

# The largest machine tool group in India



BEARING HOUSING						12:30 PM	
16	5	2	0				
1	40	H2	53	H3	53	H4	26
0	0	0	6	6			
5	53	H6	53	H7	40	H8	44
5	0	0	0	35			
							Yesterday

Machine Tools Pvt. Ltd.

# CONTENTS

The acuity about ambition

02

The power to be better



05

A Jewel in the Crown

11

15



Take two to Tango

Ace designers' Foundry



19

25

The Events

27

TPM Trak  
Enables true visibility at Volvo  
Construction Equipment



30

Performance of machine elements



T. K. Ramesh, CEO  
Micromatic Machine Tools Pvt. Ltd.

A



## COVER PAGE

The cover page shows a series of spindles assembled in a best-in-class facility at Ace Designers.

Disclaimer: Edited, designed and printed on behalf of Ace Micromatic Group. The design, pictures and content used in this publication are intellectual property of the group unless mentioned otherwise.

No part of this publication may be reproduced or transmitted in any form without the prior written consent of the editor. Efforts have been made to keep the information in this brochure as much correct as possible. However, the editor cannot be held responsible in case of any discrepancies found in the data. If you have any interesting story/event/contribution to be shared or any questions, please get in touch with the editor at [ankura@acemicromatic.com](mailto:ankura@acemicromatic.com)

Editor: Ankur Agarwal

Sub Editor / Correspondent:  
Ms. Sunanda Pati

Design & layout: Harish M

Printed at: Repromen, Bangalore

Accumen Automation



# THE ACUITY ABOUT AMBITION

Years of tireless striving to achieve perfection can often lead to dejection. One might be blessed with a steady job but what makes the difference is whether one can say it is the driving force behind one's evolution or not. Many choose to keep the questions aside, but some don't. Like M. Sivalingam of Accumen Automation. Accumen represents the dream harbored by many – a small business to begin with but one that has endless possibilities to look forward to.

"For thirteen years I worked for a company, giving my best to it. But eventually, I started wondering if I was really going anywhere with it", says Sivalingam. Questions are good because more often than not they give you answers that you've been looking for. Much like how Accumen finally gave answers to doubts that Sivalingam had been fighting for some time then. His ever-seeking nature prompted him to break away from the mold and start his own business (along with the then colleague A. Paulraj). "We were just the two of us on the lookout for more people to give us a hand in the new venture", remembers Sivalingam. When he and Paulraj decided to quit their jobs, a number of their

friends also had similar plans. This would later turn to be a key element in Accumen's relationship with the Ace Micromatic Group.

Once they had made the decision of opening a machining shop, they went looking out for talent. The search that followed proved helpful because he came across four newly minted graduates, searching for employment. "We took them on board because they were eager to learn and also because we had enough experience to show them the way whenever needed", he points out. It has been almost seven years but the original four have stuck by, gaining responsibility as well as recognition in the process.



The acuity about ambition

For someone who had always been exposed to machines from other brands, buying his very first CNC machine was a leap of faith for Sivalingam. "Though I bought my first VMC machine from the Ace Micromatic Group, I had absolutely no idea about their machines. And that's mainly because I had never worked with an Ace Micromatic Group machine at the company I worked for."

So, what led him to take a decision that would be considered maverick by many? "Many of my friends who had also started businesses around almost the same time as me told me a lot of good things about the Ace Micromatic Group and their service. You know how references work when someone is just starting out. And in the seven years of this company, I have never ever regretted the decision of going forward with the Ace Micromatic Group. Such is the service that even if the smallest thing goes wrong, I have the assurance that the problem will be fixed in almost no time. In a way, that's what ensures production never stops", he explains.

As of now, Accumen has eight VMCs from Ace Micromatic Group and Sivalingam says it will only rise in the coming years.

One striking point about Accumen is the number of woman employees. Wearing streams of fresh flowers in their hair, they can be found in almost every corner of this small establishment. "Most of these women live in and around this area. This allows them to report to work without hassle", elaborates Sivalingam.

Talk some more and you know that it is more the man's personal ideology than anything else. "Through my factory, if I can create employment for local women, then why not? There are particular tasks that I have always observed women undertaking with more patience and



“ It is a great feeling when you are recognized for being error-free and professional, when your products need no inspection and can directly go to assembly ”

precision than men.

These tasks may not be very technical but they are essential to the finished product", he says. In support of this, Sivalingam provides training to these women all by himself. Amaravati, who is now the chief quality inspector as well as coordinator at Accumen, has been around for over five years now.

"When I first came to work here, I had just passed SSLC. I had no technical knowledge, but over a period of time, that has changed. The on-the-job training that I got has helped me come this far", she says. Amravati is among the five-odd women who work at the factory and who have all been progressively trained by none other than Sivalingam himself.

Started in 2007, Accumen Automation continues to grow as a business that produces all kinds of CNC job works. "Critical automobile parts are this company's manufacturing forte. From radiator covers, door locks to engine manifolds, our production takes care of a number of critical components", states Sivalingam.

An approach that allowed him and his business partner to brave the recessionary storm in 2007. "Producing regular components at the time would mean facing stiff competition. Our approach helped us win orders despite the market being down otherwise, he reminisces.

Accumen's share of products also targets the pneumatics industry. Recently, a leading Indian manufacturer of pneumatic products appreciated Accumen with a special award. "It is a great feeling when you are recognized for being error-free and professional, when your products need no inspection and can directly go to assembly", he reflects before bidding us goodbye. The two modest work sheds, with machines neatly lined up, will soon be gone. As the sun plays hide and seek with the clouds, we leave contented with the knowledge that Sivalingam will soon move his business to an acre's space.

*As told to our correspondent Ms. Sunanda Pati.*



V. Sivalingam busy giving wings to his dreams

**Accumen Automation,**  
Coimbatore, Tamilnadu.  
**Mr. V. Sivalingam**  
T: +91 94434 40810  
E: [accumenautomation@yahoo.com](mailto:accumenautomation@yahoo.com)

## Sakthi Automotive Group

# THE POWER TO BE BETTER

Ever thought what synthetics, finance, gems, soft drinks and transport could have in common? If you are stumped, we'd like to add some more to that list: tea, alcohol, sugar, soya foods, textiles, retreading, and foundry. The plot thickens, right? Not really, because all of them come together to represent the Sakthi Group of Companies. One among these companies is Sakthi Auto Component Limited, a company that has been in business for more than 30 years now.



*M. Mylswami, Senior Vice President,  
Sakthi Auto Component Limited.*

"Talk about brake drums, brake discs and knuckle steering, and we are proud to say that our business has been supplying these components to most of the passenger car manufacturers around", says Mylswami, Senior Vice President, Sakthi Auto Component Limited. Of all the parts manufactured, around 30% of them are exported to car manufacturers around the world.

The period between 1983 and 1984 was crucial for the business because that is when the foundation was laid. The thriving 100 acre campus started as a foundry. The plant, which is part of the campus today, was commissioned during the period between 1996 and 1997. Though the industry has evolved to pose more competition in their line of work, Sakthi Auto Component Limited remains undeterred. They have other milestones to be proud of.

"Sakthi was the first in the country to start using George Fischer Disa machining equipment. The installation occurred as early as 1994-95. We imported all of our equipment from Germany including the conveyor system", adds Mylswami. And if that is big, then the fact that Sakthi was the first in the country to use magnesium treatment also is. "Cast iron typically comes with some unwanted metals that need to be taken out. Traditionally, hammering was the only way that these metals could be taken out.



Quickness in delivery and service has consistently maintained Ace Micromatic Group's reputation at Sakthi. "The proactive nature of representatives has worked in our favor. If we expect even the smallest glitch to be fixed in one of our machines, Ace Micromatic Group makes sure it is done within eight hours."



While the objective would be achieved, hammering would render the cast iron constitutionally weak. We decided to pay more attention to the metallurgical makeup – reason why we installed a soft breakage system where the crack is momentary and does not cause constitutional damage to the cast iron."

Knuckle steering production is the mainstay of Sakthi Auto Component. The steering knuckle is a component that provides a firm basis for smooth automotive suspension, if manufactured perfectly. "One of the foundations for front-wheel drives is the knuckle steering. If not for this part, there would have been no steering control", states Periasamy. Sakthi ensures the importance of this component stays intact by conducting 100% X-ray inspections, which aim at safety and smoothness.

Practice making perfect is the underlying theme of Sakthi's knuckle steering story. For years, the company would work on specifications provided by automobile designers. "We would manufacture knuckle steering components based on the drawings provided to us by designers.

But things have changed a lot in the last few years. Today we have in-house designers who come up with drawings and based on those, we manufacture the parts."

Teamwork and information sharing, though, continue because the Sakthi team makes it a point to sit with the team representing the car manufacturer and together, they work on required technical specifications.

Frequent achievements may have made the company move by leaps and bounds in the last 30 years, but one thing is never forgotten: the support provided by suppliers. Ace Micromatic Group gets a special mention here because of the long years of collaboration. "We started buying our machines from Ace Micromatic Group in the year 1987. At that point in time, our purchases comprised auto lathes. Sakthi is probably one of the oldest customers of the Ace Micromatic Group", recounts M. Mylswami. Post 1997, once the Sakthi Group aggressively started expanding its machining business, purchases from the Group also went up dramatically.

At the moment, the plant boasts of about 140 CNC machines manufactured by the Group. Interestingly, 49 of these were ordered at one go in 2012! "Ace Micromatic Group was an obvious choice when we received a big order from an international car manufacturer. We realized we didn't have the capacity to carry out the assignment and had to match up quickly", points out Mylswami.

Quickness in delivery and service has consistently maintained the group's reputation at Sakthi. "The proactive nature of representatives has worked in our favor. If we expect even the smallest glitch to be fixed in one of our machines, Ace Micromatic Group makes sure it is done within eight hours."

The Sakthi Group's history dates back to 90 years in time, a period that has seen proof that a business can grow responsibly. The Group's inclination towards CSR clearly points to a philosophy that respects the surrounding community. "We have actively been contributing our bit towards education with institutes like Nachimuthu Engineering College, Nachimuthu Polytechnic and Sakthi Polytechnic. Health is also a focus for us and the hospital in the sugar factory premises ensures our commitment is known. In recent times, we have added a nursing college to the same premises. And in the coming years, our plan is to come up with a multi-specialty hospital on the highway, in association with the Rotary Club. This is a decision we took after seeing there are no medical facilities to handle accidents on the highway", stresses Mylswami

Pallagoundenpalayam offers a sleepy panoramic view dotted with trees on a typical November day. And had it not been for the endeavors of the Sakthi Group, this would probably remain a place that one would just zip through.

*As told to our correspondent Ms. Sunanda Pati.*



*M. Mylswami throws light on the last big order of 49 machines from the Ace Micromatic Group*

**Sakthi Automotive Group**  
Coimbatore, Tamilnadu.  
www.sakthiauto.com  
T: +91 4294 243401 / 04

Alankar Enterprises

# A Jewel in the Crown

Alankar Group has been around for more than 31 years now. What first started as a machine shop has now grown to include a foundry as well. And Mahadev Chougule, with the support of his three brothers, has not only braved many storms but also emerged triumphant.



We reach Belgaum on a pleasantly cloudy day. On our way to meet someone we have heard has made his journey through many struggles, the scenery consists mostly of green in the horizon and many emblems of the thriving machining industry.

Once inside the modest office premises of the Alankar Group near Udyambag, we meet the man himself. Mahadev Chougule, who has seen the worst of financial times and yet has had the courage to swim up through it all.

"My father had an automobile repair factory. This was a business that saw money come in steadily because of a new dam that was being built nearby. At that time, the total repair cost of an automobile would come to about 90 rupees. Even then, people

would request my father to do the job anywhere between 60 and 70 rupees", remembers Chougule. It is this considerate and giving nature that finally cost Chougule's father his flourishing business.

"In my father's time, there was no concept of saving money at a bank. So, all the money we made through the business would be stored in pots at home. Father was a kind-hearted man who would not stop at helping whoever came asking", he confirms.

The automobile business that, once upon a time, had many takers fell subsequently. And this happened mainly because the construction of the dam was completed and as a result, the demand for automobile repairs that had been created, fell.

## Alankar Enterprises

What, though, changed his life was the way his relationship with the **Ace Micromatic Group** was formed.



"I was 12 when all this happened but I was deeply affected by the distress my parents were going through. It's then that I decided I would have to step in, in whatever small way I could. Our financial situation prompted me to turn into a newspaper delivery boy. That gave me only 15 rupees a month but I felt I was doing my bit", says Chougule.

Once he appeared for his SLC exams, Chougule decided studying anymore would drain his family's finances further. Soon, thanks to his father's goodwill, he earned the position of a helper at a lathe factory nearby. "The first three months for a helper were not only probationary but also non-compensatory. Once three months were over, a helper would be paid 30 rupees a month. The only thing that kept me going was a strong urge to keep learning about lathe machining. As a helper, I wouldn't be allowed to handle machines on my own. So, I kept watching work happening until one day, out of the blue, I got a chance to display my skills. It was a risk because the original turner had been fired. However, I took a shot and before I knew, the factory owner had promoted me to the position of turner", he recalls.

At the age of 18, after he had worked on lathe machining for a while, Mahadev Chougule set up his own business. "After working in that first job, I went on to work for Polyhydron for a year or so. But soon, I felt the need to start on my own. At the time, it was my first employer who put faith in me and gave away one of his machines to me. I didn't have money so I opted for an old machine, to pay for which I had to ask for money from mother. She gave me her jewelry but I promised her that I'd pay her back in a year's time. That's where the name 'Alankar' comes from", says Chougule.

Once Chougule had crossed this first stumbling block, he got to know about a Yojgar Yojana scheme that had recently been started in Belgaum. "This scheme helped me take a loan of 25, 000 rupees with a repayment period of seven years. However, luck was on my side and I was able to repay the loan in six months flat", recounts Chougule.

What, though, changed his life was the way his relationship with Ace Micromatic Group was formed.



The company gave us a project for which they said they would give us time till four days. But the machines from Ace Micromatic Group have served me so well that I had the confidence to say I could do the same in a day. The customer was so happy with the result that the next thing he wanted done was machining

"From 1990, I had wanted my factory to have a CNC machine. What always stopped me from thinking ahead was that I neither had knowledge of English nor computers. The other major factor was the investment I would need to make. A CNC machine would cost me anywhere between 12 and 15 lakhs – the total value of my business", he points out.

Fate, of course, had other things in mind because in 2002, he met an Ace Micromatic representative who did not force him to buy but left him thinking about how great a possibility he was missing out on. "Initially, I was apprehensive to meet Mr. Nandan. And then, even when I did, I saw no way of buying a machine that costly. But Mr. Nandan asked me to approach KFFC, a co-operative bank. If I could obtain a loan, I could obtain a CNC machine", says Chougule. After this, events just fell into place in a way that despite Chougule not having many of the documents the bank needed, he got a 15 lakh loan. "This was just the start of my journey with Ace Micromatic Group. In time, I took

many such loans and paid them off – a process that led me to buy 14 machines manufactured by Ace Micromatic Group", he adds.

The high productivity of these machines combined with Ace Micromatic's excellent service principles has made sure Chougule stays happy at what he does. "Recently, I got a call from a huge multinational company where I got the feedback that the jobs we are producing are of wonderful quality. The company gave us a project for which they said they would give us time till four days. But the machines from Ace Micromatic Group have served me so well that I had the confidence to say I could do the same in a day. The customer was so happy with the result that the next thing he wanted done was machining", he clarifies.

Alankar Group has been around for more than 31 years now. What first started as a machine shop has now grown to include a foundry as well. And Mahadev Chougule, with the support of his three brothers, has not only braved many storms but also emerged triumphant.

*As told to our correspondent Ms. Sunanda Pati.*



**Alankar Enterprises,**  
Belgaum, Karnataka.  
Mr. Mahadev Chougule  
T: +91 94484 80345  
E: mahadevinalankar@rediffmail.com  
www.alankar.net.in