



EXPERIENCE

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AUTOMOTIVE

# ACCRETE ELECTROMECH

## IS THE "GIANT" REALLY WAKING UP?

Accrete has seen all the intermediate steps between the business of trading the tubes at the beginning to the present activity of supplying finished sub-assemblies to the automotive sector. Now as part of their drive to modernization, they have selected BLM GROUP as their partner for tube processing technology by purchasing the BC80 machine to manufacture metallic bushes.

Accrete Electromech rose on the ladder of success by staying true to their motto, "Customer First" and have made it their principle of conducting business. "Initially we were selling only tubes, then our Customers started asking us to supply cut-to-length pieces and then other processing on these pieces. This was the reason we added cutting machines, power presses and welding capabilities in our factory. Now we carry out seam welding, spot welding, TIG and MIG welding and other processes to supply finished assemblies that also have appropriate surface treatment. This is how we converted ourselves from a simple tube trader to a well-equipped company supplying ready to mount sub-assemblies for two and four-wheeler suspensions," explains Abhishek.

The different processes like cutting, machining, stamping, bending, fabrication etc. are carried out in different units.

"We continued to grow and now we supply to almost all major suspension manufacturers in India: such as Gabriel, Endurance Technologies, Magneti Marelli, ZF and Cosmo Magna. We take pride in being Tier 2 supplier to OEMs like Volkswagen, Hyundai, Honda, Tata motors, GM, Mahindra, Bajaj Auto, Hero MotoCorp" says Abhishek. These Automotive OEMs have strict quality requirements regarding the precision and surface finish of tubular components and the same needs to be delivered by Accrete.

Abhishek continues, "It is very difficult to maintain the required quality levels with such a high volume when you are working with different processes, different machines and different operators. An operator error or a worn-out/damaged tool can cause heavy rejections.

This was the reason why we chose the BC80 to manufacture metal bushes starting from full length tubes in an automatic,

*"With BC80, we have been able to improve productivity and precision and at the same time save on manpower, lead time and space. Now BC80 carries out the work which was previously done using 6-7 different machines in different steps. For example, we used to produce 800 pieces of a given component in 12 hours using our traditional process; now with BC80 we manufacture those 800 pieces in one hour with guaranteed precision. I was not able to imagine this kind of speed and productivity"*  
admits Abhishek.

single point process." The BC80 can produce up to 2,200 bushes per hour in an automatic process that covers all of the steps like cutting, chamfering and on-line length measurement.

For Accrete, this is the first machine from BLM GROUP and in fact it is the first BC80 in India. "Our mission statement is, to supply products and services with best quality by using modern technology.

Therefore, when we are considering a new machine or process, we focus on quality. Of course, the cost is also an important factor in decision making process, but we do not just consider the initial investment, but we also calculate

the global costs savings resulting from process automation and lean logistics," states Abhishek. "When my uncle visited the factory in Levico to see the machine for the first time; he was quickly convinced that BC80 was the right machine for us when he saw the company, the manufacturing process, number of different machines being manufactured and overall level of technology."

Looking back at the first few months of the operation, Abhishek says "we had some learning obstacles to overcome with the machine, but we always

received excellent support from BLM GROUP's after sales service. Now that we are over the learning curve, we are ready to take on new challenges. On another positive note, we were recently awarded an export order which we probably would not have received without having the BC80 in our factory. We hope to get more orders such as this because it helps us to improve our internal processes and opens new opportunities.

We are also optimistic that the new GST tax reforms in India and the "Make in India" program launched by the Indian government will stimulate the growth of our business."

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