



**Satish M Bhat**  
Managing Director, Ador Welding Limited

### “Our aim is to create sustainable growth and value for our stakeholders”

#### What is your mantra for growth? Please share your growth outlook for Ador Welding.

Our aim is to create sustainable growth and value for our stakeholders year on year. Our mantra for success is based on six simple principles viz. continuous focus on R&D and innovation, operating efficiency and fiscal discipline, creativity commitment and determination of our people and channel partners, commitment towards corporate governance and ethics, strategically concentrated yet operationally decentralised business model and staying ahead of the curve in forecasting business opportunities.

We continuously strive at keeping employees satisfied and engaged so as to keep them happy, since we believe that "Happy Adorians make Happy Customers". The organisation stands at the top of the ladder harvesting growth consistently both in value and volumes. AWL has surpassed its best achievement in the last financial year and has made giant strides towards being the number one welding company in the country. We aim to achieve a revenue target of Rs. 800 crore by 2022. We have created capacities and developed new products to achieve the plan.

#### Is 'Make in India' throwing up new opportunities for Ador Welding?

The Government of India is looking for indigenisation in its endeavour towards "Make in India" initiative. We have been working very closely with defence, railways, power and nuclear establishments in the country to provide customised welding solutions, thereby eliminating the need for imports. We have in the last four years indigenised several products and reduced dependency on imports from 24% to about 5%. Our welding training academy -AWAPL is working closely with NSDC towards imparting knowledge and skill in the welding field

#### In today's disruptive environment, how do you ensure you remain relevant to your customers?

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 Welding leads its operating domain amongst the top companies without compromising on the price-quality-service matrix. We believe in innovation and have adopted the innovation culture in the entire organisation. This enables us to meet customer expectations to a large extent. Chinwchwad-Pune, Silvassa, Raipur, Ahmednagar and Chennai. This allows us to be close to the customers.

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 50,000 users for our products. Our clients include L&T, RIL, NTPC, BHEL, railways, etc. with whom we are working for many years. We have been working with government establishments to develop special welding consumables for highly critical welding applications in our quest to become technologically self-reliant.

#### What is your annual R&D spend and what can you tell us about your new services or products to be offered in the coming fiscal?

Our technology development centre located in Pune has the latest and state-of-the-art equipment and engages around 50 engineers. This provides us a competitive edge by shortening time for introduction of new products. Our R&D spend is around 2 to 3% of our revenue, which is significant for an organisation in the welding industry. Our consumables lab was accredited with the prestigious NABL certification last year, which makes us the only welding company in India to have such high-quality testing and development facilities.

We have the first and only clean room for the manufacture of inverter welding equipment in the country. Our welding equipment model Champ T400 has won the "India Design Award" for the best industrial design last year. The Champ Pulse 500 is India's only indigenously made pulse MiG welding machine at par with world standards. Our R&D department has developed welding consumables for high temperature high strength applications for refineries, fertiliser and power plants and nuclear applications. Our work with top defence research establishments has led to the development of consumables for warships and submarines. Our Welding equipment can now be IOT and AI-enabled. Our work on high strength alloys for fabrication of complex structures is path-breaking. We are perhaps the only Indian company to have developed consumables for the electro slag strip cladding process.

We introduced Tip-Tig technology which makes GTAW welding possible at high speeds, essentially giving Tig quality at MiG welding speeds!! These are a few of the innovations that set us apart from domestic and international competition.