

Standing on the Shoulders of Giants

Ace Manufacturing Systems Ltd (AMS) has a rich history. The company, which is one of India's largest CNC machine tool builders, was started in 1994. It has grown in leaps and bound since. Here's looking at the company's journey and what's in store ahead.

Ace Manufacturing Systems Ltd (AMS) is a part of the Ace Micromatic Group, which is the largest machine tool group in the country. It also has a presence in many parts of the world, AMS is based in Bengaluru. The group specializes in manufacturing CNC turning centers, CNC grinding machines, CNC machining centers, and automation equipment along with manufacturing components for diverse sectors such as automotive, aerospace, medical, die & mould, railways, etc.

The company has been enhancing its product range to suit diversified global requirements. Speaking on the steps the business is taking to increase its market share, Managing Director, Ace Manufacturing Systems Ltd, P Ramadas averred, "Products are made cost effective, re-designed and manufactured for various application requirements. New technologies and

innovations have been our core strengths and that will continue to reinforce our product base. Marketing initiatives to strengthen brand AMS globally is a key focus at present." The company has been growing at a steady rate YOY and to meet the growing demands of its customers, it is in the process of expanding its manufacturing facilities this year. Currently AMS has a capacity to produce about 1,200 machines a year. With the new manufacturing will be built in 2015-16 has an investment of ₹60 crore and will be around 175,000 square feet in size, AMS will be able to produce over 2,500 machines a year. "We are on a mission to increase our production to 10,000 machines per year by 2023-25," added Ramadas.

Steps for progress

Expanding the facility is not enough; AMS is currently working on implementing robust and lean processes to enhance component manufacturing and machine assembly. Furthermore to the initiatives, AMS plans to widen the reach and penetrate into high demanding markets internationally.

DIGITAL VERSION

To access this article online scan the QR Code OR visit our website and type the article headline in the SEARCH box



Standing on the...



Nedra Pereira
Deputy Editor
Vogel Business Media India
nedra.pereira@vogel.de



Aerial view of the AMS facility in Bengaluru.

Investment on research and development of products and subsystems is one of the key initiatives. Emphasis is also given towards the process centric approach with automated processes and leveraging of advanced information technology. Enhanced product offerings to customers, improving the reliability of the machines, diversification of products and segments are some of the key initiatives in the pipeline.

There is also a strong emphasis on employee engagement initiatives such as 5S, Kaizens, and small group activities.

Ramadas enthusiastically opined, "With the 'Make in India' theme catching up, Indian brands are sure to get recognized worldwide and we are confident of our export growth in the years to come. Cost effective products are catered to diversified global market and sectors. We have our sales and service partners worldwide and are further expanding our network globally to meet our vision of being one of the largest producers of CNC machining centers in the world."

Research & Development

Another aspect the company holds dear is its focus on strong design and engineering. "The adage 'Innovate to grow' is passé; today organizations need to innovate to sustain existence. It is necessary to upgrade and innovate to be able to penetrate into new market segments. Efforts in research and development (R&D) to provide solutions that meet the customers' key concerns will provide sustained growth," asserted Ramadas.

Additionally, the company takes feedback from its customers very seriously and it is considered throughout a product development cycle. Products are developed with considerations to ease manufacturing, assembly, maintenance, service and importantly the ease of use.

New designs are thoroughly tested in, simulations and also physically validated in the assembled condition prior to commercializing the product. Advanced tuning methods are adopted to optimize the parameters of machines to achieve superior performance. "It is a constant endeavor of the R&D and engineering team to improve the products quality, performance and user interface. The R&D team also undertakes cutting and proving out of challenging components for novel applications," he mentioned. The department has also been recognized by the Government of India for its R&D efforts.

Philosophy on growth

The company's success lies in its customer's growth. Every time a customer walks into AMS with his machining needs, he leaves the company happy and satisfied. "We believe that the customers' growth is AMS' growth and AMS' growth is our supplier's growth," voiced Ramadas. This philosophy is nurtured in the minds of every employee enabling an inclusive growth. A session involving all employees including the Managing Director and CEO is held every morning. This provides an open and transparent platform to discuss targets, performance and other important aspects of the company. This attitude of being transparent and ethical is what motivates the workforce in achieving excellence. Alignment between the daily activities of the individuals and department to the vision of the organization is also one of the driving forces for success. Each employee knows his/her responsibility and works towards the aim of achieving excellence by being a dynamic organization.

Quality first

With strict adherence to quality systems, AMS follows a detailed set of component inspection processes. Every machine passes through a series of stringent quality test and calibration procedures for accuracy and safety before they are cleared for dispatch. It is a way of life at AMS. Incoming parts are checked and in process inspections are carried out at every stage of machine building process.

"Rigorous quality procedures such as laser calibration, ball bar test, heavy cut and NAS

component tests are carried out on every machine to ensure machining accuracies are achieved as per the standard set. With a quality management system that matches international standards (ISO-9001-2008), quality practices have been certified by TUV-Nord," revealed Ramadas.

Import substitution

AMS has always believed in providing products and solutions with a minimum total cost of ownership. There is a constant effort to make technologically advanced products affordable to the Indian manufacturing industries through making machines that are import substitutions. "With continuous evolution and R&D efforts, the gap between Indian machine tools and imported ones have narrowed significantly. Another advantage that customers benefit from buying machines domestically is the flexibility in the product design and configuration. With the wide variety of machines and options offered, there is always a suitable solution for the requirement," he expressed. "Import substitution is also a matter of pride to us as in our own way, we are contributing towards strengthening of the rupee and hence the growth of the country."

Going global

Being one of the most reliable sources to automotive industries, AMS has been selling nearly 70 per cent of its products to the auto sector. AMS is currently also focusing on diversifying its customer base with new emerging market sectors. Enhancing existing products, development of new products, and their promotions across



A snapshot of the shopfloor at the facility.



"Import substitution is also a matter of pride to us as in our own way we are contributing towards strengthening of the rupee and hence the growth of the country."

Managing Director, Ace Manufacturing Systems Ltd, P Ramadas

all markets is being considered.

"Global market penetration is very different as compared to the increasing market share domestically. An understanding of each country's requirement and end user market is vital. The opportunity in the global market is much higher but the competition is also stiffer. However, with strategic partners in key locations internationally, we are confident that the export sales of AMS products will increase rapidly. Annually, the company is also participating in over 10 international exhibitions overseas which have shown promising results in the recent past," said Ramadas when expanding on his plans to penetrate into the global scene.

Going green

AMS takes pride in being an environment friendly organization. By using natural lights, ventilation and practicing rain water harvesting, the company consumes very little electricity, thus contributing to lower carbon footprint. The factory is surrounded with over 200 varieties of plants bearing fruits and flowers throughout the year. Stressing on the importance of an environment that helps distress everyone, Ramadas disclosed, "This has been providing a healthier and better working environment for our employees. Employees enjoy a walk around the garden post lunch or in the evenings, thus, providing them with a stress free workplace."

In a nutshell

The AMS facility is not just a building where people get things done but more of a family that sees that everyone who enters it is taken care. A well oiled-machine of sorts working towards the betterment of all involved.

MMI