

"Our goal is not just sales; it is preventing major industrial downtime and earning long-term trust." — A Conversation with Krunal Jani

Krunal Jani

Vidhya Trading

Industry: Industrial Power Transmission

Founded in 2009 and headquartered in Vadodara, Gujarat, Vidhya Trading has firmly established itself as a premier industrial power transmission solution provider in India. At the helm is Krunal Jani, the Technical Director, whose two decades of specialized experience in the gearbox industry have transformed the company from a localized trader into a highly respected engineering partner.

In this exclusive interview, we explore the critical role of power transmission in modern manufacturing, the challenges of overcoming the "middleman" stigma in B2B sales, and Vidhya Trading's ambitious roadmap for global expansion.

Q 1. Could you briefly introduce yourself and Vidhya Trading?

I am Krunal Jani, the Technical Director of Vidhya Trading. We are an established industrial power transmission solution provider based in Vadodara, Gujarat, founded in 2009. Personally, I bring over 20 years of hands-on experience in the gearbox industry. Today, we leverage that deep technical knowledge to provide critical, highly engineered solutions to a wide variety of industrial sectors.

Q 2. What is your long-term vision for the company?

Our long-term vision is to transform Vidhya Trading from a prominent regional distributor into a globally recognized, engineering-driven leader in industrial power transmission solutions. Backed by our robust technical foundation, our strategic roadmap is focused on four critical pillars:

1. Global Market Footprint & Export Expansion: Scaling our presence beyond domestic borders.
2. Custom Engineering & Localized Workshops: Transitioning from distribution to providing localized, custom-engineered hubs.
3. Sector Diversification: Expanding our reach into new-age engineering and manufacturing sectors.
4. Strengthening the "Super Stockist" Ecosystem: Building an unmatched, multi-brand inventory network.

Q 3. Which key industries do you currently serve, and how do your solutions create a tangible impact for them?

Because mechanical power transmission is the beating heart of automated machinery, any variation in torque or speed directly disrupts a factory's output. We serve a vast array of large-scale manufacturing industries where precision is non-negotiable.

The engineering solutions we deploy deliver profound economic and operational benefits. Specifically, we have successfully implemented advanced power and energy-saving concepts across multiple large-scale plants. In the long run, optimizing these transmission systems drastically reduces operational costs and prevents catastrophic machinery failure.

Q 4. What would you like prospective clients or strategic partners to know about your company?

When prospective clients, procurement heads, or global manufacturing brands evaluate Vidhya Trading, we want them to recognize the three core pillars that define our entire operation:

- Technical Capability: We are engineers first, not just traders.
- Supply Chain Readiness: We maintain deep inventories to ensure immediate availability.
- Absolute Reliability: We deliver what we promise, exactly when it is needed.

Q 5. From your perspective, how is digital transformation changing the way MSMEs operate today?

For an industrial engineering player like us, digital transformation is no longer just a basic IT upgrade; it is a fundamental restructuring of how engineering MSMEs win clients, manage heavy inventory, and service factory floors. Embracing digital transformation has allowed Vidhya Trading to shift from a traditional, localized trader into a highly agile, data-driven, and hyper-responsive power transmission partner. It allows us to anticipate client needs and manage complex supply chains seamlessly.

Q 6. What are your expansion plans for the near future?

Our near-term expansion strategy is laser-focused on three areas: Scaling Operational Infrastructure, Deepening Market Penetration, and Advancing our Technological Readiness. Ultimately, we are actively transitioning the firm from being a prominent regional super stockist into a highly resilient, cross-border powerhouse for heavy industrial power transmission.

Q 7. What has been your proudest moment since starting this venture?

For myself and the entire team at Vidhya Trading, our proudest moments do not stem from hitting individual sales figures or financial milestones. Instead, our greatest pride comes from the moments we have actively prevented major industrial downtime and, in the process, earned the long-term, unwavering trust of seasoned plant engineers across India.

Q 8. What has been the most challenging phase in your entrepreneurial journey?

Building an engineering MSME from the ground up brings deep operational tests. Our most challenging phase was the transition from being viewed as a localized product trader to being recognized as an authorized, multi-brand engineering partner. In the early years, the market viewed us strictly as a middleman moving boxed gearboxes. Convincing senior plant engineers that Vidhya Trading possessed the deep technical capacity to consult on torque, ratio calculations, and application design was a steep uphill battle. The breakthrough came when I began leveraging my 20+ years of specialized expertise to provide complimentary, pre-sales blueprint evaluations. By proving that our team could accurately troubleshoot their legacy machinery, we earned their deep institutional trust.

Q 9. What advice would you give to someone just starting out in the industrial B2B space?

Lead with technical value, not just a sales pitch. In the industrial B2B and engineering domain, plant managers and procurement heads do not want another middleman; they want a problem-solver. Invest the time to deeply understand the mechanics of the industries you are serving. If you can accurately diagnose a client's pain points and offer a solution that saves them from costly downtime, the commercial success and long-term loyalty will naturally follow.

Q 10. Which of your leadership traits do you believe have been key to your success?

I attribute our growth to four foundational leadership traits:

1. Technical Authority & Knowledge-First Management: Leading from the front with specialized engineering experience rather than just business administration.
2. Radical Responsiveness: We structure our operations around the high costs that factory floor breakdowns cause. This means offering 24/7 availability with a dedicated team ready for fast, on-site repair to minimize downtime.
3. Long-Term Relationship Building: We design high-quality procurement solutions tailored specifically to earn decade-long loyalty, rather than chasing quick, one-off transactions.
4. High-Infrastructural Risk Appetite: We proactively invest working capital into deep-tier stocks of high-value vertical, worm, and planetary gearboxes, ensuring we always have what the client needs before they even know they need it.