



MESSAGE FROM THE CHAIRMAN



Welcome to the second issue of ANU Group's "Intouch" newsletter. We are happy to inform that our first issue got a strong and positive response from our customers and friends, as well as feedback from people who were not familiar with our products and services. We are grateful to all who read our newsletter and found items of interest and benefit to them.

We all have witnessed one of the toughest economic climates in the year 2009. The global recession hasn't left any industry segment unaffected. However, when most of the businesses would have been struggling for sustenance, we sighted opportunities for growth. During this period, we explored the opportunities of introducing tungsten carbide as wear resistant material in various process industries besides adding new customers in the existing line of business. We also expanded and modernized facilities in our North

Indian setups anticipating growth of our core business in coming years. We now should have the largest tungsten carbide finished dies facilities through our three well equipped units in North & South India. With infrastructure and space available, we anticipate year 2010 to be very exciting for new associations & ventures.

We welcome your comments on this Newsletter Issue. If there are applications where you are using or intend to use tungsten carbide, we would like the opportunity to provide you optimum solutions which can further improve your productivity. Through our newsletters, we will stay in touch and keep you updated with the latest developments for your benefit.

In the end, we thank you for the excellent business relationship we have cherished over the years and we look forward to your continued patronage in the years to come.

Seasons Greetings & Best Wishes for a Happy and Prosperous New Year 2010,

Sincerely,

D.B. Maheshwari
Chairman

TUNGSTEN CARBIDE: AN IDEAL SOLUTION

The highly versatile tungsten carbide material has applications across numerous industry segments. These industries include wire, bar & tube drawing, stamping, powder compacting, cold & hot forging, paper & wood, mining, oil & gas, aerospace, automotive & food processing industries. The various grades of tungsten carbide cover very high degree of wear applications like sand & shot blasting nozzles to severe impact applications like cold forging of bolts & nuts and cylindrical & taper rollers for roller bearings. Special grades are also available for corrosion resistant applications. The need for higher tool life and the subsequent reduction in downtime by our valued customers has driven ANU towards the development and usage of optimum Tungsten Carbide Grades. There is always an ideal Tungsten Carbide Grade for your application and ANU will look forward to work with you to establish it.



Tungsten Carbide Products



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

F O C U S A R E A

■ COLD HEADING DIES FOR FASTENERS

ANU has been manufacturing Tungsten Carbide Dies & Tooling for various segments of industry since 1973. This over three decades of experience has gone into refining & optimizing ANU capabilities with a clear focus on meeting ever demanding customer expectations.

Tools for cold forming are subjected to heavy impact loads. An economic manufacture of mass produced parts, such as screws, nuts, bolts, and rivets by Cold heading is no longer imaginable without carbide. The very high compressive strength (much higher than steel) coupled with properties like wear resistance, edge retention and ability to operate at higher temperatures makes the tungsten carbide an ideal material for heading applications. As compared to steel tools, the life of carbide tools will increase by 10 to 50 times depending on the size. In addition, hard metals offer these economic advantages :

- High dimensional control and good surface finish on the finished components.
- Low header downtime due to tool change.
- Low tool cost per piece.
- Reduced production cost.

The above benefits are directly derived out of the high wear resistance coupled with adequate impact resistance of hard metal. Forging productivity can be substantially increased by proper selection of headers, quality of tools and their timely maintenance.



ANU TOOLING

👉 TIPS FOR INCREASING PRODUCTIVITY

CARBIDE GRADE SELECTION	<ul style="list-style-type: none"> • Use tougher Tungsten Carbide grades to avoid premature breakage due to high Impact Loads (Nuts, Bolts etc) • Use special Tungsten Carbide grade like ANU's AN S40 for Stainless Steel cold forging applications against conventional carbide grade with 25% Cobalt.
CARBIDE OD/CASING MATERIAL	<ul style="list-style-type: none"> • Do not economize on carbide OD at the cost of tool life (Optimum OD to ID ratio is 3 to 1). • Casing OD should be 2 to 2.5 times of Tungsten Carbide OD for optimum results. • Use alloy steel with a Tensile strength between 160 to 180 kg/sq. mm.
CORNER RADIUS	Provide liberal corner radius (more than 0.30 mm) if permissible, otherwise adopt split version.
AIR VENTS	Provide air vents to remove entrapped air to avoid explosion.
WORK MATERIAL	Descale, pickle and coat the work material to avoid any scoring marks on the die product.
MAINTENANCE OF DIE	Polish the die at regular intervals for improved life.

Intouch



ANU GROUP'S NEW & UPGRADED FACILITIES IN NORTH INDIA



ANU EXTRUSIONS PVT. LTD, GHAZIABAD



ANU OVERSEAS PVT. LTD., GHAZIABAD

INTERNATIONAL FOCUS



ANU participated at Fastener Fair in Stuttgart, Germany in October 2009. The show was a grand success and many visitors from Europe and USA took keen interest in ANU's Hi-Tech Tooling which has resulted into new business opportunities.



12 - 16 April 2010
Düsseldorf, Germany
www.wire.de

ANU would be participating again at Wire Show 2010 in Duesseldorf, Germany from 12th April to 16th April 2010 at Hall No. 15 Stand No. D33. We expect a good response for existing business and new opportunities of Joint Ventures and business associations.

WORDS OF WISDOM

A customer is the most important visitor on our premises.

He is not dependent on us.
We are dependent on him.

He is not an interruption in work.
He is the purpose of it.

He is not an outsider in our business.
He is a part of it.

We are not doing him a favour
by serving him.
He is doing us a favour by giving us
an opportunity to do so.

— MAHATMA GANDHI



METAL FORMING TOOLING SOLUTIONS

(Tungsten Carbide Dies, Tools & Wear Parts)

■ ANU GROUP DEVELOPMENT

We thank our valued customer fraternity for their feedback and valuable suggestions for serving them better. These interactions have helped ANU to become the leading Metal Forming Tooling Solutions provider in the country. Few of the important developments are highlighted here.

- In 1973, ANU started operations in Delhi for the manufacturing of Wire, Bar & Tube Drawing Dies. In 1981, owing to increasing market demand from South India, ANU opened second unit at Hyderabad in the name of ANU Extrusions Pvt. Ltd.
- In 1985, ANU entered into Technical Collaboration with Fuji Dies Kogyo Co. Ltd., Japan for manufacturing of Cold Heading Dies and Special Profile Dies to meet demanding expectations of private and government customers.
- In 1997, a new company ANU Overseas Pvt. Ltd. was formed in Delhi to cater to dedicated requirements of Fastener industries in North India.
- In 2005, an export unit of ANU in the name of ANU Extrusions Pvt. Ltd. – Unit-II was commissioned at Sahibabad for catering to International market.
- In 2008, ANU further improved the quality and delivery of its products with the help of latest German technical know-how.
- In 2009, ANU Overseas Pvt. Ltd. operations were shifted to a bigger and modern facility at Ghaziabad for improved customer service. ANU Extrusions Pvt. Ltd. facility in Sahibabad was also doubled for meeting increased international demand.
- In 2010, ANU Group is working for International tie-ups for the manufacture and supply of High Quality Steel Tooling for Fastener Industry.

■ MANAGEMENT TEAM



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