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Ador Welding Ltd.

“ We challenge ourselves to give the latest and most innovative solutions to the industry to help improve efficiency and productivity ”

We cater to various sectors like nuclear, wind, thermal, defence, railways, infrastructure, automotive, steel and many others.

Ador Welding is perhaps the only company in the welding industry to have grown and surpassed its best year sales revenues every year in the past decade.

Can you provide us with an overview of Ador Welding Ltd?

Ador Welding is a complete welding and cutting solution provider. Since its inception in 1951, with the objective of being an active participants in nation building. While providing value to its customers with four business verticals;

- a. Welding consumables business which comprises of welding electrodes, wires & fluxes;
- b. Welding Equipment business which has the latest equipment for SMAW, GMAW, GTAW and SAW processes;
- c. Welding Automation; PPE and Gas cutting products and accessories & CNC based Gas and Plasma cutting equipment.
- d. The Project Engineering business of Ador Welding is into the manufacture of flares and heat exchangers, pressure vessels, incinerators, and has also forayed recently into EPC contracts internationally.
- e. Ador Welding has been an enabler to the industry in imparting welding skill with its training and development programmes thru its wholly owned subsidiary the Ador Welding Academy Pvt Limited.

Ador Welding embarked upon a digitization program a few years back, and today, according to industry experts, we have some of the best digitalised systems.. We have constantly strived towards our ambition to become ‘The Best in Class’.

How do you see analytics evolving today in the industry as a whole? What are the most important contemporary trends that you see emerging in the Welding sector in India?

Automation in welding and the use of robotic welding is the need of the hour, as we surge ahead from being a developing nation to a developed one. Robotic solutions offer the much needed skill and repeatability to critical jobs on mass manufacturing lines which makes them absolutely vital in this age of consumerism. IOT, AI ANN are being put to good use to help create impeccable first time right welding process planning in the west and a slowly but surely finding takers in India.

The automobile industry is forecast to grow rapidly in the near future. Investments in high speed railway coaches, metros, defence, shipbuilding and aerospace manufacturing hubs are taking shape in line with the government’s “Make In India” programme.

This bodes well for the automation and robotic industry.

What in your opinion is the greatest technical challenge and what solution has been found at Ador Welding?

We challenge ourselves to give the latest and most innovative solutions to the industry to help improve efficiency and productivity. We have recently launched our own Pulsed Migmachine Champ Pulse 500. This completely indigenously manufactured high quality world class inverter welding equipment has been conceptualized, designed and manufactured at our Technology Development Centre in Pune. This product significantly narrows the gap with

the world's topmost companies in the welding field and exhibits features comparable to the latest inverters available in the market.

Our welding inverter manufacturing setup boasts of the only 'Clean Room' in India that produces CE marked welding inverters.

Our consumable plants have high-end extrusion equipment and fully equipped testing facilities are available for making world class products. We have fast tracked our product development programme and can come up with a new product within weeks.

Our inverter welder Champ T 400 has won the India Design award for its impeccable design. King Cut Pro 2500 is the latest addition to our Hi definition CNC plasma cutting range.

Tell us about your total quality management and professional ethics?

We are a green organisation which are at the very essence of our business. Our organisation is an OHSAS 18001, ISO 9001 and 14000 certified company.

We have implemented the integrated management System [Quality, Environment, Health & Safety] for our Chinchwad plant this year and the same is being done for our other plants too. Our testing lab has been subjected to stringent NABL audit and is to be very soon awarded NABL accreditation. Our Welding consumables and Welding equipment have also been awarded CE certifications.

Ador Welding is a thoroughly professional company with a strong value system in place. We have a very fair employee evaluation system that allows for a growth opportunity to each employee. Potential employees are groomed to take up higher positions

According to you, which key sectors will be at the front-end in driving demand for Welding industry in the future?

A crucial segment that is expected to make a sizable contribution in the growth of Welding automation solutions is the Infrastructure, Railways, Defence, Shipbuilding and the Automobile offer us the biggest avenues. Backed by the government support through Make in India initiative, the demand for Welding in manufacturing sector at large is expected to come up in a big way. Ador with its vast array of products and approval has firm strategies in place to cater to these opportunities.

What are your products ranges and how does it work well in Indian climate?

Our Welding Equipment range is vast. It starts from the conventional Welding Transformer to the Diode Based rectifier to the Thyristorised welding rectifier to the latest state of the Art welding inverters.

Ador also makes Diesel Engine driven welding sets; the "Silent Challengers" .Our SAW tractors come in a wide range from Thyristorised to Inverter based models. We have added Champ Pulse 500 –Pulse Mig Welding Equipment to our product range recently. We make Plasma cutting equipment- both CNC based and hand held. Our GTAW Inverter welders come in all current ranges . We also have in our range Motor generators known of their ruggedness.

Ador Welding equipment has been serving the Indian welding industry for last five decades now. They have played an important role in the transformation of our nation from an agrarian economy to an industrialised one.

Our equipment are well tuned to handle the extreme climatic conditions of the Indian subcontinent and have performed extremely well in the global markets including the hot and humid climates of the middle east.

What are your priorities for the Indian market and your vision in the next three years?

This year we shall add a whole new plethora of products that will further enhance our product basket and give us the right impetus. Besides, we also look to further our growth through our bullish market share strategy.

For the first time in its history, AWL grossed Rs. 490 crore of gross sales in the lat financial year & with our strategies and plans firmly in place, we expect to touch Rs. 540 crore in 17-18 and 600 crores by 18-19.

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