

Knowledge empowerment

Acting as a process consultant to help companies sustain competition and rising cost pressures by reducing their overall cost in the manufacturing process, Quaker Chemical India Ltd has been continuously working on metalworking technology. ■ Soumi Mitra



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As I read Peter Senge's quote which says sharing knowledge is just not about giving people something, or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes. I was immediately reminded of Quaker Chemical India Ltd, a company established in 1997 as a joint venture with Quaker Chemical Corporation US, to bring value added products and services

for steel, automotive and metalworking industries. Since its inception the company has worked closely with various renowned universities of US and OEMs to develop new age emerging technologies like MQL, MWF for CGI, advanced grinding fluids development for CBN and high speed machining of aluminium.

Reminiscing his journey in the company, Gulshan Kumar Sachdev, Managing Director, Quaker Chemical India Ltd, recalls, "it has been an exciting journey so far in establishing a global brand which is in business for close

to 200 years. Though we were a late entrant in the market, within this span of a decade and a more we have made our presence felt to identified customers.” He adds, “our steel business has been comparatively stable over last few years and has grown with the industry. Steel is expected to grow steadily with GDP. However, the rate of metalworking business growth will be much higher than steel as the market potential is more.”

Over the past decade the company’s growth has been phenomenal in the automotive OEMs and related manufacturing companies. It has been working with its customers not only as a supplier but also as a partner.

Recessionary learnings

Sharing his learnings on downturn, Sachdev puts, “it has taught us that continuous improvement of all business process and customer base is of utmost importance. At present we are catering to India and Bangladesh and see customer services as comprehensive and indispensable way to deliver value to our customers for all our products.” He further adds, “we are now looking at extending our geographical network by tapping into new geographic areas and business segments. Product diversification is also on the cards.”

Addressing the needs

“Our coolant management program is designed anticipating customer’s future needs in line with our statement – ‘delivering everywhere the best from



Quaker India factory



“We use our extensive industry knowledge and process expertise to understand specific issues and solve customer problems with application of demonstrated solutions”

Gulshan Kumar Sachdev

anywhere.’ We work closely with our customers, help them derive value addition in terms of overall cost reduction through the use of best quality metalworking fluids along with the complete coolant related solutions,” explains Sachdev on how the company plays the role of educators in the industry. He further adds, “by implementing these metalworking fluid related best practices in customers’ manufacturing process, we become partners in customers’ progress to attain the best position in our business.”

Research & development

With a global R&D centre based at Europe, Japan and the US, the company has innovative technologies and different affiliations all over world. Taking pride of the research activities, Sachdev says, “we spend about 4 per cent of our turnover on R&D initiatives. In India, we have technical centres with sixteen scientists to develop new products and adopt global technologies. Our R&D is one of our strong fortes that make us leaders in metalworking fluids (machining & grinding, corrosion preventives, forming coolants, cleaners).”

Quaker’s proprietary ester and emulsion technology provides a foundation on which quality improvement can be accomplished at all operational levels. The use of in-house developed ester lubricant technology as a replacement for environmentally damaging EP additives produces an immediate positive impact on all machining processes.

Product platform

Talking on the standard vs customised

product platform, Sachdev mentions, “every market is customer driven and the local climate and environment makes the difference. For steel market, we sell only customised products based on customers’ mill configuration and their products; whereas in case of metalworking, we recommend standard products based on application.”

Knowledge-sharing

Besides catering to the ever-changing needs of customers, the company’s technical centre also participates in global research projects, takes active participation in technical exchange meetings that takes place every year internationally. Elaborating further, Sachdev orients, “we use our extensive industry knowledge and process expertise to understand specific issues and solve customer problems with application of demonstrated solutions. Our knowledge is shared through systems such as Quaker Business Intelligence (QBI) intranet. We have more than 150 associates working full time in our customers’ plants, where they are focused on understanding and improving chemical related processes.”

The road ahead...

With close to ₹100 crore, the company has very ambitious growth plans. Apprising on the expansion plans, Sachdev informs, “we have decided to make investments in new manufacturing plants with capacity of 10,000 tonnes equipped with state-of-the-art R&D facility to cater to the local market. We see a huge potential in the Indian market.”

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