

# Binding six and a half decades of 'Welders to the Nation' in words: Ador Welding Ltd's (AWL) story

Abhishek Dubey • The CEO Magazine



S. M. Bhat, Managing Director, Ador Welding Ltd

There was a time when the Indian manufacturing Industry had little exposure to top end technology due to which only but a little tweak of technological innovation here and there by the Indian welding industry would meet these requirements. However, in recent years, the demand for automatic and semi-automatic welding electrode and welding equipment has been rising and AWL as the chief industry leader has opened new avenues for growth and expansion. From the industry's nascent stage to this transmutation, the legacy has proved its prowess through every changing picture of the country's Industrialization and infrastructure development.

Since its inception in 1951, Ador Welding Ltd. (AWL) has come a long way to become the leading Indian player in the industry. Ador Welding Limited (Formerly Advani - Oerlikon Ltd.) is a name synonymous with the welding industry in India for over six and a half decades now. Widely respected as a pioneer and leader in the welding industry providing the finest Welding Consumables & Equipment, Welding automation solutions, CNC cutting systems, PPE, Gas cutting products and most importantly in the field of Skill development, Ador Welding Limited (AWL) has progressively extended its knowledge and expertise to cover specializations by catering to the most stringent and sophisticated demands of the industry.

AWL, best known as 'Welders to the Nation', provides its comprehensive range of products to industries like Automobile, Wind Energy, Thermal & Nuclear Power, Heavy Engg, Mining, Chemical and Fertilizer, Oil & Gas, PEB, Railways, Defence, Infrastructure and others ensuring the highest level of welding & fabrication excellence.

*The CEO Magazine talks with Mr. S. M. Bhat, Managing Director, AWL under whose leadership acumen the organization has engraved its success saga. Mr. Bhat shares his views over the host of issues in line with Ador's expansion and the journey ahead.*

**Ador enjoys a global presence while deploying its expertise to the Middle East, Africa, Asia, Europe, US and other countries and has cherished a glorious business voyage. What has been the secret ingredient that is successfully driving Ador?**

At Ador Welding, we strive towards a growing trend of open business models through innovation and the organization ensures that these processes are in line with the requirements of the industry. We adopt new ways of working, which have developed from the philosophy of each employee involved in contributing to the concept of "ideas to innovate" in order to create avenues for sustainable growth. We are driven by challenges which, we believe, turn into opportunities with a focused approach. We have a dedicated team of sales and service personnel located at the remotest corners of the country. Our Technology Development Centre has been accredited by NABL which speak volumes about our quality. We don't

buy and sell. We develop capabilities to meet constantly evolving market needs. We have a unique customer-centric behavior inculcated in our ethos and consciously work towards developing solutions.

**Over the last sixty-five years, AWL has developed expertise in providing the finest welding consumables and equipment across varied industries. How did AWL blend innovation with its offerings throughout its journey?**

We have adopted numerous innovative measures to improve productivity & Quality. To name a few, we are the first Indian welding manufacturer to have a clean room. We have implemented the controlled environmental standards under which all world-class electronic manufacturing companies work. Our welding consumables and equipment have been CE certified. We have enabled single piece flow with better ergonomics on the shop floor to streamline material flow in line with lean manufacturing. We have worked on some innovative approaches to reduce operator fatigue through ergonomically designed material handling trolleys. We have introduced the pressure die concept in our wire drawing equipment in order to enhance speed and improve manufacturing efficiency.

**Ador's market share has increased last year in spite of the sluggishness that the manufacturing sector witnessed in the last few years. How did you wised up the reach and alliance with the clients?**

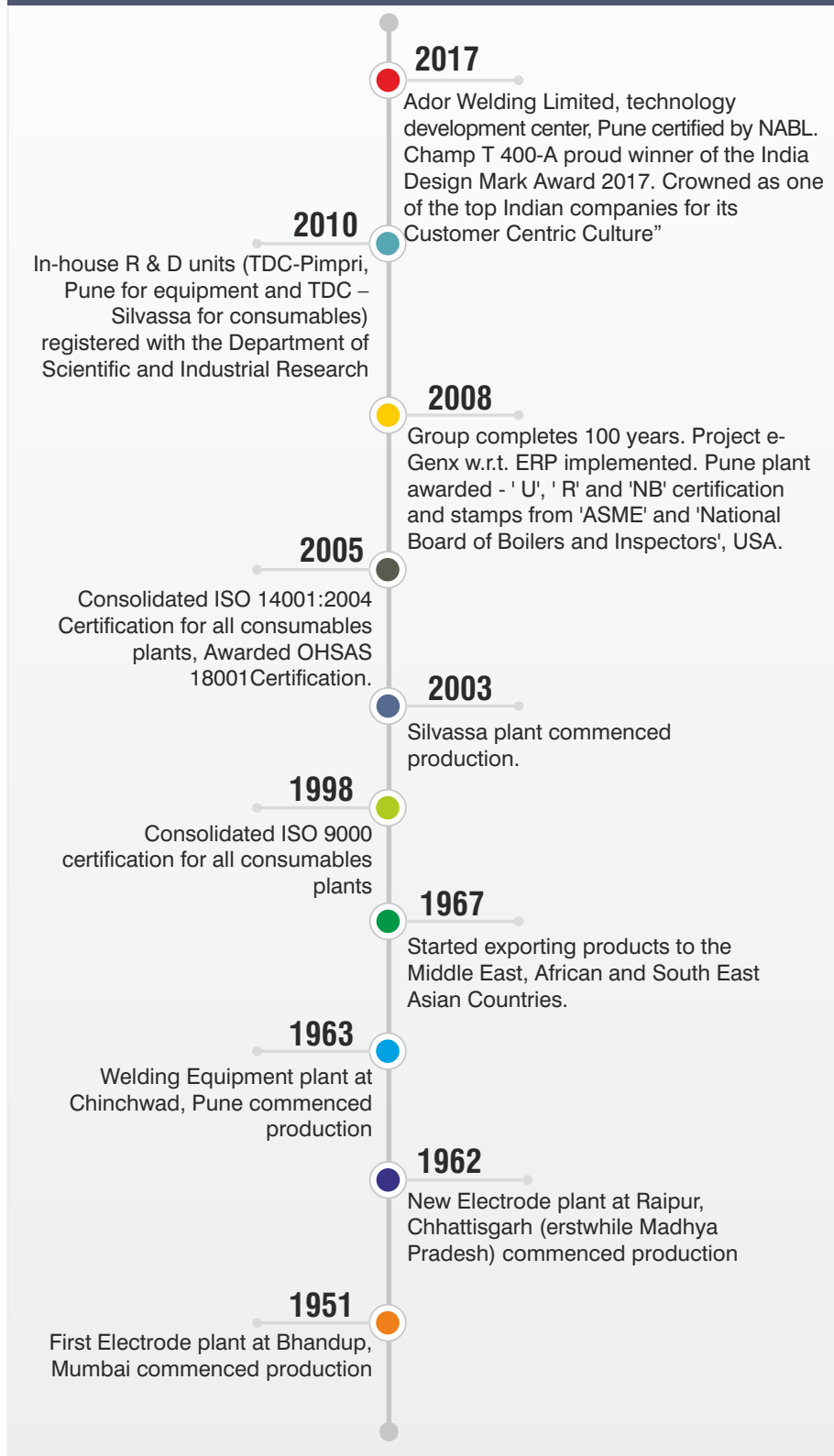
We focus on providing "Complete Welding Solutions" to the world of Manufacturing for enhancing their

operational efficiency. We always try our best to ensure that Ador leads its operating domain amongst the top companies without compromising on the price-quality-service matrix. We have a pan India presence with eleven offices and four manufacturing facilities at Chinchwad-Pune, Chennai, Silvassa & Raipur. Technologically advanced facilities, rich experience, efficient management and our excellent sales team have helped us to build a network of strong satisfied customers. We have more than 50 thousand users for our products. The big names include L&T, RIL, NTPC, BHEL, Railways, Defence units etc. We have been working with top government establishments to develop special welding consumables for highly critical welding applications as import substitutes.

**You had an amazing entrepreneurial journey so far. What would be the two-three highlights of your career that helped you shape who you are today?**

There are many highlights in my personal and professional life which have helped me to be what I am today. Some of the most important learning was at the beginning of my career as an Engineering professional when I spent a good 8 years in on the shop floor, where not only did my technical knowledge get honed but more importantly I learnt lot on man management and got exposed to different behavioral and attitudinal personalities and learnt how should one manage/tackle them. I was lucky to have excellent bosses throughout my life; those who have added tremendous value to my personal and professional life. I was relieved by my boss when the company decided to send me for full-time residential management

## AWL's Timeline



course. Had he not relieved me at that time I don't think I could have achieved what little I have in my professional life. Post management studies, I was rotated from one function to another every 3rd or 4th year by my earlier company. This exposed me to almost all critical functions of the corporate which one would like to get exposed to manage a company successfully. My risk-taking attitude coupled with hard work, sincerity and appetite to learn new things helped me a lot in the journey. Lastly, blessings of almighty & my parents enabled me to reach a position where I am responsible for the P&L of a listed company and more importantly the torch bearer of the welding industry.

**Thanks for the connect Mr. Bhat. We wish you the best for your professional voyage ahead.**

Thank you very much. It was a pleasure speaking with you.

Mr. Bhat also holds the honorary post of Secretary to Association of Welding Products Manufacturers (AWPM) which promotes safety practices within user industry and Skill development for the Industry.

The organization stands at the top of the ladder harvesting growth consistently both in value and volumes. AWL has surpassed its best ever achievement in the last financial year and has made giant strides towards being the number one welding company in the country. AWL's welding academy AWAPL is working closely with NSDC for Skill India towards imparting knowledge & skill in the welding field as the country is sprouting a manufacturing hub for the world. Fostering business excellence, sustaining highly ethical and social practices, creating pride for all stakeholders of the ADOR family and successfully mastering its capabilities and enhancing its efficiencies AWL looks forward to conquering new heights.