presence
- ◉ **1000+** distributor network
- ◉ **1000+** employees

- ◉ Product availability at **10000+** counters
- ◉ Market leadership for over **3 decades**
- ◉ **1 million** happy customers

Our Journey

1986 — Started refilling DMP ribbon cartridges of end-users.

1989 — Started making 'DMP Ready Refills', which was FIRST ready to use DMP Refill of the country.

1991 — First office at Pahar Ganj, Delhi, The Same year ProDot was born.

1992 — Factory grew to 10 workers.

1994 — Office at Nehru Place, Delhi, a leading IT market of India.

1996 — Another sales office in Chawri Bazar, Delhi-6.

2000 — Setup a bigger factory (5K Sq. Ft.) Also started manufacturing anti-glore screens and inkjet refill kits.

2003 — Setup a factory in SEZ at Himachal Pradesh and started in-house molding of DMP Ribbon shells.

2008 — Added Epson/Canon ink cartridges, to product-line.

2010 — Setup assembly line to assemble Laser Toner Cartridges.

2014 — Setup a new factory to assemble Keyboards & Mouse, FIRST in India.

2016 — Started manufacturing of Laser Cartridges, again FIRST in India.

2019 — Entered security & surveillance industry and offered CCTV cables, wifi dongles etc.

2020 — Started manufacturing of USB Hubs

2022 — Added CAT-6 cables to the product portfolio.

Our
Infrastructure

2 Manufacturing Plants

- Spread over **1,00,000 Sq. Ft. area**
- **1000+** employees
- Capacity of **15 million** products/annum

1. RM shop

We procure raw material in huge quantities from leading national and international source. A well planned 20,000 sq. ft. space is allocated to store huge quantities of raw material systematically. FIFO & 5S make our inventory fresh as good raw material is very important to produce a good finished product.

2. Production shop

Our huge production shop comprises of programmable logic controlled injection molding machines operated by skilled manpower molded pieces are regularly checked for appropriate size, shape, inter-fitment and strength by our QA team.

3. Assembly shop

The individual components manufactured are assembled to make the final product at the Assembly Shop which covers almost 10,000 sq. ft. area. All workers are well trained to follow internationally accepted procedures of assembly. Batch and online testing is a custom at ProDot.

4. QA shop

QA shop ensures that the performance of all ProDot products is as per international standards and bench marks. It defines processes from time to time and ensures its compliance. A team of 50 engineers and technicians is dedicated towards the same.

5. Packaging shop

Our packaging shop is equipped with latest machines for bottling, labeling, printing, batch coding, sealing, etc. It ensures that all ProDot products are in attractive, informative and safe packaging as per latest trends.

6. Warehouse

FIFO based inventory management system is followed to ensure sufficient availability of fresh stock every time, which can cater to ever increasing demand of ProDot products.

7. Transportation System

Customer service and timely delivery are redefined in today's world with the customer expecting much more as compared to the past. Keeping in view of safe, timely and faster mobility of our goods, company deploys its own transport system.

Product
Portfolio

Dot Matrix Ribbons & Refills

For the last 30 years ProDot is the single largest brand of DMP ribbons & refills in India having around 70% market share. We are known to have printing solution for almost each and every type of dot matrix, POS, billing, pass book printers being used in India. All our products are NCU featured and meet or exceed OEM specifications.

Laser Toner Cartridges

We are the single largest manufacturer of compatible laser cartridges in India. ProDot cartridges are known for their fine quality and high yields. Quality raw material and our PMS (Perfect Matching System) ensures that our cartridges meet or exceed OEM benchmarks. We offer them in 90+ models to suit more than 500 popular printers in India.

Keyboard & Mouse

ProDot is the largest manufacturer of keyboards and mouse in India. We proudly design, develop and manufacture them in-house in more than 50 different variants in terms of shapes, sizes & colors. Superior quality, safe & attractive packaging and ready availability makes us an undisputed leader in this segment.

Inkjet Inks and Photo Papers

ProDot is the largest seller of refill inks in India offering Clog-free inks that keep print head wet for longer period making inks quick drying, non-bloating, fade resistant etc. Our inks represent perfect chemistry and liquid engineering with appropriate pH, viscosity, surface tension and colors. Our photo papers are bright, white, cast coated and give life-like images perfect for portfolios, brochures, photographs etc.

Refilling Aids

A fact about refilling is 'if we use right refilling material and adopt right refilling methods then benefits would stay with us and not with OEMs'. The quality and standard of refilling aids like inks, toner, OPC drum, blades, tools etc. is based on this principle. Being the largest producer of cartridges our refill products are very much tested and hence trusted.

Surge Protectors

ProDot Surge Protectors is a perfect blend of design, style, durability & innovation. Innovative features like perfect plug locking, MOV protection, auto circuit breaker etc. ensure that your valuable device is always protected.

Laptop AC Adapters

An exclusive range of more than 25 models of adapters to suit 500+ laptops, commonly used in India, make us one-step solution in this segment. Their key feature is to provide a noise-free & stabilized output with protection from short circuit & over current to laptop; hence enhancing life of expensive devices.

USB Hubs

ProDot USB Hubs are a perfect & compact solution for USB expansion. The 4 port USB Hub is available in 2 modes USB 2.0 & 3.0 with 3.0 being 10X faster than USB 2.0. & data transfer rate upto 5 Gbps. Our USB Hubs support seamless connection with hard disk, printer, computer peripherals, mobile etc.

CCTV Cable & WiFi Dongle

Security & surveillance is an emerging field having an immense growth rate in India with ProDot entering this field as a quality solution provider. Our product range comprise of 3+1 Co-axial CCTV Cable & WiFi Nano USB Adapter with Taiwanese Chipset and two speeds 150mbps & 300mbps.

Awards & Recognition

★ **2022 Young Generation Woman Entrepreneur Award**
by the NCN Imaging Solution Award

★ **2022 Make in India Company Award**
by the NCN Imaging Solution Award

★ **2020 Truly Make in India Company Award**
by Recharge India Magazine

★ **2019 Women Power Award**
by the NCN Imaging Solution Award

★ **2018 Young Generation Award**
by the NCN Imaging Solution Award

★ **2017 The Best Indian Brand**
at 2nd NCN Imaging Solution Award Function

★ **2015 Fastest Growing Indian Imaging Company Achiever Award**
for the year 2013 by the NCN

★ **2015 Editor Choice Award - Best Ribbon Manufacturer**
by NCN Magazine

★ **2014 Reader Choice Award**
by Recharge India Magazine

★ **Best Indian Brand Awards**
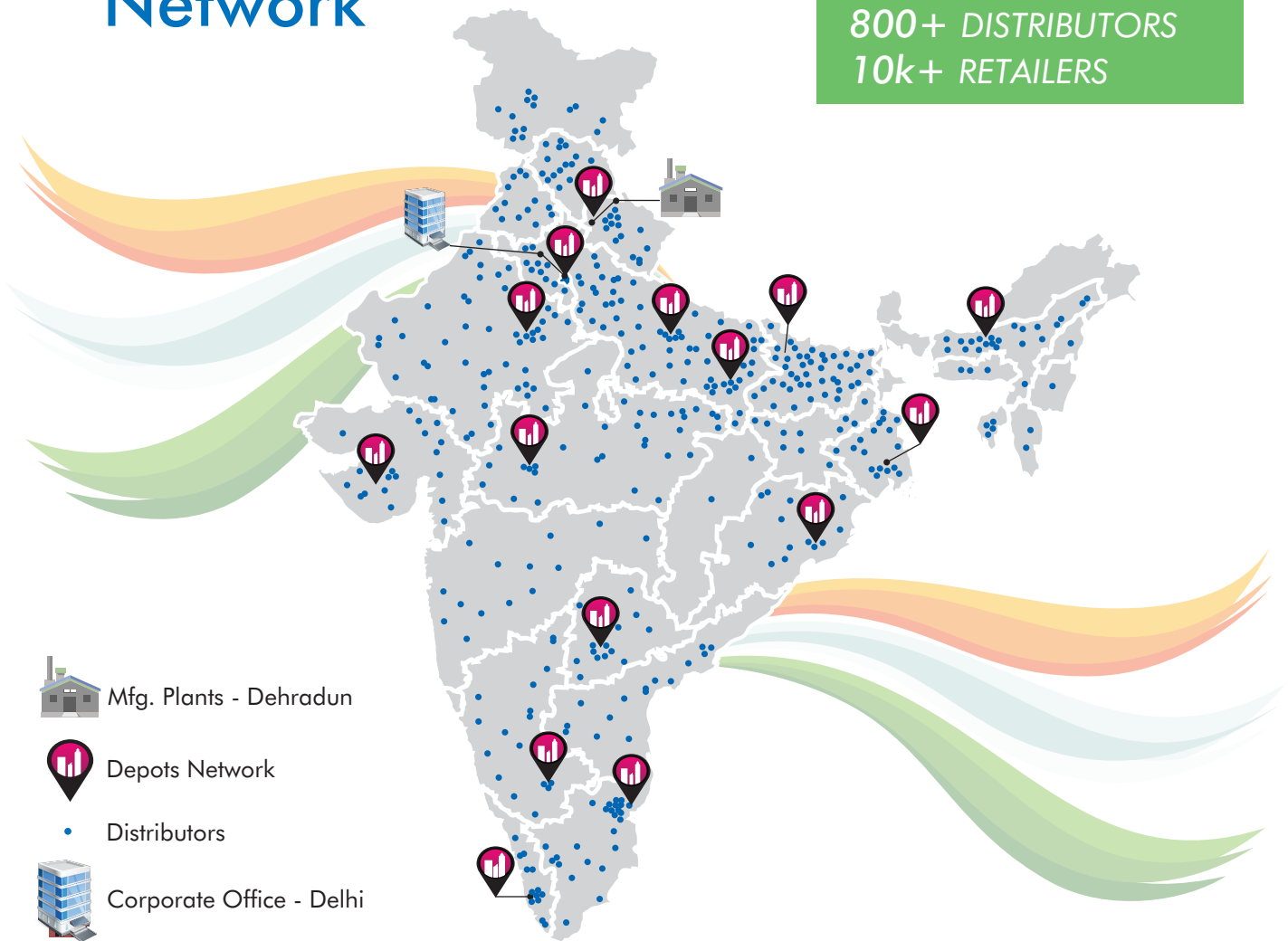2011 and then in 2012 for the two year in continuation by NCN Magazine

Certifications

ISO 9001-2015 | CE | RoHS COMPLIANT | MSME MICRO, SMALL & MEDIUM ENTERPRISES सूक्ष्म, लघु एवं मध्यम उद्यम OUR STRENGTH • हमारी शक्ति Ministry of MSME, Govt. of India | Registered as an OEM on GeM Government e Marketplace | Recognized by #startupindia

Our Network

15 *DEPOTS*
800+ *DISTRIBUTORS*
10k+ *RETAILERS*

Mfg. Plants - Dehradun

Depots Network

• Distributors

Corporate Office - Delhi

DIC Techware Pvt. Ltd.

Corporate Office

Address: ProDot House, A-70, Wazirpur Group Industrial Area, Delhi-110052
Phone#: 011-4756 4756 (100 Lines), 011-4757 8000 (60 Lines)
Customer Care#: +91-6-384-384-384
Email: info@prodotgroup.com

Manufacturing Unit

Address: Khasra No. 1347/22,
Langha Road Industrial Area,
Dehradun, Uttarakhand-248197

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