

Offering precision engineered in every thread, strength delivered in every connection : Pankaj Lidoo

Mr Pankaj Lidoo

Director

Landmark Crafts Limited

Industry: Industrial Components and Fasteners

In a recent interaction with SME Times, Pankaj Lidoo from Landmark Crafts Limited highlighted the company's steady growth in the industrial components sector. Based in Ghaziabad, the company has earned recognition as a reliable manufacturer and exporter of products such as Self Drilling Screws, HP Pan Head Screws, Butyl Tape, and HP Hexagon Head Screws. With a strong focus on quality and advanced manufacturing, each product is engineered for durability and high performance. Supported by a skilled workforce and modern production facilities, the company delivers cost-effective solutions with consistency. Its dedication to timely delivery, customer satisfaction, and continuous improvement has contributed to its sustained success in the market.

Q 1. How has Landmark Crafts Limited established itself as a trusted name in the industrial components sector?

Landmark Crafts Limited has built its reputation by consistently prioritizing quality, reliability, and customer satisfaction since its inception in 2007. The company has adopted a customer-centric approach that focuses on understanding industry-specific requirements and delivering products that meet exact technical standards. By maintaining strict quality control measures and using advanced manufacturing practices, the company ensures that every product aligns with global benchmarks. Its inclusion in the Dun & Bradstreet Global Database further reflects its credibility and strong business standing. Additionally, Landmark Crafts Limited offers products at competitive prices without compromising quality, which has helped in building long-term relationships with clients across mechanical, automobile, and other sectors.

Q 2. What makes the product range of Landmark Crafts Limited stand out in the market?

The product range of Landmark Crafts Limited is distinguished by its superior engineering, durability, and performance. Products such as HP Self Drilling Screws, HP Pan Head Screws, and Butyl Tape are designed with precision to meet diverse industrial needs. A key feature is the Xylan coating, which ensures corrosion resistance and durability, passing up to 1000 hours of salt spray testing (SST). Additionally, the inclusion of leak-resistant EPDM washers enhances functionality and reliability. The screws are capable of drilling through tough materials, including purlins up to 18 mm thick. These advanced features, combined with consistent quality checks and affordability, make the company's offerings highly competitive and widely preferred.

Q 3. Can you elaborate on the manufacturing capabilities of Landmark Crafts Limited?

Landmark Crafts Limited boasts a robust and well-structured manufacturing infrastructure that plays a crucial role in its success. The company operates two advanced production units strategically located in Ghaziabad and Panchkula. The Ghaziabad unit specializes in manufacturing aluminum blind rivets and drywall screws, while the Panchkula unit focuses on the design and development of self-drilling screws. These facilities are equipped with modern machinery and technology, enabling efficient production and adherence to high-quality standards. The company's ability to scale operations and meet bulk demands while maintaining precision highlights its strong manufacturing capabilities. This dual-unit system ensures specialization, efficiency, and consistent product quality.

Q 4. How does Landmark Crafts Limited ensure product quality and reliability?

Quality assurance is at the core of Landmark Crafts Limited's operations. The company follows stringent quality control protocols at every stage of production, from raw material selection to final inspection. Advanced testing methods are employed to ensure that products meet durability and performance standards. For instance, the Xylan coating used in screws undergoes rigorous salt spray testing to verify corrosion resistance. Additionally, the use of EPDM washers ensures leak-proof performance. The company's skilled workforce continuously monitors production processes to maintain consistency. By combining advanced technology, skilled manpower, and strict quality checks, Landmark Crafts Limited guarantees reliable and high-performance products.

Q 5. What role does innovation play in the growth of Landmark Crafts Limited?

Innovation is a key driver of growth for Landmark Crafts Limited. The company continuously invests in research and development to enhance product design, improve performance, and meet evolving industry demands. By adopting modern engineering techniques and materials, the company has been able to introduce advanced solutions such as high-performance self-drilling screws with superior coating technology. Its ability to design products that can handle challenging applications, such as drilling through thick purlins, reflects its innovative mindset. This focus on innovation not only helps in maintaining a competitive edge but also ensures that customers receive cutting-edge products tailored to their needs.

Q 6. How does Landmark Crafts Limited maintain its competitive pricing without compromising quality?

Landmark Crafts Limited achieves a balance between affordability and quality through efficient manufacturing processes and strategic resource management. By operating in-house production units equipped with modern technology, the company minimizes dependency on external vendors, reducing overall costs. Bulk production capabilities and optimized supply chain management further contribute to cost efficiency. Despite maintaining competitive pricing, the company does not compromise on quality, as it adheres to strict quality standards and uses high-grade materials. This approach allows Landmark Crafts Limited to deliver value-driven solutions, making its products accessible to a wide range of industries while maintaining high performance and durability.

Q7. What is the significance of the brand "HP" in Landmark Crafts Limited's product portfolio?

The "HP" brand represents quality, reliability, and performance in Landmark Crafts Limited's product portfolio. Products under this brand, such as HP Self Drilling Screws and HP Hexagon Head Screws, are recognized for their superior engineering and durability. The branding ensures easy identification and builds trust among customers who associate HP with high standards. The use of advanced features like Xylan coating and EPDM washers further strengthens the brand's reputation. Over the years, the HP brand has become synonymous with consistent quality and innovation, helping Landmark Crafts Limited establish a strong presence in both domestic and international markets.

Q8. How does Landmark Crafts Limited's team contribute to its success?

The success of Landmark Crafts Limited is largely attributed to its dedicated team of around 100 skilled professionals. Each team member brings valuable industrial knowledge and expertise, ensuring smooth operations across all departments. The team works collaboratively, fostering a culture of mutual respect and trust, which enhances productivity and efficiency. Their well-organized approach enables timely completion of orders without compromising quality. Additionally, the team's commitment to maintaining a positive work environment contributes to consistent performance and innovation. This collective effort ensures that the company continues to meet customer expectations and maintain its strong market position.

Q9. What industries does Landmark Crafts Limited primarily serve?

Landmark Crafts Limited caters to a diverse range of industries, including mechanical, automobile, construction, and related sectors. Its products, such as self-drilling screws and butyl tape, are widely used in applications requiring strong fastening solutions and reliable sealing. The company's ability to design products that meet specific industrial requirements makes it a preferred choice for various sectors. By offering versatile and high-performance components, Landmark Crafts Limited supports infrastructure development, automotive manufacturing, and other industrial operations. This wide applicability has helped the company expand its market reach and establish a strong global presence.

Q10. What are the future goals and vision of Landmark Crafts Limited?

Landmark Crafts Limited aims to further strengthen its position in the global market by expanding its product range and enhancing manufacturing capabilities. The company is focused on adopting advanced technologies and sustainable practices to improve efficiency and reduce environmental impact. It also plans to explore new markets and build stronger international partnerships. By continuing to prioritize quality, innovation, and customer satisfaction, Landmark Crafts Limited seeks to set new benchmarks in the industrial components sector. Its long-term vision is to become a globally recognized leader known for delivering reliable, high-performance solutions at competitive prices.