

THE FLAG CORPORATION

SOAR HIGHER

Selected 2011-13



Name of the Director: Mr. Prashant Lalbhai Shah
Established : 1996

Product: Manufacturers and exporters of revolutionary quality miniature table flags, car flags, outdoor flags, customized flags, sports flags, corporate flags & flag accessories.

History of the Company: Mr. Prashant Shah's tryst with flags began in 1996, when he decided to display the Indian Flag on his office desk. However, to his dismay he found no flag manufacturers in India. Having been in the business of textiles & plastics since 1972, Prashant had the expertise of launching his own flag shop. Since then he has never looked back.



Today, The Flag Corporation caters to a host of international and corporate clients such as The Bombay Stock Exchange, Maharashtra Police, Hutchison Essar Ltd. & Citibank to name a few, consequently becoming the largest manufacturer of flags in India. Besides manufacturing flags of all countries, the corporation also manufactures personalized flags, company logo flags, religious flags, car flags and sports flags.

At The Flag Corporation, we understand the significance of flags around the world. Our flags are renowned for its quality and attractiveness. The flags are printed in exclusive Silk polyester and 100% knitted and woven nylon / polyester materials in various sizes for displaying indoors on office desks, homes, cars & the bigger sizes for outdoor use. These flags can be festooned with a choice of accessories in plastic, acrylic, wood, stainless steel or brass materials.

Since the inception of the firm, Mr. Prashant Shah, his wife Mrs. Dipti Shah, sons Mr. Gyan and Mr. Naman Shah, have made it a patriotic mission to spread awareness among people who have a misconception that common citizens are not permitted to own or display flags in their homes, offices or other premises.



On the contrary, flags are unique and may prove to be a valuable gift. It enjoys the privilege of never being obsolete, unlike other complimentary gifts. It is something that nobody would consider throwing away but would instead; willingly look for a special place to display it.

Flags can be displayed for any purpose or occasion. Greeting international delegates, displaying it at conferences, seminars, exhibitions, offices, sports events, cars etc. but most importantly, being a true patriot & displaying it for no reason at all. So express a little solidarity and fly your flag today!



Future Expansion Plans: In order to create awareness amongst one and all, we are planning to have flag shops/stalls at as many places as possible across India in malls/cinemas etc. where people can purchase quality flags for their cars, desks and outdoors also.

Mantras to become successful entrepreneur: Hard work and commitment, result oriented quality products, focus on unusual working, target conscious strategy.

Salient features: India is the only country in the world that has monumental flagpoles of 100ft & 206ft at numerous locations (nearly 25-30 and still counting) all across the country. For these giant flagpoles, we manufacture flags of sizes 20ft x 30ft & 48ft x 72ft, which are regularly hoisted day/night. So far we have manufactured over 50 pieces in each size, thereby making us one of the largest giant flag makers in the world.



Achievements: Our endeavour to manufacture high quality flags has enabled us to achieve several renowned awards in the past several years, such Quality Brands India Award, Rashtriya Udyog Ratna Award, Bharat Vikas Ratan Award, Largest Indian Flag Appreciation Award, Bhartiya Udyog Ratna Award etc.

Recent Developments: We are the largest and only quality flag makers in India since 1996. Recently (since 2 years), we have become one of the largest giant flag manufacturers in the world, having made the Indian national flag of sizes 20ft x 30ft, 48ft x 72ft & 60ft x 90ft.

Product Promotion: Awareness for having good quality Indian flags is immensely lacking in India, as most people only know about the cheap paper quality flags that are sold during 15th Aug & 26th January. Hence, promoting and creating awareness for flags is difficult and expensive as we have to advertise on Google, Just Dial, newspapers, exhibitions etc. the returns for which is very less.

