



Aces for **SANSERA**

Sansera Engineering, one of India's leading manufacturers of automobile ancillary components, has crossed Rs. 1,000 million in turnover, recording an increase of 83% over the previous year.

The company is poised to grow at an even faster pace in the future, with the rapid expansion of the automobile industry in India and the outsourcing boom from abroad. The projected turnover for the current year is Rs. 1,700 million. With the setting up of new plants close the works of customers, Sansera Engineering will have a total of five plants, in addition to two captive forging units.



Mr. Sekhar Vasan,
Managing Director

As manufacturers of precision forged and machined components, Sansera has invested heavily in CNC machines, and is going in for robots to enhance productivity and ensure consistency in manufacture.

Having developed the capability to manufacture special-purpose machines in-house, the Company is in a position to build all the machines it needs. In fact, Sansera builds on an average six machines a month, purely for captive use. "We built up our technical competence because we could not afford to buy expensive machines of the kind we need from abroad," Mr. Sekhar Vasan, Managing Director, says. "Imported machines could cost three to four times, as compared to the machines we can build ourselves. Besides, servicing would be a problem with imported machines."

Ace Micromatic an Automatic Choice

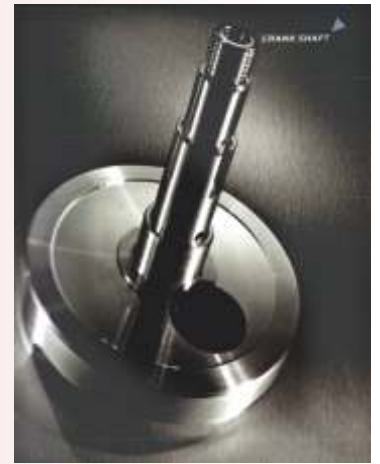
However, when the time came to expand the manufacturing capacity in a big way, sourcing of CNC machines from outside became a crucial issue. After stringent evaluation, Sansera zeroed in on the Ace Micromatic Group for CNC lathes, Machining Centres and Grinders. In the last financial year alone, Sansera has bought 12 ACE CNC lathes, 6 AMS vertical machining centres and 2 Micromatic CNC grinders.

Mr. Sekhar Vasan recalls: "We placed our first order with the Ace Micromatic Group after five years of follow-up by A. K. Nandan, Asst. Manager, Marketing, of Micromatic Machine Tools Pvt. Ltd."

Mr. Nandan points out: "The people at the helm of affairs at Sansera Engineering being fully aware of all

that goes into building machines, negotiating the deal with them had to be on as fully transparent basis. Anyway that is the culture of our organization, as well."

"We are very happy with the service we get from the Ace Micromatic Group. They are very forthcoming and very prompt," Mr. Sekhar Vasan says.



Located on the outskirts of Bangalore, Sansera Engineering, set up by Mr. Sekhar Vasan with an initial investment of just Rs. 200,000, went into production in 1987. Strongly committed to indigenous technology, the Company developed its own manufacturing processes and production technology, with the strong belief that world-class standards could be achieved here and now.

The major customers of Sansera include some of the foremost names in Indian industry, such as Maruti Udyog, Bajaj Auto Ltd., TVS Motor Company, Yamaha Motor India and Honda Motorcycles and Scooters India. Exports account for about a tenth of the total turnover. This includes exports to the Yamaha plants in Indonesia, Brazil and Italy.

Sansera has proved time and again the ability to ramp up production to meet the increasing requirements of customers. When Sansera diversified into the manufacture of connecting rods and crankshafts, the Company had to fulfill an urgent requirement from Bajaj Auto. Sansera turned to the Ace Micromatic Group, not only because of the reputation of the Group Companies for quality and timely delivery, but also because machines from the Ace Micromatic Group had established an excellent record in the plants of Bajaj Auto.

