



# SYMPHONY

an amalgamation of ideas



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FORBES & COMPANY LIMITED - ENGINEERING DIVISION



## From the COO's desk

Dear Acers

We have been on a path of resurgence since the last few months with an aggressive intent to get back what is ours- Totem's leadership & recreation of Bradma in the marketplace.

It gives me immense pleasure to introduce you all the inaugural issue of Symphony- an amalgamation of ideas. We will share our ideas, vision path, achievements, events, learning, thought-processes and personal milestones to make the Forbes family bond stronger.

The new mantra "Forbes is back" has created quite a buzz in the marketplace. Launch of the new product catalogue, All-India dealer meet, re-designed website, and the corporate video has backed up our assertion of Forbes being back.

Your efforts have started to bear fruit. Our Q1 results have been good.

But we are running a marathon. The start has been good, the middle has to be consistent and the last mile has to be a sprint. With the right mix of passion, aggression, and attitude, we shall come out victorious.

The marketing activities have been strengthened by an expanded product portfolio, improved quality processes and customers feeling empowered with the holistic view of the front-line team. The camaraderie and synergies among all teams- be it production or sales or supply chain- has been better than ever before as can be seen from the ACERS meet in Mumbai & Goa and the three exhibitions we participated in.

We, though, will be mindful of the external factors. The India economy is on a recovery mode. The rains have been good till now. The government has the intent to make good its commitment of Make-in-India and

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*"Believe you can and you're halfway there."*

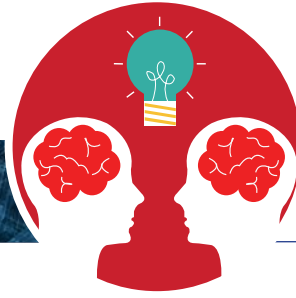
**Theodore Roosevelt**

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we have to be prepared to take our chances as they arise. The global economy continues to give surprises. With our fundamentals in place, we will be able to sustain over any uncertainty.

Lastly, I believe that a leader is as strong as his team. I am confident that my team is capable of achieving what they have set out to achieve. Take The Glory. It's Yours!

**Ravi**



Eureka moments is an endeavour of ours to be a part of shared-learning. Synergy gets activated when an individual moves from 'me' to 'us', and that's where magic happens. To cut a long story short, we will share successes of our teams to enable others to learn the success factors and try to emulate them.

## Coding Business Group

### BRADMA & TELESIS

Maruti Suzuki India Limited: Supply of laser marking station for VIN number marking on Aluminium name plate with Bradma 20W fiber laser marking machine. Credit should go to Mr. Jasdeep Sethi for grabbing this opportunity by replacing competitor Videojet. And Mr. Shaikh Sohail from Projects team for successful execution to the customer's delight. Value ₹42 Lakhs

Mr. Tejas Sinkar needs to be congratulated for our foray in Bharat Forge Ltd. Pune. Supply of noose tool fixture with Jib Crane to mark on valve body and flange with Telesis marking machine TMP1700/420. This is a completely new value added service to the customer. A classic example of identifying an opportunity and being a solution provider than a mere selling of product. Value ₹10 lakhs. This is a second installation of Jib crane by Forbes. We added this new solution

in our product basket. Forbes is now offering one of the material handling solutions.

It is a difficult proposition to replace a competitor's product or service when the customer is satisfied. Mr. Jasdeep Sethi thinks otherwise though. He worked to replace Technifor with Bradma. The deal involved, Dual frame marking SPM (bike & scooter frame) and Engine Marking SPM, Telesis marking machine TMP 3200/420 & Bradma pin marking software (for repeat marking check). Value ₹15 lakhs

Credit must go to Mr. Vidyanand Goswami from Kolkata team for our first ever order of 50 watt fibre laser in India. We are now an approved vendor for Tekno Valves- a leading manufacturer of valves who act as supplier to major companies world wide. Replacing Marks Pryor, we won a contract of ₹36 lakhs.

*"Take up one idea. Make that one idea your life--think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success."*

**Swami Vivekananda**

Alstom T&D India Ltd- a leading player in the Power Transmission business with a product portfolio ranging from Medium Voltage to Extra High Voltage (765 kV) for the Utility, Industry and Infrastructure markets will soon have a Bradma CO2 laser marking machine with tool post and table. Mr. Gajeshwar Bahekar is the driver behind this ₹10 lakhs business with a further potential in crores.

## Precision Tools Group

### HIGH PERFORMANCE TAPS

Mr. Atin Goel from New Delhi team accepted the challenge of a two-wheeler manufacturing companies where he supplies other taps. Challenge was to do tapping on ADC12 with higher parameter and having an improved life. The component was a Cylinder Head machined on a VMC - Vigel U55 with Tapping Depth - 15mm. Competition was currently giving 83 mtrs life with cutting speed Vc of 35m/min. Understanding these requirements, he briefed the Product Management team. Together they worked out the possibilities and offered the M6 TiN coated Forming tap with modified relief & surface treatment in DIN 371 standards.

**RESULT:** Reduction in cost-per-component by 50%, life increase by 130% & Cycle time reduction by 76%.



## HIGH PERFORMANCE TAPS



**RESULT:** Life improvement by 20% with a by-product reduction in cost-per-component by 19%.

An auto-component manufacturer in Chennai was unhappy with its current tapping supplier. During one of his visits to this auto-component manufacturer as part of business development, Mr. Prasanth Lekshminarayan asked if he could have a look at the tap and the work-piece. A truck-cylinder head of Grey Cast Iron 220 BHN was being tapped on a Makino HMC with a tapping depth of 16-20mm. He was asked to provide a solution with one point agenda- Improve tool life. With inputs from Mr. Balasaheb Borse of the design & development team, a new custom-tool was offered in Straight flute with TiCN coating in DIN 371 standard.

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## HIGH PERFORMANCE TAPS

Mr. Deepu Kumar fittingly won the star performer award from the Bengaluru region. He offered a value-offering to one of the manufacturers of Crank shaft. His challenge was to provide a through-coolant tap for forged steel material. With inputs from the design team, the overall length was modified and offered 7/16 UNF in M35 PBFTC3 1B with OAL 110mm.

**RESULT:** A remarkable improvement in life over 30%.

## SOLID CARBIDE END MILLS & DRILLS

One of the Leading Manufacturer for connecting rods in India was drilling on a VMC - Fanuc Robo-Drill with a BBT30 taper Material: Ck45- Hardness-280 BHN to 320 BHN. Mr. Abhishek Dubey was assigned the task to convert this customer towards Totem. The challenge was to improve tool life, lower Cost Per Component, eliminate breakages and reduce rejections. Adverse drilling conditions was an additional challenge

Teaming up with Mr. Ratnakar Sawargaonkar, the proposal with proven HP drill geometry with polished flutes was taken to the customer.

**RESULT:** Reduction in Cost Per Component by 40% and life improvement over 50%.

This will also help in Horizontal deployment of proven 5C drilling application

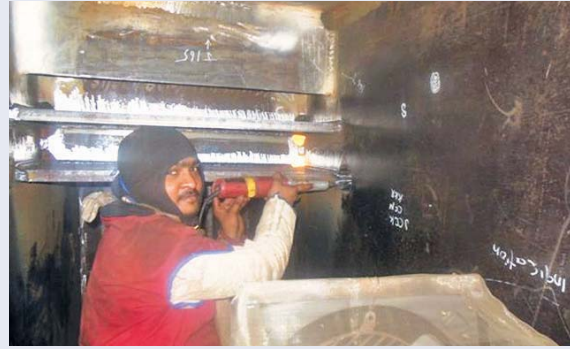




## TUNGSTEN CARBIDE ROTARY BURRS

Totem's entry into infrastructure giant Hindustan Construction Company (HCC) is a good example of technology and how online marketplace helps the brick-and-mortar business. During one of his daily scavenging for leads on [www.indiamart.com](http://www.indiamart.com), Mr. Tejash Lad replied on an enquiry from HCC. And guess what.

Today we do business with them to the tune of ₹15 lakhs with an upward potential of ₹50 lakhs PA. Current Consumption area for Bogibeel Rail-cum-Road Bridge Project Dibrugarh, Assam. Applications include cleaning & smoothening of welded joints for bridges and rail tracks, frames, cleaning of burrs of drilled holes used in rail & road bridge projects for fabrication purpose.



## TUNGSTEN CARBIDE ROTARY BURRS

The Chennai office received an enquiry from Axle India- an approved vendor of Tata Motors. A trial was conducted by Mr. Djothi for TCRB CE10 standard cut. The operation involves cleaning the burrs which comes out after down milling process. These burrs cause loosening in the shaft which gets rejected at the customer end. Usage of Totem burr resulted in Better cut rate with lesser cycle time required for the operation, Outstanding surface finish after deburring, and Ease of use to the operator because there is less fatigue. This success will help in targeting other automobile companies.



\*please get in touch with individual personnel to learn in detail about the successful performance and execution.



## The new normal



Change is the only constant, they say. Nothing exemplifies this more than the last decade. Companies and individuals have been built or turned obsolete because of change (or lack of). Nokia did not see the change in wireless internet technology and the corresponding live-streaming on larger screens on hand-phones. Blackberry did not foresee that its strength of business-enterprise phones could have turned into its weakness. Flipkart and Housing.com saw the potential in the online world even though Amazon had a successful business model. Our former Prime Minister Dr. Manmohan Singh did not see the eagerness and anxiety of the impatient youth asking for a quick turnaround. The pace of change has been exponential and there would be great difficulty in predicting this exponential graph in the near future.

Human nature accepts change only if it lies in their comfort zone. Seldom has a forceful change been successful - as can be seen from Reserve Bank of

India's attempts to dissuade its citizens from buying gold. Though, change has been used as a force to bring about a revolution. A case in point being the start of Arab Spring through the Tunisian incident. The cascading effect has been clearly seen in the people's agitations in Egypt, Libya and Syria. Saudi Arabia has used its deep pockets to silence a rebellion brewing amongst its unemployed youth.

Going into the microcosm, technology is the easiest form of change to acknowledge and accept. Credit though must go to the ease of user-interface that has been brought about. Mobile-phone Apps can be considered as the equivalent of the invention of printing press. It has changed the game on its head. There is hardly any aspect of life that is not available on an app. Purchasing, health, news, politics, history, geography, sports, you name it.

On the other hand, any change which brings about a financial implication is abhorred. There is wide-scale panic.

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TO DO IS TO BE- NIETZSCHE

TO BE IS TO DO- KANT

DO BE DO BE DO- SINATRA

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From the Greece austerity measures to the Ukraine conflict to closer home, an attempt to increase toll highways or charge check-in baggage on low-cost airlines. Everything is viewed with suspicion and a preference of status-quo.

There is a word going around the world- the new normal. When status quo becomes normal, it is the new normal. Let's talk again after we get accustomed to the new normal.

**KSHITIJ CHANDLER**



## Events



### ALL INDIA DEALER MEET 10-11 APRIL 2015.

Forbes Engineering held a first-of-its-kind dealer meet for its top 30 dealers in April 2015. Two points were on the agenda. First, awards for performance of these dealers in FY 14-15 and second, Chandivali factory visit to apprise them of the changes in machinery and overall set up of the factory.







### OFF-SITE MEET AT BENCHMARK, AURANGABAD ON 15-16 APRIL 2015.

Engineering division had their off-site in Aurangabad to find a way to aggressively pursue the market in the coming year. Brain-storming sessions were done with an intention to find out innovative ways and set a timeline for the execution. It also was an occasion to give out "Operational Excellence Awards" for the three manufacturing factories.



Mr. Pravin Pachpande, Mr. Nilesh Shirgaonkar and Mr. Tejas Sinkar listening to the queries of visitors.

### PARTICIPATION IN THE NASHIK INDUSTRIES & MANUFACTURERS' ASSOCIATION (NIMA) INDEX 2015 EXHIBITION FROM 24-27 APRIL 2015.

Nashik is one of the fastest growing industrial towns in Maharashtra. As part of the Make in India endeavour, the exhibition was launched this year and Forbes participated as an exhibitor.



### FOR CHANDIVALI FACTORY TEAM ON MAY 14, 2015.

Mumbai saw the first Acers meet for its Chandivali factory team to explain the virtues of the ACE initiative. The thought of 'Forbes is back' took shape during this event which was taken forward in the Acers meet in Goa.

ACE initiative- Adapt Change and Excel- New Mantra for the Totemites

### LAUNCH OF HSS DRILLS IN NEW DELHI ON MAY 02, 2015.



Mr. Ravi Prem - COO and Mr. Prashant Shah - Product Manager for HSS Drills launching the HSS Drills cased-set.





## Participation in the 16th edition of INTEC 2015- CODISSIA Trade Fair Complex from 5-9 June 2015.

The Chennai and Coimbatore team successfully conducted Forbes' participation in INTEC 2015. For the first time, the stall was not designed at the exhibition centre. Ready-made wall panels with posters were sent from Mumbai to Coimbatore. The team only had to assemble the panels and the stand was put up. The same design will be followed for upcoming exhibitions.

## ACERS MEET FOR SALES TEAM FROM JUNE 18-20, 2015 AT GOA.

The second Acers meet was held at Bogmallo Beach Resort, Goa for the entire team of Sales Engineers and Managers. Mr. Preetham Arayanveetil & Mr. Pravin Pachpande were the organising committee and they ensured that it was a seamless event.

The three-day event started off with a sales training session from a guest speaker Mr. Roshan Joseph followed by the Awards night. Star Performers from each DSOs were awarded. The Big Trophy though was taken by the Kolkata team for Best Performance- All India. Forbes' updated website [www.totem-forbes.com](http://www.totem-forbes.com).



The Big Trophy Won By Team Kolkata.

com was launched by Forbes' MD, Mr. Ashok Barat followed by unveiling of Forbes Corporate Video by Director- Human Resources, Mr. Shrikrishna Bhawe. The second day saw interactions amongst the teams with team-building exercises and a

get-together over dinner and fun and games. The third day was started by Mr. Ravi Prem explaining the new Sales incentive scheme followed by Mr. Shrikrishna Bhawe who explained about KRA/KPIs and performance management processes.



Mr. Shrikrishna Bhawe, Director- Human Resources unveils the Forbes Corporate film



Team Kolkata winning the Best Branch Performance- All India FY 14-15. Trophy being handed over by Mr. Ravi Chander Prem- COO.





## Altruism

Overlooking the Ganga, Arjuna asked Krishna “Who is the biggest giver”? Krishna answered “Karna”. Arjuna seemed offended. And gave a list of selfless acts done by him. Krishna patiently heard him and thought it is better to let Arjuna judge for himself. He took Arjuna to a far-off village. He produced a mountain of gold and asked Arjuna to donate it among the villagers. Accordingly, Arjuna called all villagers and asked them to form a queue so that Arjuna can give each one of them a bag full of gold. The day ended without even an ounce of gold being reduced despite all villagers getting the gold. Similar story occurred the next day. Finally Arjuna gave up. Krishna then called Karna and told him to do the same. Karna called all villagers and told them that this mountain belongs to the village and that they can have it as they want. Moral of the story: If you want something, even blessings, in return for a favour, it isn't a selfless act.

In the corporate world, largely driven by capitalist philosophy, where we talk of competitive blood bath, guerrilla marketing, carpet bombing, pink-slips,

cut-throat competition among others, how difficult it is to maintain altruistic nature. The answer squarely rests on your thought-process. Going beyond the superficial nature of physical things we see in this world, it is about your control over your senses. The need to go into the depth of the whys, whats, hows, whens, wheres is essential. Newton's third law states “for every action, there is an equal and opposite reaction”. Same hold true in physics or philosophy. The difference is that, in physics, the opposite reaction is logical. In philosophy, the opposite reaction is not necessarily to oppose. All decisions taken by you have a reason and thus always ask the why of it. This decision will have an impact or effect. Whether the timing of the decision is correct. Once all the answers

to these questions are in sync with your thought-process, you will not need to the worry about the fruits of your labour.

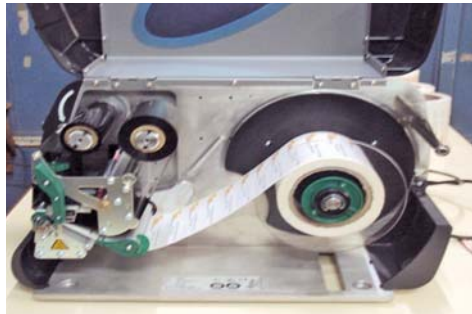
There will always be a dichotomy between the goal and the process. Each will have its place under the sun at different times. The challenge is to be able to understand the difference. You will have reached the stage of self-actualisation when this challenge ceases to exist because fruit of labour isn't your source of inspiration.



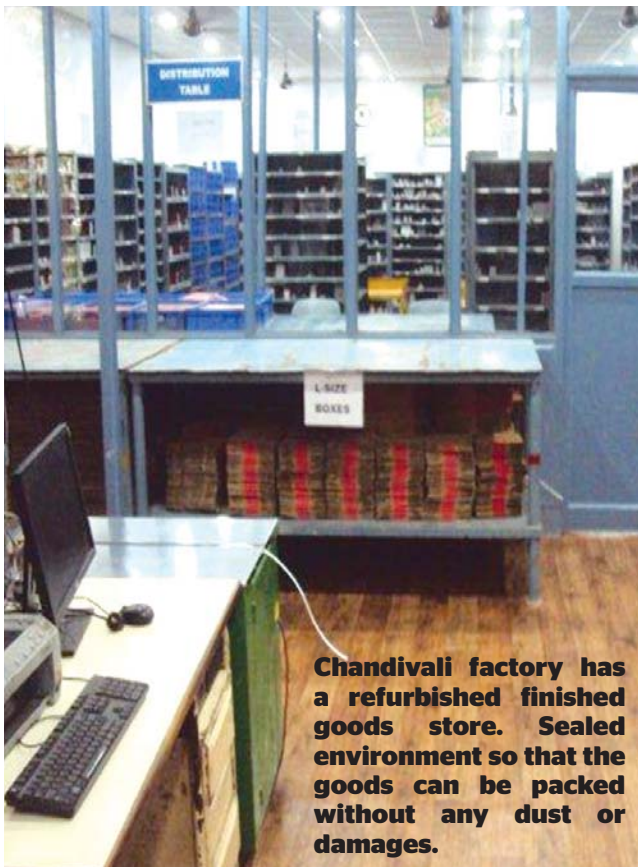
**rasasvada (rusaasvaad)**

**(n.) the taste of bliss in the absence of all thoughts**

# Ground Zero



**Packing plays a very important role in this new age of marketing. Chandivali factory has moved from the conventional packing to standardisation throughout its HSS Taps range.**



**Chandivali factory has a refurbished finished goods store. Sealed environment so that the goods can be packed without any dust or damages.**



**CHIKALTHANA FACTORY initiated the Forbes Clean campaign. The entire campaign was explained to the team and subsequently the team worked towards its execution.**





**Staff recreation facility at Waluj**



## Forbes Family



Welcome to the family

Made us proud

Name	Designation	Location
Mr. Vijaykumar Shet	Branch Manager- Mumbai	Mumbai
Mr. Balasubramanian Sankaranarayanan	Branch Manager- Chennai	Chennai
Mr. Sujit Margaj	Sr. Executive- Marketing	Mumbai
Mr. Ashish Jaiswal	Sr. Executive- Sales	Aurangabad- Waluj
Ms. Maanya Watwani	HR Executive- Chandivali	Mumbai
Mr. Chetan Oza	Sales Engineer- Ahmedabad DSO	Ahmedabad
Mr. Avinash Pandey	Maintenance Executive	Mumbai
Mr. Raju Tandel	Trainee Production Engineer	Mumbai
Mr. Rohit Talwar	Sales Co-ordinator	Delhi
Mr. Ravindra Waghmare	Trainee Production Engineer	Mumbai
Mr. Subhash Narawade	Trainee Production Engineer	Mumbai

Proud to announce that Forbes & Company Limited stood second in the medals tally (West Zone) in SP Unity Cup with 8 Gold and overall 23 medals. Total teams participating was 12.

Congratulations to Mr. Prasannakumar Kamble from CBG for winning Bronze Medal in Chess Championship of the SP Unity Cup on 30th May 2015

Congratulations to Mr. Siddharth Brahmabhatt for securing 4th rank in city for the IIT-JEE (Main) Examination. We wish him all the best for JEE (Advanced). Son of Mr. Rajesh Brahmabhatt from Ahmedabad DSO.

Congratulations to Mr. Hrishikesh Todewale for successfully completing his Masters in Mechatronics from Kingston University, United Kingdom. Son of Mr. Ravindra Todewale- DGM, Chikalthana factory.

Congratulations to Mr. Sanket Durgadas Joshi for securing 85% in 10th standard. Son of Mr. Durgadas Joshi - Production- Chikalthana factory.

Congratulations to Ms. Tanvi Vaishnav for securing 9.6 CGPA in 10th standard. Daughter of Mr. Ajit Vaishnav, Waluj Factory Manager.

We wish a blissful married life to Mr. Rafique Sheikh, Mr. Sunil Maurya, Mr. Sagar Sisode, Mr. Sudhir Bhabad from Chandivali factory and Mr. Vishal Power from Pune DSO.

## Upcoming Events



20th to 23rd August 2015



10th to 12th September 2015



5th to 10th October 2015



3rd to 7th December 2015



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