



## Present situation in Indian Gravity Die Castings Industry

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Indian GDC industry is going through a consolidation phase and many foundries currently are closing down for various reasons.

GDC industry caters to various fields like Automobile Sector, Electrical Sector, Consumer Goods Sector, Construction Industry etc. Of these, majority of volumes come from Automobile Sector and Electrical Sector. Total current production of GDC castings in India is Rs. 2.00 lacs Ton in FY2014-15.

### Present Size of Aluminium Gravity Die Castings Industry in India & advantages.

India is producing 1 million Tons of aluminium die castings per annum of which HPDC accounts for 60% while GDC constitutes 20% of tonnage.

There are small companies who are producing as low as 10 Tons per annum of ODC Castings. There are big players too

who are producing as high as 15000 Tons per annum of GDC Castings. Of these, 50% of tonnage comes from SMEs.

Intricate shapes, high strength parts which can be further enhanced by heat treatment, hollow intricate profiles, and low Tooling costs compared to HPDC etc are some of the advantages of GDC Castings.

### Problems in GDC Industries.

Size of the companies operating varies from tiny industries manufacturing as low as 10 Tons per annum to as high as 15,000 Tons Per annum. This is the major root cause of all problems in GDC industry. The operations look deceptively simple, but practically they aren't. Cost structure achieved by SSI is not possible in organized sector while quality achieved in organized company is a challenge for SSI.

Customer's expectations in terms of

quality, finish, accuracies, Repeatability etc. from GDC Castings similar to that of HPDC Castings. But at the same time cost expectations too. HPDC being more automated process has much higher productivity and hence costs are lower. Also unit consumption of HPDC components is higher which gives economy of scale.

Because of poor economy of scale except for 2 wheeler components investment has not gone into gravity die casting industry. This has affected the industry badly. Obsolete technology, unskilled workforce, and nonprofessional management, low automation level, scarce availability of technical and engineering professionals etc.

These problems have led to entrepreneur dominance in GDC

Industry. In fact it is an industry driven



by passionate entrepreneurs only. Cheap imports from China for 2 wheeler components pose a big challenge for domestic GDC suppliers.

**View on Technological Up-gradation problems in GDC Industry.**

Majority of Small and Medium Scale foundries are seen struggling to upgrade technologies due to lack of investment and non -availability of low cost capital goods manufacturer for automation. With support of more automation in HPDC industries and rising man-power costs, path is getting set for Technological Up- gradation for survival and preparing for future challenges or GDC industries.



With OEM focusing more and more on World Class Quality (WCQ), safety. Green Work Practices at supplier end, foundries have non choice left but to invest in technology.

Investment in latest technology will bring these industries at par for quality, productivity, and cost competitiveness. This also helps them to meet safety and pollution norms. Also with newer technology, new generation of entrepreneurs will get attracted into the industry with better work environment. Those who will not upgrade will not be able to survive in future.

**Our Future Strategy and Expansions Plans.**

With cyclic nature of auto component Industries. We are diversifying to non-auto GDC component industry as well from last 2 years. We have got initial success in same. In FY2016-17 almost 20% of business has come from Non-Auto Sector, as compared to zero earlier year.

We will be focusing more on, automation & technology. Complete PLC controlled universal GDC machines .are under installation, Bottom quenching heat treatment furnace, complete automation of sand removal & disposition etc. are under installation & commissioning. Auto pouring of liquid

metal and Ten new Tiltpouring machines are under installation.

Modern new generations auto leak testing machine we have added. Based on performance of same entire leak testing facilities will be modernized.



With improving technologies our working conditions are getting better and we are able to attract new generation talent with Green Foundry environment.

However, more need to be done. To bridge the gap requirement of technical personnel, We are planning to give internship programs i.e. practical training to young engineers who want to join Core Manufacturing Industries, in future.

Pooja Castings Pvt Ltd will be focusing on value Added activities and export to Europe, America & Korean Markets.

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