



# Accusharp : Leadership with technology innovation

Mr. Ayaz Shaikh,  
Director Marketing,  
Accusharp Cutting Tools Pvt. Ltd.

**Q. Can you update us with your product range and any new product launched this year.**

Accusharp Cutting Tools Pvt. Ltd; stands today as a leading company, in design, manufacture & supply of special cutting tools in HSS and Tungsten carbide for Automobile, Engineering, Textile, Energy Sector, Machine Tools Industries, etc.

Our core competence is in manufacturing special 'Round Tools, i.e. Drills, Step Drills, Endmills, Reamers, etc, according to customers' applications and application needs.

During 2017, Accusharp Cutting Tools have entered into a new segment of round tools, i.e. 'Gun-Drills' for deep-hole drilling applications.

Its applications are for deep holes drilling on Crankshaft, Engine blocks,

Turbo Blades, Paper Rollers, Machine Tools, Fixturing, etc.

Our standard grinding geometry of Gun-Drills can take care virtually of all deep drilling operations, successfully. However, for any special working conditions, like deep drilling long chipping material work piece or material that is difficult to machine, we design and manufacture Gun-Drills with special geometries, accordingly.

At the IMTEX: 2017, we had displayed our present range of Gun-Drills of diameters between 4 and 32 m.m. and length up to 1000 m.m.

One Gun-Drill, having Dia. 32 m.m. and Length of 1 meter, displayed at our stall, became a point of attraction for customers and visitors at the IMTEX 2017. With an encouraging business response from a number of customers,

we have started getting inquiries for different sizes of Gun-Drill.

**Q. Brief us about your company's strategy post IMTEX: 2017 to get benefited maximum from this exhibition.**

An external agency has been appointed to coordinate e-communication and data collection from our existing and potential customers and visitors at the IMTEX.

Post exhibition follow-up being taken. Hot leads have been identified and meetings being organised with them for further business discussions.

A video clip of 'Virtual Exhibition' has been prepared and placed on our website [www.accusharp.co.in](http://www.accusharp.co.in) for those, who could not attend the IMTEX at Bangalore. Hot leads also being

identified from the website visits.

Response is very encouraging from the identified contacts for future business development with them.

**Q. Your view on impact of "MAKE IN INDIA" initiative in Indian manufacturing sector.**  
**"MAKE IN INDIA"!**

We perceive this as a strong, driving and motivating message and appeal not only for Indian manufacturers, but also for consumers and society at large.

The message is being actively supported by the Central and State Government policies, promotions and budget provisions towards the same.

We are receiving a number of inquiries for special tools for import substitute. This has given us conformation of our technical competence and encouragement for adopting global business culture. Some of the MNCs have given us a lead for exporting tools to their subsidiaries in other countries.

We have similar feedback from many

other manufacturing sectors.

**Q. Please comment on changing trends in your industry segment in near future.**

In 1999 we started with an activity of regrinding of customers' used tools, as per customer's design and specifications. Soon thereafter, we developed our own competence; and started manufacturing new tools, as per customers' requirements.

The trend in the engineering industry for metal cutting tool requirement is changing to look for Total Machining Solution to have desired machining accuracy, surface finish, high productivity, longer tool life at lowest cost possible. And today, we have a special division named TMS for this aspect to assist our customers, accordingly.

The concept of purchasing at lower price is changing to purchasing at value to user. We would like to share that, our Tag-Line "Accusharp tools Cut Fast & Cut Cost" is being evaluated and

appreciated by many customers as a reality resulting repeat business with us.

Another change from Quality point of view is that, customers have started looking beyond ISO:9001 and 14001 certification.

There is another strong mandatory demand from MNCs and also from major local companies that suppliers to have defined code of conduct, global business culture, adherence to safety, environmental and regulatory aspects, at the supplier's end.

In fact, this would prepare and strengthen Indian industry to become eligible for export business.

**Q. Your company's vision 2025, considering current market scenario and trends.**

We have defined documented and displayed Our Vision:

Our Vision is to stand as a model organization, becoming the first preferred choice company in the Indian engineering industry, for designing, developing, manufacturing and supplying metal cutting tools along with strong technical support to customers. Acquiring the highest local market share, our further ambition is to be the leader in export sector, for metal cutting tools.

**Q. Your company's expansion plans for Indian market.**

Our defined business plans and objectives are:

- To be a supplier for 'Those who are in Metal Cutting.'
- To have Logistics service close to customer's door nationwide, across India.
- To have shortest possible Lead Time.
- To have 15 % business growth, every year.
- To have 10 % increased customers, every year.
- Delivery Security >97%

*I am proud to tell you, "For the last four years, we have business growth at average 20 %." And I can say, "We are on the right track!"* **MTW**

