



Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition

VM SAIFUDDIN
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HANDS THAT SAFE AND SECURE

Despite being the founder of one of the fastest-growing company "Safe Associates" Saifuddin never believed that he was destined to become an entrepreneur. It was a set of coincidences that led him to take the leap - and eventually to success.

In his own exclusive journey Saifuddin is a person with an exceptional set of goals, obstacles, needs and dreams. After the completion of Short Service Commission (SSC) tenure in Indian Navy he was released from the service and was left to find a job in the civilian world.

To resettle in the civilian world for the "second innings" one should possess suitable qualifications/skills. Fortunately, the

"deserted Kingdom" Saudi Arabia, offered him an opportunity as an Asst Manager in the AGM (Arabian Gulf Made) company where plastic items were produced. Later he was promoted as Export Manager in the same company, but with the push for Saudization, decided to leave the country, in 2004, rather than face deportation. It triggered a wave of anxiety and fear. The possibility of unemployment of the breadwinner was deeply worrying the family. However, he knew well that if he did not have the requisite "in-demand" skills - he would face a tough life in the civilian world and suffer a down gradation of status. He racked his brain to find a suitable zone for his skill. He researched the job



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discouraged along the way at each step. He had a very bitter experience from the senior officials of an automobile company. One fine morning a phone call from an official of a reputed company asked to supply security guards to the firm urgently. He was flabbergasted as well as sad for he did not have any trained personnel in his list. He himself undertook the work along with

market, eventually his business mind stuck by an idea which led to starting security industry. His experience in the defense has taught him to handle situations which no one can do in the outside world. Gathered the courage to strike out on his own, he plunged in the field of supplying the security guards to many reputed companies.

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his mentor Sri Muhammed (GM) who assisted him during the day time. His search for the reliable candidates for the security post was fruitful and thus born an industry SAFE ASSOCIATES (Facility providing Service), a Security Guard Service providers for all industrial and commercial places.

Giving the most suited and experienced guards in each segment after need based training is the success of Safe Associates. The regular follow up with the client and the guards and makes sure everything goes perfectly till the end of the contract make them unique. In the near future, this business aims to expand its line of products and services and cater to a larger client base. Saifuddin is popularly known as “King of Automobile”. The credit goes to his family who supports him in all ups and downs. He pays tribute to his dear father who was cautiously guiding him from the beginning.



The dairy supply chain started with the entry of Mr Vivek Vasudevan. In response to articulated customer needs and as a logical extension of our services portfolio, the associates planned to introduce Payroll Process to manage their time and money so that they can concentrate on their business and do their best.

The future plan is to export milk and milk





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It’s not easy to take on the job of a security guard, especially since it means risk our own life to save other people’s lives. The tales of unsung heroes like security officers have constantly been in the limelight for decades because of inspiring stories of heroism that have made people believe in real superheroes again. The history of security guards is one that shouldn’t be unnoticed.

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products to other countries Safe Distributors is one of the leading dairy companies in Kerala. Saifuddin’s experiences have led him to develop a philosophical approach to life –He says, “ Don’t let the noise of other’s opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition.”

