



G. L. Sakhrani

Managing Director

*With a focus on technology led product innovation, **Ferrocure**, with its manufacturing faculty in Pune produces products that find application in all process industries. In an e-interview with Purchase, **Mr. G. L. Sakhrani, M.D.**, tells us that they have a technical collaboration with Kleentek Industrial Corp. of Japan, which gives them cutting edge technology in the field of Hydraulics.*

Ferrocure Machines Pvt Ltd.

**...Our FOCUS is to
develop CUTTING EDGE technology
driven products.**



Q & A **Brief outline of your product range and their applications**

Our products straddle the entire range of hydraulic / lube oil filtration equipments along with the contamination measuring instruments. These products find application in all process industries.

Q & A **What are the specific advantages of using your products**

The main advantages which the customers derive by opting for our products is the quality of the product coupled with customization capability and unmatched service backup any where in the country at the shortest time frame.

Q & A **Elaborate on your manufacturing locations, location of plants, investments, technology & human resources.**

We have our manufacturing facility at Pune alone. Our focus is on technology-led product innovations which will aid customers in ensuring that the equipments breakdown reduces greatly. We have a large pool of employees who are trained to understand the customer requirements and offer solutions. We have a technical

collaboration with Kleentek Industrial Corp of Japan who are the inventors of the technology.

Q & A For engineering innovations – outline your company's focus on R & D

Our focus is to develop cutting edge technology driven products and hence R&D plays a major role in the development of new products and systems in the hydraulics arena in general and filtration systems in particular.

Q & A Quality Assurance Measures

We are ISO 9001:2008 certified for the past 8 years. We also have CE certification for a range of products.

Q & A Key drivers of your industry

As India adds fresh capacities across the industrial spectrum, we get the cutting edge technology in the field of Hydraulics being deployed. This will ensure that fluid cleanliness and cleanliness measuring devices gain importance for smooth functioning of the process plants. Similarly, as the older plants age, the maintenance related problems ensure that clients take care of their hydraulic systems in a more systematic manner. These two catalysts will act as major drivers for the industry we operate-in.

Q & A Growth prospects of your industry in India

Hydraulics as a segment is growing at 22-24% in India over the past 5 years and is expected to stay true to stated growth in future. For the country to achieve 7-9% growth, India need to add capacity to its substantial market whether in Steel, Cement, Sugar or power and this will ensure that hydraulics will see a greater growth trajectory over the next 5-7 years.

Q & A Marketing strategies that has lead to the success of your products in India

All our strategies centre around the customers. We try and understand the specific requirements of the customers and try working towards providing solutions in the most cost effective manner. We also ensure that we provide localized support apparatus which minimizes the service



support lead time. Lastly product innovation with a continuous stream of product launches enables us to lead the business curve and be ahead of the competition.

Q & A Significant achievements in company's history

We have started our operations way back in 1981 when oil replacement was a norm in the industry. Today no one changes the oil frequently but strive to maintain the hydraulic fluid quality. That is the biggest achievement that we could achieve over the past 3 decades. The other major achievement of ours has been setting up the manufacturing base in India in the year 1994 and provide better priced import substitutes while maintaining the quality of products.

Q & A Key strategic moves that have engineered the success of the company.

The major strategy that we have in our organization revolves around the CUSTOMER & VENDOR. 60% of our business is achieved through the existing clientele and this is made possible due to the support & the back-up that we provide to the customers. The other strategy is to innovate and offer better product mix to the industry depending upon their specific requirements. In this exercise, vendors play a major role and we strive to carry our vendors in terms of product developments even at their end and implementing stringent quality norms.

