



PREMIUM PRODUCTS
INNOVATIVE DESIGNS



PRODUCT UPDATE
2022/23

COMPANY

PROFILE & POLICY



BHOJALRAM INDUSTRIES has a successful record of catering to hardware dealer needs with a wide range of products made from white metal as well as steel under the brand **FLIP** since 2010.

FLIP Product Range include Mortise handles, Cabinet handles, Drawer knobs, Main Door handles and Door-kits made from White metal as well as Steel.

Precise Dimensions, Quality Raw Material, Casting Process Quality and appropriate Tooling clubbed with unmatched Polishing Processes have been the **HALLMARK** of **FLIP** ensuring **Total Customer Satisfaction**.

SHRI NILESH SAVALIYA heads overall business activities.

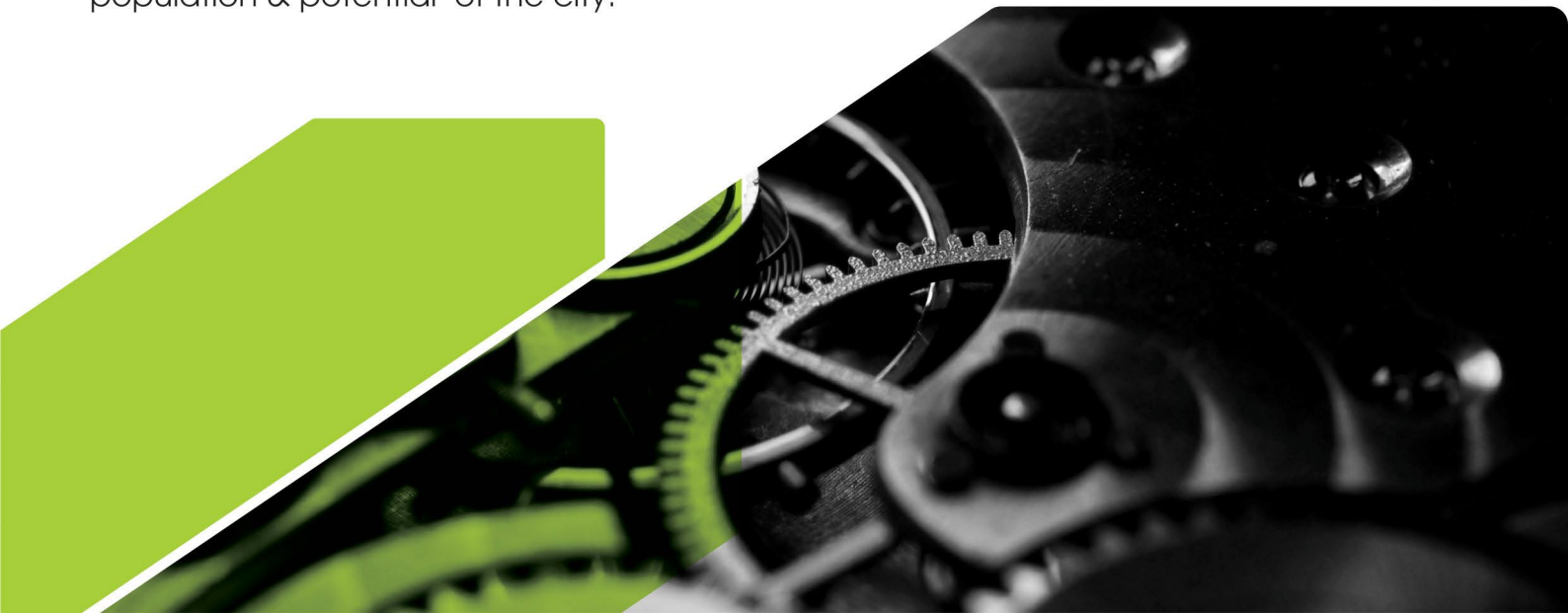
Perceiving overall Consumer Preference for Quality, the veteran Nilesh Savaliya has undertaken ambitious plans to introduce Customer-Centric Premium Quality Products such as Mortise handles, Lock Body & Cylinders, Cabinet handles, Main Door Handles, Concealed handles, Drawer Knobs & Kadi as well as Accessories in Unique Designs along with unmatched Attractive Finishes.

As per **MARKETING POLICY**, selected parties will be appointed as **Authorized Distributor** specifying areas where in **FLIP Premium Range** products will be Distributed to selected Hardware Retail outlets only in a city to avoid intra-competition which can badly affect **Brand Image**.

Number of Selected Hardware Retail outlets will be decided based on population & potential of the city.

Similarly, **Authorized Direct Dealers** will be appointed in a city (only where an Authorized Distributor has not been appointed by the company.)

Number of Direct Dealers promoting **FLIP Premium Range** will be decided based on population & potential of the city.





Our Business Philosophy

QUALITY... QUALITY... QUALITY !!!

The word QUALITY has always been utilized by ONE & ALL...

So, what does the word QUALITY consist of ?

Quality of raw material, Quality of casting process, Quality of tooling operations, Quality of polishing processes followed by Quality of packing material & packaging material as well as Quality of packing and packaging processes.

Quality pertaining to creating & projecting BRAND IMAGE as well as Quality of Brand positioning decisions duly supported by appropriate Brand-Building efforts.

ALL ABOVE ASPECTS Immensely contribute towards

Q U A L I T Y .

GLOSSARY OF FINISHES

 A.B.	ANTIQUE BRASS
 Black	BLACK
 B.S.	BLACK SATIN
 C.P.	CHROME PLATED
 C.M.	COCA MATT
 C.C.	COCA COLA
 Copper	COPPER
 Copper H.	COPPER HIGHLIGHT
 Gray	GRAY
 G.	GOLD
 R.G.	ROSE GOLD
 S.M.	S.S. MATT
 Satin	SATIN
 Wengi	WENGI

PVD

(Physical Vapour Deposition) Finish


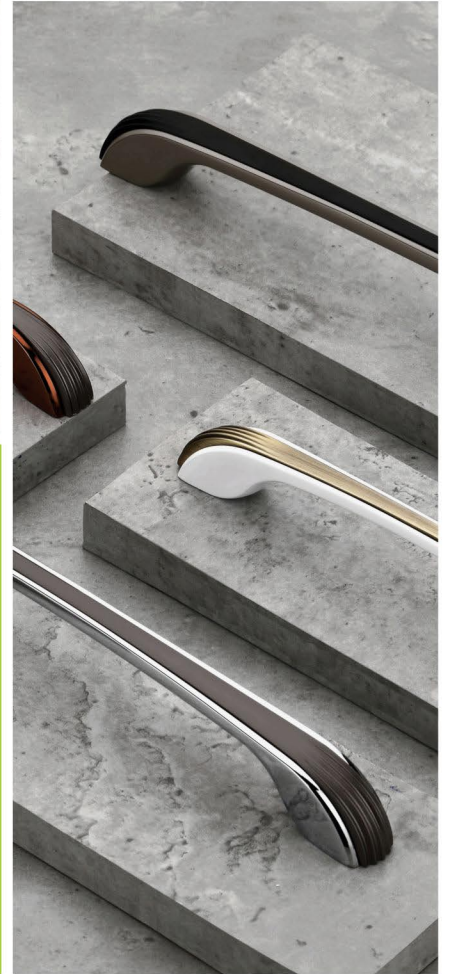
 PVD G.	PVD GOLD
 PVD R.G.	PVD ROSE GOLD

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“TIME is more
valuable than **MONEY”**



COLLECTION OF MORTISE HANDLES

FP-1001



Finishes

- ▲ C.P. + Gray
- ▲ A.B. + Black
- ▲ PVD Gold + Black
- ▲ PVD R.G. + Satin

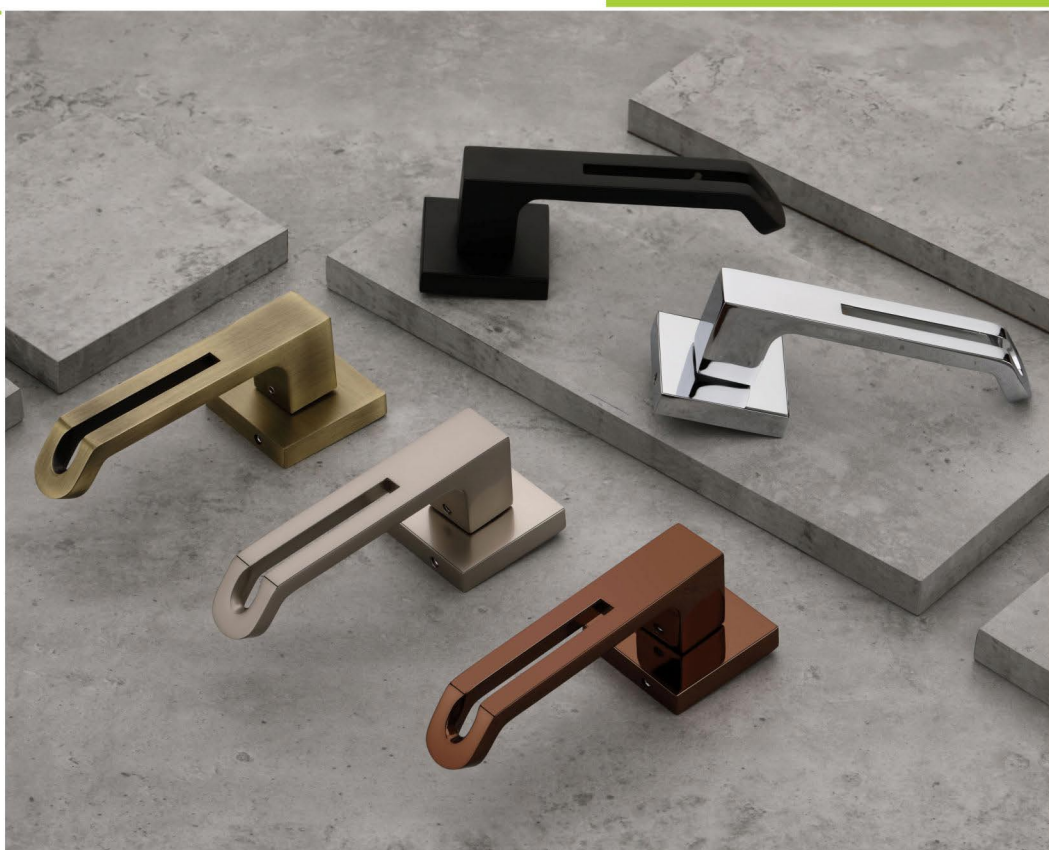


FP-1002



Finishes

- C.P.
- Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF MORTISE HANDLES



FP-1003



Finishes

C.P. 

Satin 

Black 

A.B. 

PVD Gold 

PVD Rose Gold 




FP-1004




Finishes

Black + A.B. 

PVD Gold + Black 

PVD Gold + PVD R.G. 

PVD R.G. + Black 

FP-1005



Finishes

- C.P.
- Gray
- A.B.
- PVD Gold
- PVD Rose Gold



FP-1006



Finishes

- Satin
- Black Satin
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF MORTISE HANDLES



FP-1007



Finishes

Satin ■

A.B. ■

Black ■

PVD Gold ■

PVD Rose Gold ■



FP-1008



Finishes

Satin ■

Black ■

A.B. ■

PVD Gold ■

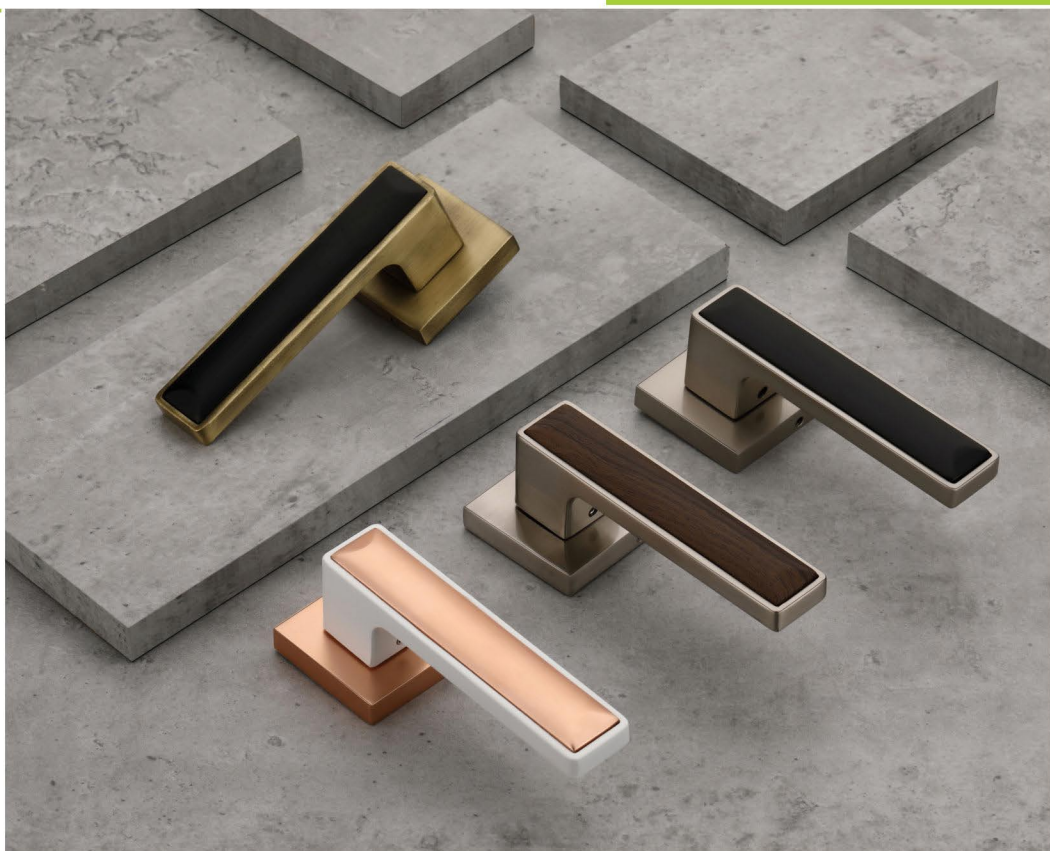
PVD Rose Gold ■

FP-1009



Finishes

- Satin + Black
- Satin + Wengi
- A.B. + Black
- Copper + White



FP-1010



Finishes

- Satin
- Black Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF MORTISE HANDLES



FP-1011



Finishes

- C.P.
- Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



FP-1012



Finishes

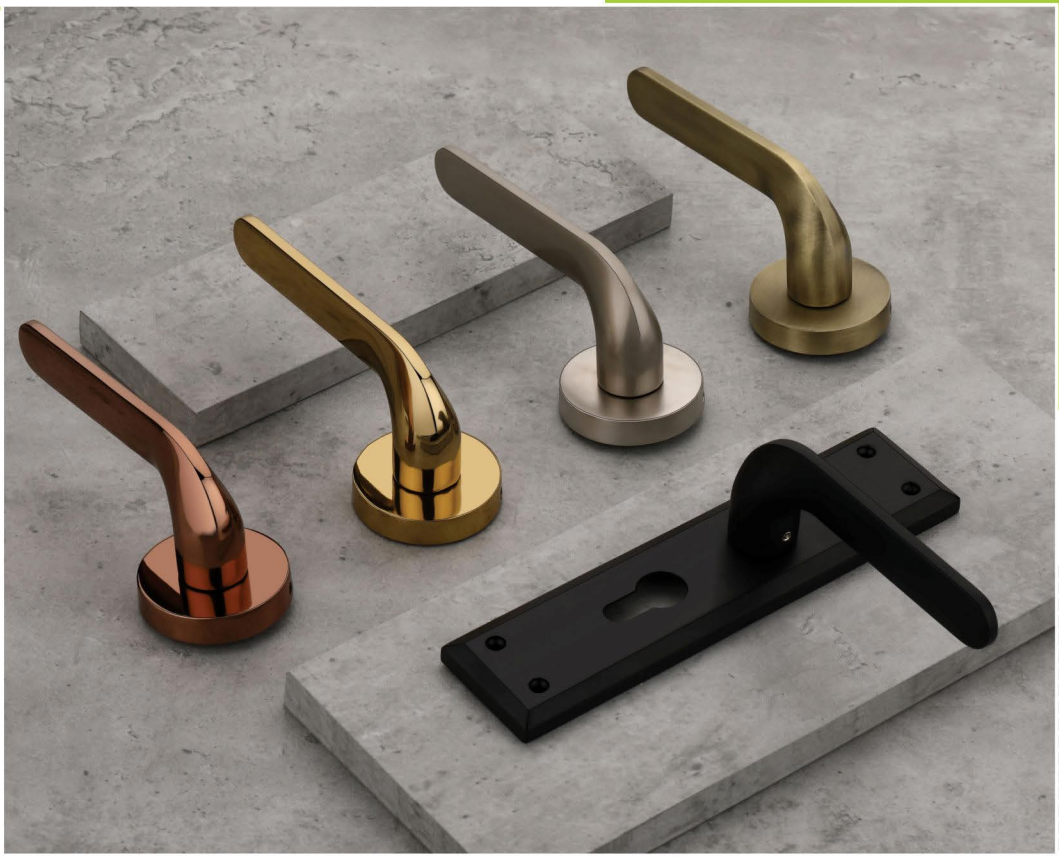
- Satin
- Black Satin
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF
MORTISE HANDLES

FP-1013

- 
Finishes
 ■ Satin
 ■ A.B.
 ■ Black
 ■ PVD Gold
 ■ PVD Rose Gold



FP-1014

- 
Finishes
 ■ Satin + Wengi
 ■ Satin + Black
 ■ Copper + White
 ■ PVD R.G. + Black Satin



COLLECTION OF MORTISE HANDLES



FP-1015



Finishes

Satin ■

A.B. ■

Black ■

PVD Gold ■

PVD Rose Gold ■



FP-1016



Finishes

Satin ■

A.B. ■

PVD Gold ■

PVD Rose Gold ■

FP-1017



Finishes

-  Satin + C.P.
-  Black + Gold
-  PVD Gold + R.G.
-  PVD R.G. + Gold

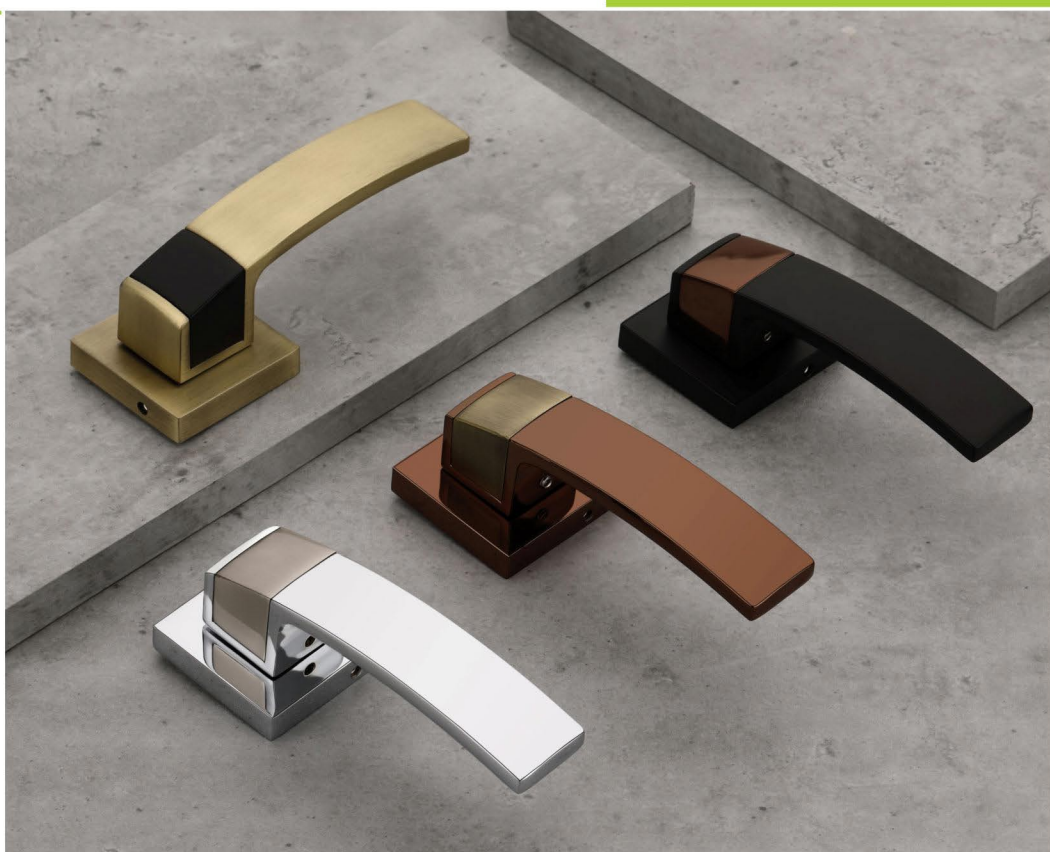


FP-1018



Finishes

-  C.P. + Satin
-  A.B. + Black
-  Black + R.G.
-  PVD R.G. + A.B.



COLLECTION OF MORTISE HANDLES



FP-1019




Finishes

C.P. 

Satin 

Black 

PVD Gold 

PVD Rose Gold 



FP-1020




Finishes

Satin 

Black Satin 

A.B. 

PVD Gold 

PVD Rose Gold 

FP-1021



Finishes

- Satin + Black Satin
- PVD Gold + Wengi
- PVD Gold + Black
- PVD Rose Gold + White



FP-1022



Finishes

- C.P.
- Satin
- Black Satin
- Rose Gold
- Gold
- A.B.



COLLECTION OF MORTISE HANDLES



FP-1023



Finishes

- C.P. + Gold
- Satin + R.G.
- A.B. + Black
- Black + Satin
- PVD Gold + C.P.
- PVD R.G. + C.P.

**“LOST TIME is never
found again”**

LOCK BODY

Size in mm

45 x 45 / 45 x 85 / 60 x 85



Finishes

- S.S.
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



CYLINDER



Size in mm

60 / 70 / 80 / 90 / 100



Finishes

- S.S.
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF CABINET HANDLES



FP-2001



Size in mm

96 / 160 / 224 / 288



Finishes

C.P.

Satin

Black

A.B.

PVD Gold

PVD Rose Gold



FP-2002



Size in mm

96 / 160 / 224 / 288



Finishes

C.P.

Satin

Black

A.B.

PVD Gold

PVD Rose Gold

FP-2003



Size in mm

96 / 160 / 224 / 288



Finishes

- C.P. + Black Satin
- Satin + Black
- White + A.B.
- PVD R.G. + Black Satin



FP-2004



Size in mm

96 / 160 / 224 / 288



Finishes

- C.P.
- Satin
- Black Satin
- Rose Gold
- Gold
- A.B.



COLLECTION OF CABINET HANDLES



FP-2005



Size in mm

96 / 160 / 224 / 288



Finishes

C.P. + Satin

Black + C.P.

Black + PVD Gold

PVD R.G. + Black



FP-2006



Size in mm

96 / 160 / 224 / 288



Finishes

Satin

Black

A.B.

PVD Gold

PVD Rose Gold

FP-2007



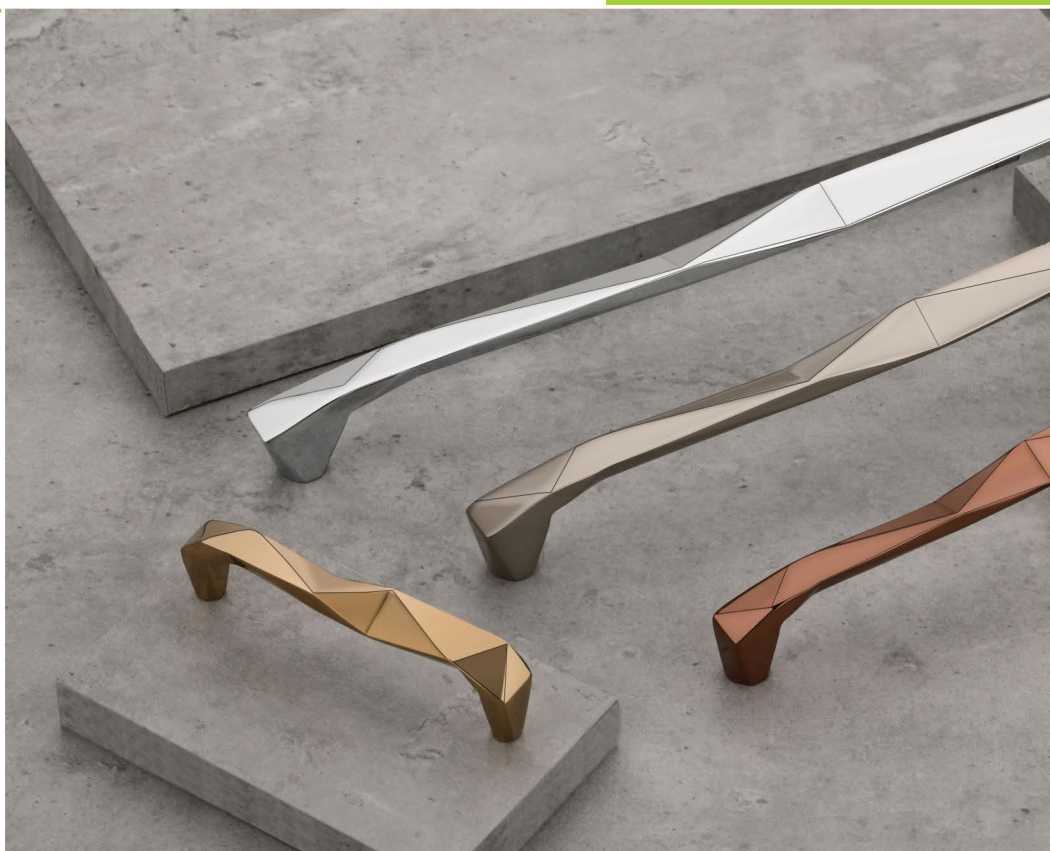
Size in mm

96 / 160 / 224 / 288



Finishes

- C.P.
- Satin
- A.B.
- PVD Gold
- PVD Rose Gold



FP-2008



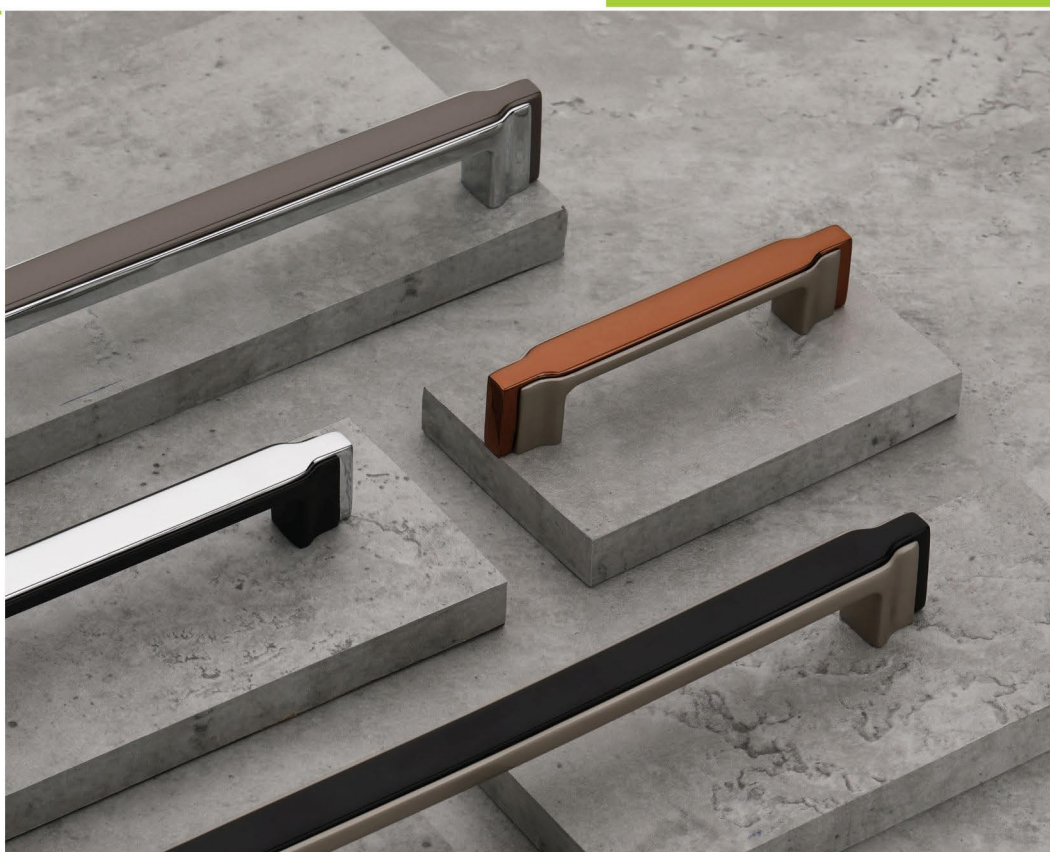
Size in mm

96 / 160 / 224 / 288



Finishes

- C.P. + Black Satin
- C.P. + Black
- Satin + Black
- Satin + PVD R.G.



COLLECTION OF CABINET HANDLES



FP-2009



Size in mm

96 / 160 / 224 / 288



Finishes

C.P.

Satin

A.B.

Black

PVD Gold

PVD Rose Gold



FP-2010



Size in mm

96 / 160 / 224 / 288
450 / 600



Finishes

S.S. + Gold

A.B. + Black

Coca + R.G.

Satin + Black

PVD R.G. + C.P.

FP-2011



Size in mm

96 / 160 / 224 / 288



Finishes

- C.P.
- Black Satin
- Black
- PVD Gold
- PVD Rose Gold



FP-2012



Size in mm

96 / 160 / 224 / 288



Finishes

- A.B.
- Copper H.
- PVD Gold
- PVD Rose Gold



COLLECTION OF CABINET HANDLES



FP-2013



Size in mm

96 / 160 / 224 / 288



Finishes

Black + C.P.

Black Satin + White

A.B. + Black

PVD R.G. + White

PVD Gold + White



FP-2014



Size in mm

96 / 160 / 224 / 288



Finishes

C.P.

Satin

A.B.

PVD Gold

PVD Rose Gold

FP-2015



Size in mm

96 / 160 / 224 / 288



Finishes

- Black
- A.B.
- Copper H.
- PVD Gold
- PVD Rose Gold



FP-2016



Size in mm

96 / 160 / 224 / 288



Finishes

- Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF CABINET HANDLES



FP-2017



Size in mm

96 / 160 / 224 / 288




Finishes

C.P. + Satin 

Satin + Black 

White + Wengi 

PVD Gold + Black 



FP-2018



Size in mm

96 / 160 / 224 / 288



Finishes

Satin 

Black Satin 

A.B. 

PVD Gold 

PVD Rose Gold 

FP-2019



Size in mm

96 / 160 / 224 / 288



Finishes

- Satin
- Black Satin
- A.B.
- PVD Gold
- PVD Rose Gold



FP-2020



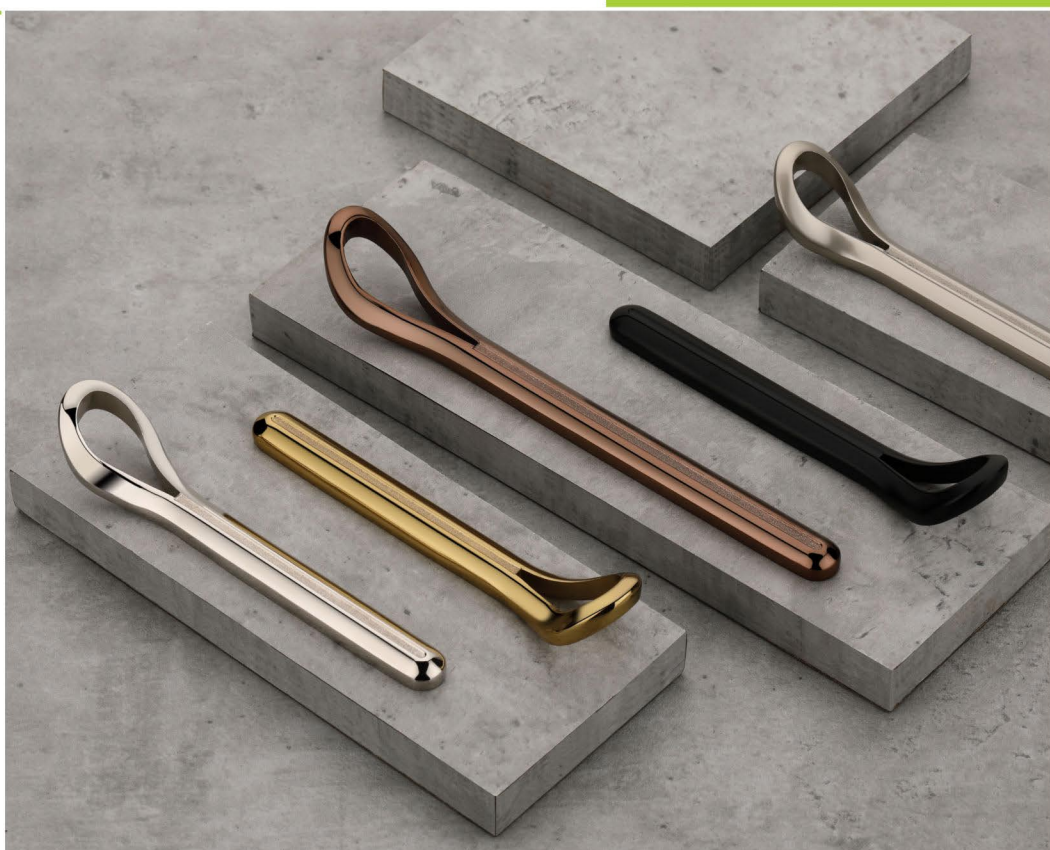
Size in mm

64 / 96 / 128



Finishes

- C.P.
- Satin
- Black
- PVD Gold
- PVD Rose Gold



COLLECTION OF DOOR HANDLES



FP-3001

Size in mm
250 / 400

Finishes

- Satin ■
- Black ■
- Copper H. ■
- A.B. ■
- PVD Gold ■
- PVD Rose Gold ■



FP-3002

Size in mm
300

Finishes

- Satin ■
- A.B. ■
- Black ■
- PVD Gold ■
- PVD Rose Gold ■

FP-3003



Size in mm
380



Finishes

- C.P.
- Satin
- A.B.
- Black
- PVD Gold
- PVD Rose Gold



FP-3004



Size in mm
250 / 350



Finishes

- A.B.
- Copper H.
- PVD Gold
- PVD Rose Gold



COLLECTION OF DOOR HANDLES



FP-3005

Size in mm
300 / 450

Finishes

- Satin ■
- A.B. ■
- Black ■
- PVD Gold ■
- PVD Rose Gold ■



FP-3006

Size in mm
250 / 300 / 350

Finishes

- Black Satin ■
- Black ■
- A.B. ■
- PVD Gold ■
- PVD Rose Gold ■

FP-3007



Size in mm
300



Finishes

- Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



FP-3008



Size in mm
300



Finishes

- Satin + C.P.
- A.B. + Gold
- Black + PVD Gold
- PVD R.G. + Copper



COLLECTION OF CONCEALED HANDLES



FP-4001



Size in mm

100 / 200 / 300 / 400 / 600



Finishes

Satin

Black

A.B.

PVD Gold

PVD Rose Gold



FP-4002



Size in mm

64 / 96 / 160 / 224



Finishes

C.P.

Satin

A.B.

Black

PVD Gold

PVD Rose Gold

FP-4003



Size in mm

96 / 160 / 224 / 288



Finishes

- C.P.
- Satin
- Black
- PVD Gold
- PVD Rose Gold



FP-4004



Size in mm

96 / 160 / 224



Finishes

- C.P. + White
- White + R.G.
- Black + R.G.
- A.B.



COLLECTION OF CONCEALED HANDLES



FP-4005



Size in mm

96 / 160 / 224 / 288



Finishes

C.P.

Satin

A.B.

Black

PVD Gold

PVD Rose Gold



FP-4006



Size in mm

96 / 160 / 224 / 288



Finishes

C.P.

A.B.

Black

PVD Gold

PVD Rose Gold

FP-4007



Size

Small / Big



Finishes

- C.P.
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



FP-4008



Size in mm

96 / 160 / 224 / 288



Finishes

- C.P.
- Satin
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF DRAWER KNOBS



FP-5001



Finishes

C.P. 

Satin 

A.B. 

Black 

PVD Gold 

PVD Rose Gold 



FP-5002



Finishes

Satin 

A.B. 

PVD Gold 

PVD Rose Gold 

FP-5003



Finishes

- Satin + Gold
- Black + Satin
- A.B. + Black
- PVD Gold + R.G.
- PVD R.G. + A.B.



FP-5004



Finishes

- Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF DRAWER KNOBS



FP-5005



Finishes

- C.P.
- Satin
- A.B.
- Black
- PVD Gold
- PVD Rose Gold



FP-5006



Finishes

- C.P.
- Satin
- Black Satin
- A.B.
- PVD Gold
- PVD Rose Gold

FP-5007



Finishes

- C.P.
- Satin
- Black Satin
- A.B.
- PVD Gold
- PVD Rose Gold



FP-5008



Finishes

- C.P.
- Satin
- Grey
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF DRAWER KNOBS



FP-5009



Finishes

- C.P.
- Satin
- Grey
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



FP-5010



Finishes

- Satin
- Grey
- A.B.
- Black
- PVD Gold
- PVD Rose Gold

FP-5011



Size

Small / Big



Finishes

- Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



FP-5012



Size in mm

96 / 160 / 224 / 288



Finishes

- Satin + C.P.
- A.B.
- PVD Gold + Black



COLLECTION OF DRAWER KNOBS



FP-5013



Size in mm
32 / 64 / 96



Finishes

- C.P.
- Satin
- Black Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



FP-5014



Size in mm
32 / 64 / 96



Finishes

- C.P.
- Satin
- A.B.
- PVD Gold
- PVD Rose Gold

FP-5015



Size

Small / Medium / Big



Finishes

- C.P.
- Satin
- A.B.
- Black
- PVD Gold
- PVD Rose Gold



FP-5016



Size

Small / Medium / Big



Finishes

- Black Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF
DRAWER KADI



FP-6001



Finishes

- C.P.
- C.P. + Satin
- C.P. + Qubic
- A.B.



FP-6002



Size

Small + Big



Finishes

- C.P.
- Satin
- Black Satin
- A.B.
- Black
- PVD Gold
- PVD Rose Gold

FP-6003



Finishes

- C.P.
- Satin
- Black Satin
- A.B.
- PVD Gold
- PVD Rose Gold



FP-6004



Size in mm

96 / 160 / 224 / 288



Finishes

- C.P.
- Satin
- Black Satin
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF DRAWER KADI



FP-6005



Size in mm

96 / 160 / 224 / 288



Finishes

C.P.

C.P. + Black

Satin + C.P.

A.B.

PVD Gold

PVD Rose Gold



FP-6006



Finishes

C.P.

Satin

Gray

Black

A.B.

PVD Gold

PVD Rose Gold

FP-6007



Finishes

- C.P. + Satin
- Satin
- Black
- A.B.
- PVD Gold
- PVD Rose Gold

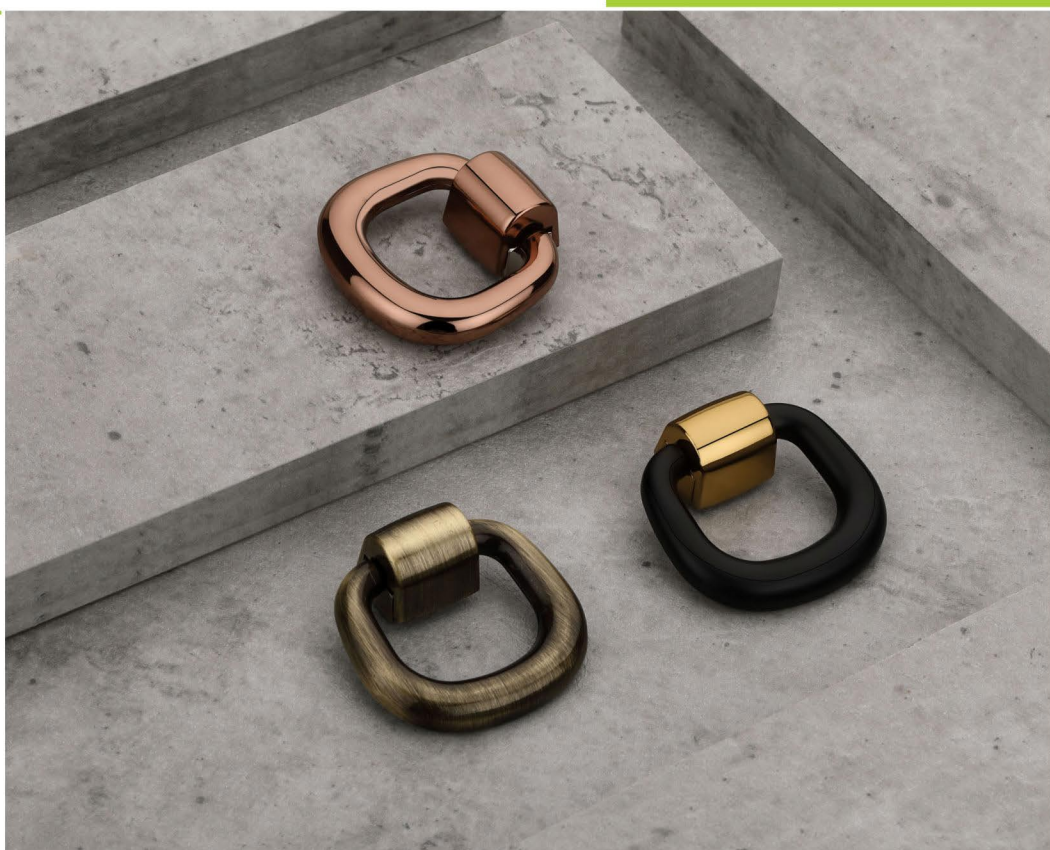


FP-6008



Finishes

- Black + Gold
- Satin + Black
- A.B.
- PVD Gold
- PVD Rose Gold



COLLECTION OF DRAWER KADI



FP-6009



Finishes

- Satin + C.P. 
- A.B. 
- A.B. + Gold 
- PVD Rose Gold 
- Black + Satin 



FP-6010



Finishes

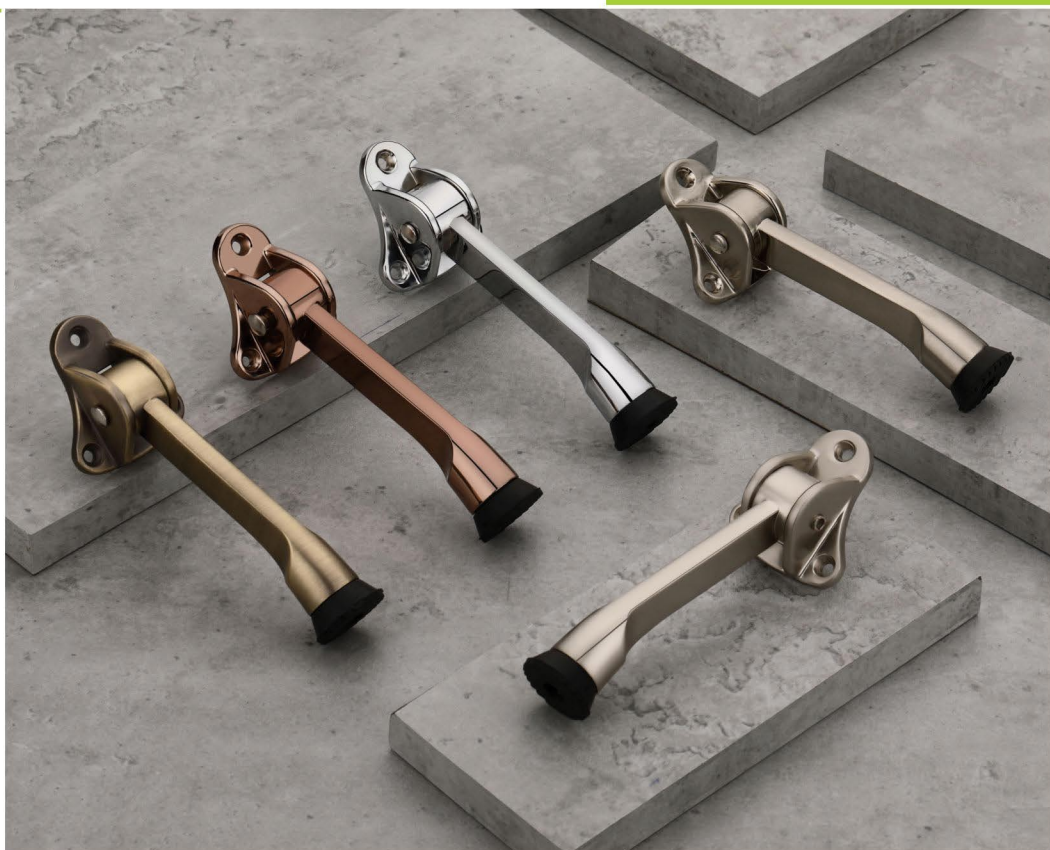
- C.P. 
- Satin 
- Black Satin + C.P. 
- A.B. 
- Black + Gold 
- Black + Rose Gold 

Door Stopper Round



Finishes

- C.P.
- Satin
- A.B.
- Gold
- Rose Gold

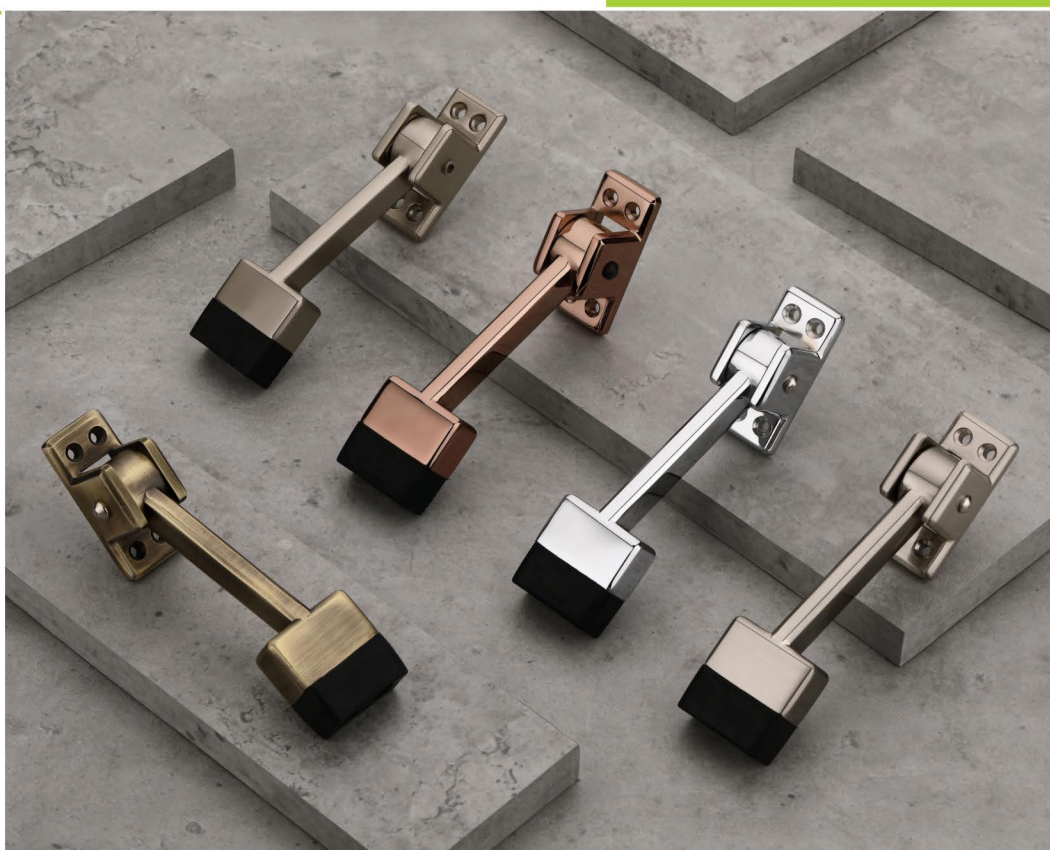


Door Stopper Square



Finishes

- C.P.
- Satin
- A.B.
- Gold
- Rose Gold



COLLECTION OF ACCESSORIES



Oval Glass Bracket



Size
Regular



Finishes

C.P.

Satin

A.B.

Gold

Rose Gold



Rajwadi Glass Bracket



Size
Regular



Finishes

C.P.

Satin

A.B.

Gold

Rose Gold

C-Bracket



Size

Regular



Finishes

■ C.P.

■ Satin

■ A.B.

■ Black Satin

■ Rose Gold

■ Gold



Oval Hook



Size

3 / 4 / 5 / 6 Hook



Finishes

■ Satin + C.P.

■ A.B.

■ PVD Gold

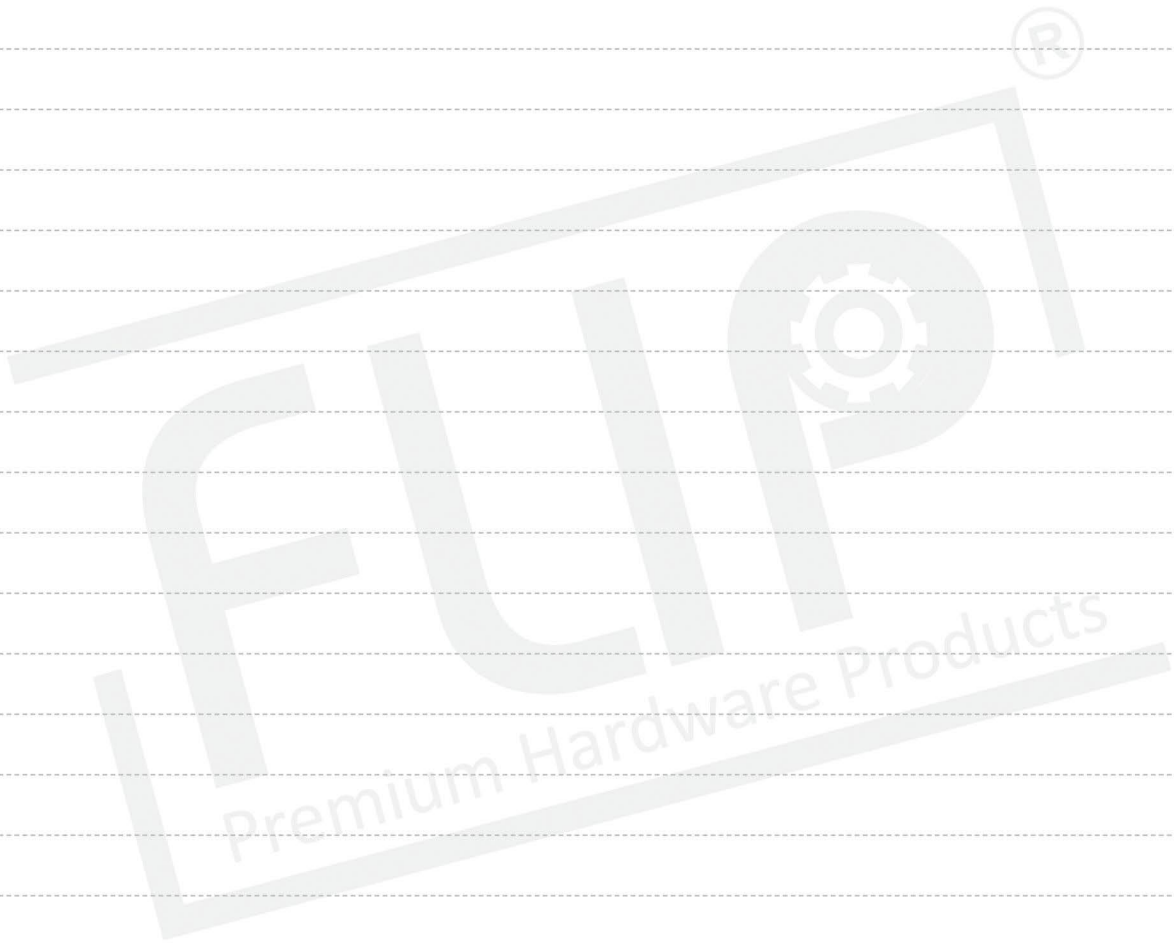
■ PVD Rose Gold





DELIVERING
PACKAGE OF
EXCELLENCE

NOTES...



“**TIME** is free
but it is **PRICELESS**”



Manufactured by.

BHOJALRAM
INDUSTRIES

Rajkot (Gujarat) INDIA.

Ramdev # 9726111635

