



MESSAGE FROM THE CHAIRMAN



Welcome to this issue of "Intouch" Newsletter of ANU Group. I would personally like to thank our valued customers and friends for their appreciation and feedbacks on our earlier issues. This has really encouraged us to continue this endeavor to stay in touch with you for mutual benefit.

Manufacturing industry in our country has experienced a rather trying phase last year. Being a part of the industry, we had our share of struggle too. However, in this period, we invested in our technology and production systems and kept our focus on new business opportunities like development of intricate wear parts made of tungsten carbide, tungsten alloys & ceramics.

As a technology driven company, our technical associations with Japan and Germany have been very useful to us. We have been constantly upgrading our technology and processes to stay ahead and bring more value to our products and services. To further increase our participation in the

international business, we have started a dedicated facility for 100% exports of Tungsten Carbide Dies & Tools in the name of ANU Tech Solutions Pvt. Ltd. in Ghaziabad. In this facility, we have engaged industry's best talent from India and Europe.

ANU Group has conducted "Technical Seminars" at various customer premises for the optimum usage of Tungsten Carbide Tools. Such programmes have given us opportunities to closely interact with our valued customers and this has proved to be a wonderful platform for exchanging valuable suggestions towards improvements.

We sincerely acknowledge the excellent relationship we have shared over the years and thank you for the patronage and the opportunity given to us to be service to you. Your feedbacks have always been highly valued. Please do write to me at dbmaheshwari@anugroup.net. Through our newsletters, we will stay in touch and keep you updated with the latest developments for your benefit.

Season's Greetings & Best Wishes to you for a Happy, Healthy & Prosperous New Year,

Warm Regards,

D.B. Maheshwari
Chairman

VALUE ADDITION THROUGH TECHNOLOGY UPGRADATION

To stay ahead in technology, a company must acquire and maintain state-of-the-art equipment for manufacturing. This is what we have done at ANU Group for meeting the ever demanding expectations of our valued customers.

We have started a new facility – **Anu Tech Solutions Pvt. Ltd.** in Ghaziabad for 100% exports and it enjoys the benefits of superior technology brought in by the advent of our associations with Japan & European experts. We now have one of the world's best **CNC Turning Machine** with us to manufacture most intricate shapes with consistent and repeatable quality in shorter timeframes.

With years of experience in the cold forming tooling business, we have developed some special tungsten carbide grades in close interaction with customers and international carbide manufacturers. **The latest addition has been the development of a new carbide grade for producing stainless steel fasteners.** It is observed that tool life has substantially increased by using this special grade.



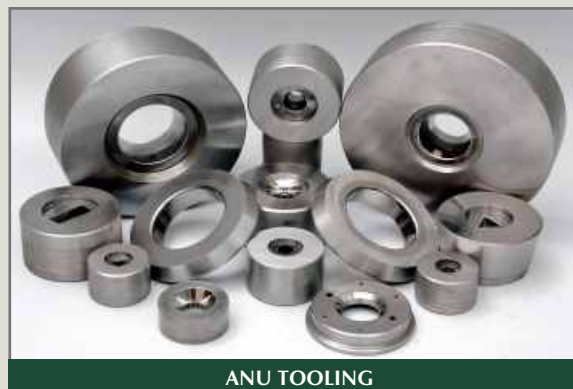
New technologies will always be at the forefront as we continue to provide the highest quality tungsten carbide tools to our expanding customer base.



F O C U S A R E A

TUNGSTEN CARBIDE TOOLING FOR TUBE DRAWING

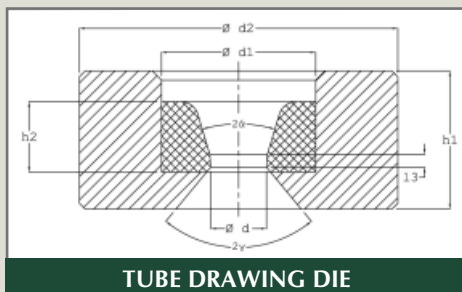
ANU has been into the manufacturing of various tungsten carbide products like dies, mandrels, plugs etc. for wire, bar & tube drawing industries since 1973. This nearly four decades of rich experience gained with our intense interaction with manufacturers of wire, bars & tube has helped in meeting expectations of our customers. In this issue, we will be focusing on design requirement of Tungsten Carbide Dies for Tube Drawing.



ANU TOOLING

Product Range in Tungsten Carbide

- Mandrels & Floating Plugs
- Round/Rectangular/Square/ Hex Special Profile Draw Dies
- Customized Specials



TUBE DRAWING DIE

Tube drawing is a metalworking process to size tube by shrinking a large diameter tube into a smaller one, by drawing the tube through a die. This process produces high quality tubes with precise dimensions, good surface finish, and the added strength of cold working. Because it is so versatile, tube drawing is suitable for both large and small scale production.

Design Requirements:

For achieving superior performance from Tungsten Carbide Tube Drawing Dies, the Entrance Cone, the Reduction Zone, Bearing Length & Exit angle of a die plays a very crucial role besides correct selection of tungsten carbide grade.

■ **The Entrance Cone:**

- The primary function of the entrance cone is to facilitate easy access of lubricant to the reduction zone.
- The entrance cone is well rounded off into the reduction zone, which makes easier for the lubricant to penetrate into the drawing bore.

■ **The Reduction Zone:**

- The reduction in the cross-section of tube take place as it passes through reduction zone.
- The angle 2α degree of the conical reduction zone is known as drawing angle.
- Normally drawing angle of 24 degree is considered for drawing ferrous & non-ferrous tubes.

■ **Bearing Length:**

- The bearing length and cross-section size determine the size and surface finish of the drawn material. Following table is suggested for determining the length of the bearing:

Bearing Diameter d (in mm)	Length of Bearing l3 for Steel Tubes
Below 10	0.2 d
10-25	0.15 d
Above 25	0.1 d

■ **Exit Angle:**

- The function of the exit angle 2γ degree is primarily to strengthen the carbide die at the exit end.
- To avoid chipping of carbide, the height of exit angle should be about 1/5 or in case of small diameter 1/4 of the pellet height.
- The angle is generally maintained as 30 degree.

Intouch



NEW INITIATIVES — TECHNICAL SEMINARS

ANU Group has conducted Technical Seminars at various customer premises. The seminars were held for Plant Engineers & Managers from various disciplines. The batch strength was over 20 participants and the duration of seminar varied from 3 hours to 4 hours.

We have received an overwhelming response towards this initiative. These interactions are helping our customers for enhancing productivity from Tungsten carbide tooling.

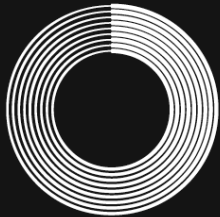


At customer premises in Mohali

At customer premises in Ghaziabad

wire[®]

Düsseldorf



26 – 30 March 2012
Düsseldorf, Germany
www.wire.de

INTERNATIONAL FOCUS

We are pleased to announce our participation in Wire Show 2012 – the global leading trade fair, in Duesseldorf, Germany from 26th March 2012 to 30th March 2012. This would be the third consecutive time we will be exhibiting in this most popular exhibition for Wire and Fastener manufacturers all around the World. It will be our pleasure to meet you at our Stand 15D37 in Hall 15.

WORDS OF WISDOM

If you can dream it, you can do it.

— Walt Disney

An investment in knowledge pays the best interest.

— Benjamin Franklyn

Do what you can, with what you have, where you are.

— Theodore Roosevelt

Success is not final, failure is not fatal; it's the courage to continue that counts.

— Winston Churchill



METAL FORMING TOOLING SOLUTIONS
(Tungsten Carbide Dies, Tools & Wear Parts)

Since 1973 . . .

A WIN – WIN RELATIONSHIP

- **Communicating with customers:** We are in a business to service customer needs, and we can only do that if we know what our customers want. We take time to listen and identify requirements by asking questions and concentrating on what the customer is really looking for.
- **Understanding Systems:** We constantly share information pertaining to our manufacturing and commercial systems with the customers to come close to their expectations.
- **Meeting challenges:** We look for innovative ideas to help our customers meet ongoing challenges.
- **Country Wide Network:** We service customers through our four well equipped production facilities and strong country wide sales and marketing network.
- **Personalized Service:** We believe in providing personalized service to customers through our dedicated and motivated teams.
- **Appreciate feedback:** We encourage and welcome suggestions, comments and constructive criticism for improvements.



Brainstorming for meeting challenges

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