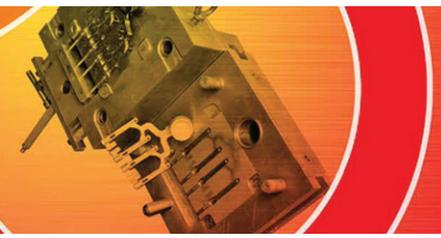


# SHOWCASING THE BEST OF INDIAN TOOLING



## INDUSTRY SPEAK

**D K SHARMA**, Executive Vice President & Business Head, Godrej Tooling Division



Tooling Industry, despite being called the backbone for product development and production, by its inherent nature is very fragmented one and India is no exception. However in advanced countries, they are far more integrated with the OEMs. Now that India has become a center stage for manufacturing, R & D gaining its due focus locally, there is urgent need to collaborate than ever before.

**ANOOP CHATURVEDI**, Senior Vice President Production Engineering, Maruti Suzuki



The Indian Automobile / manufacturing industry is rapidly evolving as a key Global player. This rapid growth coupled with Globalization has led developments in Technology and Regulations. This offers growth opportunities to tooling industry, which is known for low cost manufacturing but need to build world class capabilities in design & innovation, robust processes, and reduce product development time while keeping focus on quality. To yield long term growth, it is imperative for both manufacturing & Tooling industry to work hand-in-hand to achieve "Inclusive growth".

## ET Edge - SPEAK:

**DEEPAK LAMBA**, PRESIDENT, TIMES CONFERENCES LIMITED

>>> The tool and gauge manufacturing industry now holds the potential to be a catalyst for the rise of the manufacturing industry in India. The International Tooling Summit offered Indian manufacturers a platform to present to the world their state of the art technology and qualitative products offered along with lower cost of operations, thus showcasing the best of India to a global audience for whom India is an increasingly alluring business and manufacturing destination.

# BUILDING A DIE CAST FOR THE ECONOMY

'Make in India' has captivated the collective consciousness, and the tool and gauge manufacturing industry will need to play a pivotal role in making this vision into a reality

Indeed, the need for the tool and gauge manufacturing industry to have its voice heard and achievements recognized is greater than ever. Given this context, the Tools and Gauge Manufacturers Association of India (TAGMA INDIA) organized the International Tooling Summit in collaboration with Deloitte as its Knowledge Partner on Feb 26 & 27. This event cele-



brated 25 years of incorporation for TAGMA, and the event witnessed participation from major automotive OEMs and other manufacturers in India along with leading tool & gauge makers from across the world. It provided a great platform to tool and gauge manufacturers

to share their efforts in helping the manufacturing & automobile industry in realizing their potential.

The two-day International Tooling Summit presented the Indian Tools, Dies and Moulds Manufacturers a platform to present to the world their state of the art technology and qualitative products despite the lower cost of operations. TAGMA INDIA serves as a forum for



> Left to Right: Prabhakar Kadapa (Managing Director & CEO, AVTEC Ltd), Wilfried Aulbur (Managing Partner India, Ronald Berger Strategy Consultants), Anoop Chaturvedi (Vice President-Production Engg, Maruti), Marya Corum (Director -Cosma International) and Moderator: Kumar Kandaswami (Partner-Manufacturing, Deloitte India)

the Indian Tool Room & Die and Mould Industry to the Govt. of India and also across the world.

Such initiatives will help further the cause of the tool and gauge manufacturing industry and act

as a catalyst for helping the Indian manufacturing industry shine brighter than ever.

## INDUSTRY SPEAK - MAKINO

The profiles and shapes of the products / components are becoming complex, and they also call for stringent accuracies and surface finish. Makino with their vast knowledge of machine tools and motion technology, have been engaged in the development of CAM software's for Machining Centers, Sinkers EDM's and Wire EDM's. The customer benefits from the expertise of Makino in both machine & Machining technology to machine products meeting their quality requirements.

## Towards a bigger, better Tooling industry

The International Tooling Summit saw experts from the Tooling industry and OEM's come together as they discussed the road ahead for the industry at large

The Indian Tooling industry has been making steady progress in recent years, and there is much optimism that the industry can again record double digit growth in the years to come, as had been done until 2012.

Speaking at the event, A Dayanand Reddy (President TAGMA) elaborated upon the long term goals of closer collaboration with sister industries. He also requested wholehearted participation from the leading automotive players to help the industry grow. In the light of collaboration, he called for an OEM industries investment of INR 10 Crore as equity for developing a training facility to

help small scale industries.

Addressing the audience in attendance, Chief Guest Kamal Bali (Managing Director, Volvo Group India), spoke about how we are living in a VUCA (Volatile, Uncertain, Complex and Ambiguous) world and also highlighted broader trends impacting the tooling industry, namely, digitalization leading to smart manufacturing, economic ownership shifting from west to east due to rising consumption, increasing economic disparity and unrest in civil society is due to the same, the emerging importance of sustainability and the increasing pace of urbanisation.

## A congregation of great minds

Even as the brightest industry practitioners converged at the International Tooling Summit, it was of great interest to see the nuggets of wisdom gleaned from their discussions

The important takeaway from the key note addresses and the panel discussions was that there is a huge potential for the tooling and gauging industry to grow, considering the push from the government for infrastructure development along with the Make in India campaign. This coupled with the slowdown in China is believed to present

an opportunity for the tooling industry to grow.

After panel discussions a number of global experts from tool & gauge industry made technical presentations around the changing technology landscape in the industry. Key technologies discussed on the first day were new machining technology for dies & moulds (Makino's expert

from Japan), automation in die & moulds industry (Micheal Huth from Zimmer and Krem, Germany) and Hot Runner Technologies from Husky, Germany and Yudo Korea (presented by Jean-Charles Kanny from Husky, Asia and Vishal Agarwal, head of Yudo India).

The highlight of day two was discussions around 3D printing and its potential impact on the manufacturing industry. Everyone agreed that while 3D printing can't replace a traditional manufacturing set up, it can definitely complement the same to address zones of trouble while manufacturing a product.

## The road ahead for the industry

The experts in attendance agreed that while the road ahead was a promising one, there are many miles to be walked before the tooling industry reaches the promised land

While it was echoed that there is a great potential for the tooling industry, the speakers believed that there are quite a few challenges the industry should overcome to achieve double digit sustainable growth. Some of the key challenges mentioned included reducing lead time at OEMs, skill deficit, talent retention and quality of indigenous projects.

With OEMs churning new products at an increased pace to keep up with fast changing customer demand, the expectation from tooling industry is to match the pace. Also, it was noted that there is a huge skill deficit in the tooling industry when compared to the market outside India. Additionally, since the industry is very fragmented with no large players and low capital inflow, employee retention is a

challenge. The prime reason for relying on imports indicated by OEMs was superior quality pointing at the lack of innovation and low adoption of technology in the Indian tooling industry.

Other challenges included shop floor safety & adoption of environment friendly practices and the ability to diversify to cater to other industries such as Defense, Aerospace etc.