

Small Beginnings, Strong Values: The Rise of Shivray Electricals

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In the world of entrepreneurship, success is rarely instant. It is built through perseverance, patience, and an unshakable belief in one's values. Such is the inspiring journey of **Aniket Vilas Pingale**, founder of **Shivray Electricals**, who transformed a modest beginning into a trusted name in the electrical supply sector through commitment to quality and customer service.

Humble Beginnings with Big Dreams

The foundation of Shivray Electricals was laid in a small room, with limited capital but ambitious dreams. Entering a market already dominated by well-established players, the biggest initial challenge Aniket faced was **building trust**. Convincing customers to place orders with a new and relatively unknown supplier was far from easy.

Struggles That Shaped the Business

In the early days, dedication often meant working through the night to prepare orders and then waiting for hours in the morning for an ST bus or tempo to deliver the materials. There were times when payments were delayed, and moments when the cost of raw materials suddenly surged. Each obstacle tested resilience—but also brought valuable lessons. Instead of giving up, these challenges strengthened the foundation of the business.

A Firm Commitment to Quality and Service

During the most difficult phase, one principle was firmly established—**never compromise on quality**. Rather than competing on price alone, Shivray Electricals focused on delivering genuine, high-quality electrical materials and earning customer confidence.

Service became a defining strength. Whether it was an urgent requirement late at night or last-minute project support, the team ensured timely delivery and dependable assistance. This service-oriented mindset set the business apart.

Trust as the Strongest Advertisement

Gradually, word-of-mouth became Shivray Electricals' most powerful marketing tool. The reputation grew with a simple but strong identity: *reliable supplier, original material, and on-time delivery*. What began with small residential jobs soon expanded to large housing societies and commercial projects.

A Message for Aspiring Entrepreneurs

Sharing his experience, Aniket Vilas Pingale offers a clear message to young aspirants entering the electrical or any supply-based business:

“Struggle in the beginning is inevitable. Profits may not come immediately, but honesty, consistency, and customer satisfaction will always lead you to success.”

A Journey Defined by Integrity

Today, **Shivray Electricals** stands as a symbol of how integrity, service, and persistence can transform a small enterprise into a respected business. Aniket Vilas Pingale’s journey proves that when challenges are faced with determination, success becomes not just possible—but inevitable.

“The greater the struggle, the brighter the success.”

Selected for Maharashtra’s Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious “**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra’s emerging entrepreneurs and artists.

The selection marks a proud moment not only for him, but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra’s rising entrepreneurs, designers, and creative talent.

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