

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

“We are for those, who are in Metal Cutting”!

Q. Being the key player in the industry, Please brief us company's journey from inception & share some of the milestones achieved?

Our business journey is an interesting story of how we processed our techno-commercial experiences around us and reached at this growth level, 30 Cr. INR turnovers.

A highly skilled and experienced young technocrat, Mr. Ilyas Shaikh, started initially tool grinding activities, with one secondhand Tool & Cutter Grinder, for re-sharpening of used tools for engineering industry at Pune, in 1999.

After 17 years, Accusharp Cutting Tools Pvt. Ltd; stands today, as a leading company, in design, manufacture & supply of special cutting tools in Tungsten Carbide, for Automobile, Engineering, Textile, Energy Sector, Machine Tools Industries, etc.



Under the dynamic leadership of Mr. Ilyas Shaikh, our Managing Director, with the strength of product quality, and service reliability, the company has grown today with 120+ employees. The company stands proud on a setup of 15,000 sq. ft. with ongoing expansion.

Q. Please brief us about company's business objectives & what are the technology alliances that has been made in order to out-front the competition?

Our business objective is to assist customers for their productivity

improvement coupled with reduced tooling cost.

Our business strength lies in 3-'P's - i.e. Products, Process, & People.

Products: Having quality to meet customers' expectations.

Processes: With modern equipment of high efficiency.

People: With competence and passion for the organisational objectives.

For customer desired technology alliance, we have installed latest design software for tool designing, and manufacturing setup with modern equipment, like, 5-Axes CNC Tool & Cutter Grinders - ANCA, WIDMA, Rollomatic, Strausak-, and Zoller Genius'3, & Rapid-I, as Q.C. equipment.

MIS and entire business processes are supported by SAP.

Q. What are the products manufactured by your company?

I would like to say that "We are for those, who are in Metal Cutting." Our Product cluster consists of Drills, Step-Drills, End-mills, Reamers, Cutters, Centre-Drills, Form-Tools, Profile-Tools and Customised tooling solution in Solid Carbide and H.S.S. Tool applications are for machining of Engine Heads, Cylinder Heads, Connecting Rods, Wheels, Crank-Shafts, Gears, Crank-Case, Axles, Nozzle Rings, Wind-Mill- Blades, etc. This covers Industry Sectors like Automotive, Energy, Engineering, Die & Mould, Aerospace, etc.

Q. What is your marketing strategy for India?

I strongly believe, that customer is our first concern.

As I have said earlier, our business objective is to assist customers for their productivity improvement coupled with reduced tooling cost. We provide not only cutting tools, but also, the entire solution for the customer for their product development and manufacturing process.

For a number of MNC's & OEM, as well as, other customers, we have established strong support teams of competent and professional engineers across India, and logistic network, a step closer to customers.

Q. Product innovation through R&D is vital to be a leader in the competition, as per your opinion, how does R&D plays the role of catalyst in the success process?

I believe that we have now reached the stage that we need to have a separate R&D activity for further technical developments; and we are on the way to set up the same, soon.

Q. Quality standards are benchmarked by the product performance; please brief us how do you maintain the quality norms since from solution development to implementation?

Our concept for 'Quality' is to make products that meet customers' expectations. It includes product specification, performance reliability, supported by our service quality.

We are a Company certified for



'ISO:9001-2008' for QMS. Moreover, Environment, Industrial Safety, Health of employees and Social Responsibility hold an integral part of all our business operations. We have been approved by a number of MNCs for their audits of Safety, Environment, and Supplier Code of Conduct aspects. And I would like to add - This remains as our work culture.

Q. According you what are the factors affecting to your business? And what is the key 'Driving Factor' for your business growth?

Cutting Tools, what we make, are 'consumables' for manufacturing industry; and our business activity is dependent on the manufacturing industry operations and their growth. As I have said, our products are key consumables for manufacturing industry; therefor, we need to stand as a 'Productivity Partner' for customers. Our assistance for customers for faster metal removal rates at their lowest possible operational cost remain the driving business factors, for us.

Q. How do you perceive the future of the industry?

Auto Industry, Energy sector, and Construction industry are steadily growing in India. And I strongly believe, we shall have business future and a sizable market share to support them accordingly.

Q. What is your vision for your company for near future?

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."

And let me tell you, my people on the job, with professional competence and passion for the organizational objectives, shall make this company vision to happen. **MTW**