

# DIEMOULD INDIA 2008

**Report by Infomedia India Ltd., Media Partner DMI 2008**

**DIEMOULD INDIA 2008 took a quantum leap with its sixth edition on 15-18 February at Bangalore International Exhibition Centre, (BIEC), Bangalore, with sparkling stalls, enthusiastic exhibitors, vibrant visitors and heightening hopes of organisers. This mega exhibition organised by Tool and Gauge Manufacturers Association (TAGMA) in association with SEARCH and Modern Machine Tools as its media partners built its reputation as the definitive technology showcase for the latest developments and trends for a broad cross-section of the manufacturing industry. The power-packed combination of around 273 exhibitors, from 17 countries, with impressive footfalls recorded highest attendance at the venue.**

The four-day DIEMOULD INDIA 2008 international exhibition at Bangalore, a flagship event of TAGMA, sprawled over 1,54,500 ft<sup>2</sup> area; proved to be India's largest international exhibition in India covering the tool room industry.

S C Kalyanpur, President, TAGMA inaugurated the fair by lighting the traditional lamp. Addressing a press conference, Kalyanpur said, "The objective of DIEMOULD INDIA 2008 is to bring together both Indian and international manufacturers and consumers under one roof. With the space getting bigger and international participation larger, the exhibition would witness the congregation of manufacturers catering to different industries like auto & auto ancillary, consumer durable, engineering, electronics, etc. The exhibition would give the industry a prospective to grow and cater the demands of the global market."

## THE DISPLAY DAIS

Around 273 exhibitors from 17 countries participated to showcase the best in state-of-the-art technology from the die and mould industry. Some

of the major companies participating in this giant event were Ace Manufacturing Systems, ASSAB Sripad Steels Bharat Fritz Werner, Cobra Carbide, Delcam Software India, DMG, D-M-E, EuroMold, Electronica Machine Tools, Fanuc, Forbes Gokak, GWPrecision Tools, Godrej & Boyce, Haas Automation Inc, Jyoti CNC Automation, Larsen & Toubro, Lokesh Machine Tools, MMC Hardmetal India Pvt Ltd, Mahindra & Mahindra, Makino India, Mitutoyo South Asia, Nebashi CNC Automation, PCK. Buderus, PMT Machine, Renishaw Metrology, Seco Tools, TaeguTec, TAL, UCAM, and many more Country Pavilion from Germany. The international exhibition was spread in two pavilions in Hall 1 & 2 with impressive displays of machinery like machine tools for making dies & moulds, CNC milling/machining centre, EDM, die casting machine/moulding machine, CAD/CAM system related to dies & moulds, die & mould polishing machine, mould base standard parts of dies & moulds, etc, all under one roof. (List of Exhibitors available on pg (44-46))

## EXHIBITOR'S VIEW

**As we stepped on the carpet of exhibition 'Halls' spread across BIEC, we gathered some of the national and international exhibitor's valuable views. On being asked about his expectations from this exhibition.**

S K Mahadevan, director, Haas, added, "We have focused more on people manufacturing moulds and dies. These types of B2B events fetch benefit in the long run."

Throwing light on the customer's expectations, Chalapathi Rao, head, industrial products business, Iscar, said, "The die and mould industry is growing very fast. Customers are looking for high productive solutions. Hence, we launched Sumo Tec range of products that provide high productivity."

Mike Lauer, general manager, Asia Pacific, Esprit DP Technology Corporation, was very clear



on his expectations from this exhibition. He piped, "We participated in this exhibition to make an identity in the Indian die and mould industry by providing information about our products. We want to build good relations with the machine tool manufacturers as we are actively looking for a place to setup in India. We want to promote our products through this exhibition. The exhibition attracts good quality of focused customers, so it is the perfect place to showcase our technology."

Gregory Lee, senior manager, Nikon Singapore Pte Ltd, said, "The exhibition gives an opportunity to have direct access to Indian customers and provide better service. We have used this exhibition as a platform to introduce Nikon precision tools to automotive customers. Our product NEXIV has made us reach new customer segment in the Indian automotive industries. We are satisfied with the visitor's response as we could generate some potential orders from the four days event."

Mark Seng, Huro (S E Asia) Pte Ltd too said, "We look for quality visitors to reach our target customers. We expect to generate around 60 to 70 per cent new leads from this exhibition." Fumio Takayanagi, manager export department, Dijet Industrial Co Ltd, said, "We can reach our target customers and promote our products through this exhibition."

Nickunj Shah, chairman & managing director, Nickunj Eximp Entp P Ltd, shared some positive points, "The show has been organised very well. As the quality of visitors is excellent, we used this exhibition as a platform to launch wide range of machine tool accessories and EDM wires. We expect to get around 1,000 leads with a minimum conversion ratio of 50 per cent." Thierry Cros, managing director, Seco Tools India Pvt. Ltd. "We want to consolidate our customer base through this exhibition. Key decision makers of companies visit this exhibition, hence, we launched our new product, Duratomic in this event."

Sharing his thoughts, Sanjit Vyas, deputy man-

ager, marketing, tooling division, Godrej & Boyce Mfg Co Ltd, said, "Our expectation is mainly to increase our business. We are looking at the tooling requirement of the industry."

Vivek Nanivadekar, associate vice president, international business, EDM division, Electronica Machine Tools Ltd, said, "Die & mould is a capital-intensive industry and so it is difficult to gauge the conversion ratio of new leads immediately from the exhibition. It takes time. We launched a CNC die mould machine for the die & mould industry."

N Gopinath, vice president, MMC Hardmetal India Pvt Ltd said, "The constant flow of information from the TAGMA authorities helped us prepare for the event well in advance. We have participated in DIEMOULD INDIA for the first time and consider this an important event to showcase our new generation tools. This exhibition is a good opportunity for us to showcase some of the new generation cutting tools used in machining die and mould components in the advanced countries like Japan and Europe. We expect to show our Indian customers our capability in machining intricate profiles."

He further added, "Though Mitsubishi is well known for its die and mould tools in many countries particularly in Japan, South East Asia and Europe, **this exhibition gives us an opportunity to demonstrate our presence in the Indian die and mould industry.** We have displayed products for high speed machining such as the AJX, APX and ARX cutters, which are a new range of indexable tools. We have also displayed a whole range of solid carbide end mills, which are all coated, with our patented 'Miracle' coating technology."

### **VISITORS' VOICE**

DIEMOULD INDIA 2008 was able to successfully drive a huge number of footfalls from all walks of life. The visitors profile included key personnel from the manufacturing community technocrats & scientists, marketing chiefs & professionals



& consultants, policy makers, trade delegations, personnel from projects, purchase, production & maintenance departments. Overwhelmed with the response of the visitors, Mr. Kalyanpur said, "TAGMA is delighted to see many engineering and diploma students at the exhibition. This shows that manufacturing industry can also attract the best talent in India."

The visitors were brimming with enthusiasm at BIEC. R D Raphel, engineer-design & proposal, Danish Steel Cluster Pvt Ltd was very pleased with the way the show was managed. He said, "We are here to get an idea about high speed steel and its facility," Amarnath S V, assistant manager, Software Sales, Kruthi Computer Services Pvt Ltd, was equally impressed with the exhibition. Anurag Agarwal, director, technical, Craft Mill Technology, opined, "We visited the exhibition venue to know about die and mould manufacturers, good manufacturing tools and the new machinery displayed. This time the exhibition has been arranged systematically as compared to the previous edition." Framing few feature of the event, D A Satrugnakumar, manager, tool room, NBR Bearings, Hyderabad, said, "**DIEMOULD INDIA event is the right place to look for cutting tools and tooling technologies for precision finish as well as for cost competitiveness. The exhibition is good and well managed.**" Getting a bit precise, Chethan H N, Engineer, HAL, mentioned, "We have come in this exhibition to gather some information about assembly jigs. **The well-organised event is a good podium for the exhibitors in displaying their products.**" Similarly, Lalit Gandhi, director, Aashirvad Auto Tech Pvt Ltd, concluded, "We are an auto radiator manufacturer, looking for press tools. **This is a good exhibition where we can get information on latest technology and new machinery.**"

### Summing up

DIEMOULD INDIA 2008 reflected all that is good about the Indian manufacturing industry; a place to share best practice, inform on new product

development and review technological advancements.

Technically speaking, the response has been fantastic. The exhibition enabled the manufacturing industry to witness the latest global trends & refinements. It helped to gauge future technologies that are likely to shape up in this segment. Large overseas presence in this exhibition is a pointer to the global interest in the Indian market.

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