



Celebrating 40 Years of Engineering Excellence !!!

From the Chairman's Desk



It's celebration time at ANU Group and I have a number of items to share with you through this NEW LOOK of our Newsletter "Intouch" to customers, and prospective customers!

The major news is that ANU Group has entered into a Joint Venture with a European Company - **WORLES S.L. World's Extrusion Solutions (www.worles.com)**, who are renowned manufacturers of Tungsten Carbide Dies & Tools in Spain. WORLES team has a long experience and vast technical knowhow on the production of superior quality Tungsten Carbide Dies through Innovative Processes, Hi-Tech Machinery & Advanced Technologies to surpass the continuously rising customer expectations.

The Joint Venture has a dedicated manufacturing facility in Ghaziabad (fourth one for ANU Group) for 100% exports all around the world. The facility is under the Total Supervision of WORLES Technical Director, who is stationed in India.

The Joint Venture has a Sales Office, located in Barcelona, Spain, which provides an on-site presence in the European market. It is a matter of great satisfaction that within a short span of time, the Joint Venture Facility is exporting products to Europe's Top 10 Biggest Fastener Groups.

Going forward, Year 2013 is a special year as ANU Group enters into the 40th Year of its existence. The journey has been very challenging, but satisfying in all respects and I am indebted to ANU Group's entire customer fraternity. It is a matter of pride that we have been able to lay a strong foundation by investing in technology and innovation for international competitiveness which is ably supported by our robust governance structure. This continues to drive growth in our Group's multiple companies, providing a strong momentum for a secure future.

I sincerely acknowledge the excellent relationship we have shared over the years and thank you for the patronage and the opportunity given to us to serve you. Please do write to me at dbmaheshwari@anugroup.net. Your feedback is valuable to us.

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

Warm Regards,
D.B. Maheshwari
Chairman



A Joint Venture Of European Technology & Indian Experience For Total Customer Delight

The Joint Venture between ANU Group and WORLES synergizes to bring the "best of both companies together" for total customer delight. WORLES Superior Technology and Processes and ANU Group's years of rich experience in the Metal Forming Tooling Industry brings an array of benefits for all the customers worldwide.

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Celebrating 40 Years of Engineering Excellence

A Joint Venture of European Technology & India

↳ A Unique Joint Venture



WORLES S.L. is a most trusted & preferred partner for cold forging companies across Europe due to its Excellent Quality, On-Time Delivery and Prompt Service. Looking at the growing business, WORLES decided to expand its manufacturing base and move out of Spain.

In the pursuit of finding excellence with an equally competent partner, WORLES closely monitored and evaluated various Tungsten Carbide Tool manufacturers across the globe. WORLES found the right partner in "ANU Group" - India's leading Tungsten Carbide Tools manufacturer with a remarkable history of over 40 years, to complement them to produce World Class Products for 100% customer satisfaction.

WORLES entered into a Joint Venture with ANU Group in 2012 for a 100% Export Oriented Manufacturing Facility in India under its Technical Management.



ANU Group is the leading manufacturer of Tungsten Carbide Dies & Tools in India having a long promising history of 40 years with presence in over 25 countries around the world. It is very impressive to note that ANU Group has over 300 satisfied customers around the world, several of whom have been associated with us since the beginning. ANU Group has diversified product range and produces world class quality. With similar working philosophies, our Joint Venture Model works out extremely well & we are already making supplies to Top 10 Fastener Groups across Europe!

Geert Smet
Managing Director, WORLES S.L.

Sales Office in Europe

ANU Group-WORLES Joint Venture has a Sales Office, located in Barcelona, Spain, which provides an on-site presence in the European market and is the focal point of their marketing and sales activities throughout Europe. This is in line with the global strategy of ANU Group-WORLES to serve its customers' needs at the local level.



Indian Experience for Total Customer Delight !

Technical Director in India

ANU Group-WORLES Joint Venture unleashes a Unique Model where a European Technical Director is permanently based in India to manage & control an Indian Production Facility. Javier Lucero, Technical Director of WORLES, heads the Indian Setup and is responsible for

- Monitoring production processes,
- Introducing systems to optimize Productivity
- Technological Growth,
- Guaranteed Quality matching European standards & International Norms
- Implementing new Hi Tech processes,
- Training of manpower on Hi Tech Machinery,
- Automation & Robotics



Training of manpower on Hi-Tech machinery

“ ANU Group has unique advantage of having FOUR well equipped manufacturing facilities with over 200 skilled workforce, which ensures seamless and uninterrupted supplies to customers around the world. Various Technology Associations with Japan, Germany and now with us in Spain, brings the best and most advanced optimized Technology of die production into ANU Group. With access to world's best raw material suppliers and leading machine manufacturers, our Joint Venture company delivers time bound precision quality as per European requirement.

Javier Lucero

Technical Director, WORLES S.L.



World Class Quality

ANU Group-WORLES Joint Venture forms a forward looking company which continuously implements ideas for improvement of Quality through investment in Hi-Tech machinery, latest technology & training of people. ANU Group-WORLES Joint Venture has a certified quality system, according to ISO 9001:2008 standard.



The New Joint Venture Facility



METAL FORMING TOOLING SOLUTIONS

(Tungsten Carbide Dies, Tools & Wear Parts)

Management Team



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Kennametal M.D. Visit

It was a momentous occasion when Mr. B.C. Rao, the new Managing Director of Kennametal India, visited the Corporate Office of ANU Group in Ghaziabad on 27th December 2012. Mr. Rao said, "We at Kennametal value the relationship cherished over the last four decades with ANU Group who has been amongst the largest buyers of Tungsten Carbide Products from us. We shall continue to strive hard to extend our best in class products and services to your Organization." He further assured increased support and cooperation from Kennametal and wished ANU Group a future filled with success and prosperity.



ANU Group & Kennametal (India) Teams



ANU Group Stand at Wire Show 2012 in Dusseldorf

International Focus



March 2012 was our fourth consecutive participation in the Wire Show at Dusseldorf, Germany. The show was a grand success and it opened doors for various new opportunities. We look forward to see you again in Dusseldorf in 2014. We invite you to visit our Stand in Hall 6, Stand K93 at Stuttgart Fastener Fair to be held from 26th to 28th February 2013.

For more information, please contact

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Unit-3: **Anu Extrusions Pvt. Ltd.** (Ghaziabad)
Unit-4: **Anu Tech Solutions Pvt. Ltd.** (Ghaziabad)
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