

# German quality precision parts from India

An established supplier to GPS and Verallia factories worldwide, Accuramech has recently made its extensive range of precision IS machine parts available on a global scale. Viral Modi, Managing Director, spoke exclusively to Glass Worldwide.

Located in the Indian engineering hub of Pune, Accuramech's roots date back to 1997 when a French entrepreneur founded a company called HBD, with the sole purpose of supplying IS machine parts to GPS America, a Saint-Gobain company.

In 2009, HBD was acquired by Saint-Gobain and renamed Accuramech. This transformation of the parent organisation into a multi-national firm provided the capability to leverage the technical knowhow of Verallia. As a result of Saint-Gobain's involvement, Accuramech extended its customer base to include European plants as well as North American facilities and GPS Glasproduktions-Service in Essen, Germany. Accuramech's relationship with GPS has seen business double between the two companies over the past two years.



Sunil Mohite (Accuramech), Arun Kumar (AGI), Mohan Lalvani (Mascot Eng), Viral Modi (Accuramech), Portia Mukherjee (Accuramech) and Stephanie Bertin (Accuramech) at GLASSPEX India exhibition.

A collage of IS machine parts offered by Accuramech.



## EXPANSION FOCUS

Accuramech is headed by Viral Modi, who previously worked at three different Verallia plants in North America. His initial priorities were to ensure that the company had a wide range of parts to offer, not just to Verallia but also to other glass companies. The focus now is to expand.

The core values of Accuramech are 'Highest quality, customised service through new development and competitive pricing'. As a result of substantial investments in R&D and a 50% increase in staffing levels in 2012, the company is now in a position to make a strategic decision to broaden its scope and make its parts available to other glass and IS machine manufacturers. "We were waiting to fulfil our existing customer needs and have a wide range of parts in our catalogue to offer to external customers" explains Mr Modi.

Continuing the successful co-operation between Accuramech and GPS remains a key priority. "In fact, we are thinking of doing bigger things together. Not just parts but more assemblies, bigger and heavier parts"

says Accuramech's Managing Director.

GPS has also provided positive feedback to the co-operation. "They are supplying from India but it is German quality – that is the key message" states Markus Krull, head of sales at GPS. Sandy Howells, Marketing Manager, also confirms that no compromises would ever be made on quality: "For all incoming parts, we put them to the same standard quality test. All vendors have to meet the quality criteria whether they are from Europe or India. Accuramech meets our requirements and together, we achieve what GPS is renowned for - best quality." >



Klaus Rudolph (GPS Chairman), Stephanie Bertin (Project Manager, Accuramech) and Viral Modi (Accuramech Managing Director) at this year's GLASSPEX India exhibition in Mumbai.



CMM inspection of parts at Accuramech's Pune facility.



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GPS and Accuramech staff in discussion with a customer at this September's Gulf Glass exhibition in Dubai.

### COST-EFFECTIVE OPTION

By outsourcing the manufacture of parts to over 40 expert suppliers in India, Accuramech claims to offer customers cost-effective options, without compromising on quality. "We outsource because to manufacture 525 different parts, you need more than 40 different kinds of specialised machines" explains Viral Modi. "We have people in the field who are stationed at these places to make sure production of parts is moving ahead and quality is maintained." Between 100 and 125 different references are kept in stock and continuous production helps to avoid any delay in fulfilling orders.

Accuramech offers different spare

parts that are compatible with almost all makes of IS machines. "We supply a wide range of products from very simple to highly technical parts" Mr Modi confirms. "Our high volume parts are mould holder inserts, mounting point assemblies, tong holders, baffle holders and lock rings. Simultaneously, we are also developing new parts. For example, we are currently producing parts for baffle arms and blow arms that will be available by early next year." The biggest growth in product types has been mould holder inserts, the range having doubled to more than 40 different parts in less than two years.

Viral Modi explains further: "With state-of-the-art technology, research and quality, we are able to develop more than 150 new references every year. We currently supply to more than 40 locations worldwide and have the potential to meet the demands and requirements of customers anywhere in the world!"

With a proven track record of selling parts in North America, Eastern Europe, Western Europe and South America, Accuramech recently appointed Mascot Engineering to oversee its sales expansion into the domestic Indian market. As growth continues, the company is in the process of signing a representative in the Middle East and is actively looking for sales representatives in South East Asia, South America and Africa.

With the core team in place and the latest technology plus relationships with technical centres across many glass factories, Viral Modi predicts a bright future for Accuramech and reiterates diversification into other industries as a possibility. "Our focus is IS machines but we have strong technical capabilities to serve other Industries as well" he confirms. ■



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