'The outlook for the manufacturing industry, including die and mould, looks optimistic this year'

"The pandemic effect has subsided and we are returning to work with all the precautions in place. The industry has adjusted to working within the new parameters of pandemic care, and, with those guidelines, they have set up new workflows and have resumed their activities with increased momentum," says Yashwant Landge, Associate Vice President – Sales, DesignTech Systems Pvt. Ltd.

Q What are your views on the Indian tooling industry and expectations from 2022?

The manufacturing industry was amongst the worst hit when the pandemic was at its peak. Other industries, such as IT and product design companies, had their teams working from home or remotely, but manufacturing requires physical presence and monitoring of personnel to oversee the operations. The tooling industry is at the heart of manufacturing. In the post-pandemic working scenario, companies are evaluating how they can adopt greater digitalization in their operations and processes. While the industry is slowly coming back to functioning as before, they also want to have contingency plans in place, just in case they may need to work or operate remotely. In 2022, manufacturing companies will look at going digital, while also making up for the slow productivity of the last two years, and reinventing themselves for greater throughput, productivity, and growth.

Q What are the trends shaping the Indian die and mould industry?

Keeping up with the changing market trends, the Indian tooling industry is looking to embrace new technologies and processes for more efficient product development and manufacturing turnaround. We are not just talking about 3D CAD or product design software, and CAM solutions here, but also about new-age technologies, such as product design analysis and simulation solutions, 3D Printing, and even PLM technologies.

Product design analysis and simulation solutions help in evaluating product performance and structural strength and integrity. 3D Printing is being widely adopted for not just product prototyping for physical validation of product functioning, but, in fact, industrial grade 3D Printers also help produce customized tools, such as jigs and fixtures for end-use applications. PLM, on the other hand, helps companies manage their entire product development and manufacturing cycle by streamlining processes, managing data, optimizing workflows, monitoring resources and costs, thereby augmenting the overall efficiency and productivity of the product development and manufacturing companies.

In the post-COVID scenario, companies have realised the need for and importance of adopting digital processes, an inclination which can even be seen in the tooling industry, which is now keen on evaluating and adopting digital practices

and is even considering smart manufacturing and Industrial IoT for manufacturing plant operations management and efficiency.

Q Can you elaborate on the challenges that the Indian tooling industry faces?

The Indian tooling industry, to a large extent, is still quite traditional and conservative in its working approach. The pandemic has made the industry understand how important it is to adopt new technological solutions that can help them stay in business and remain competitive. As the industrial output was hit in the last two years, the growth had slowed down. Now, one of the biggest challenges the industry is facing is to stand back on its feet, regain the lost momentum, clock in more productive hours, and revive themselves with faster and higher output in lesser costs.

Another challenge looking them in the eye is digitalization. While advanced product development and manufacturing technologies have been around, the larger section of the Indian tooling industry relied on working with time-tested traditional approaches. Though the new product design and manufacturing solutions have been largely adopted and proven in the global industry for higher productivity, and ROI, the industry here was somewhat sceptical about implementing them, may be because of the investment required, or the reluctance to the idea of shifting to a new paradigm. Now, they will have to rethink, and reconfigure their working processes to implement digital solutions that can help them manage their work digitally. Due to the slow growth of last two years, making this investment also seems challenging. However, sooner or later, the industry will have to look at new technologies in advanced manufacturing, and digitalization, such as automation, and Internet of things, which will help them increase their productivity.

Q What will you be showcasing at the upcoming Die & Mould India exhibition?

We will be participating at the upcoming Die & Mould India exhibition. We have been a loyal exhibitor for many years now. This show gives us a unique opportunity to directly interact with the Indian tooling industry. We will be showcasing top technologies from the world leaders in the areas of digital product design and development, manufacturing, including Industrial IoT, and 3D Printing. We will be showcasing the product design and PLM technologies from PTC, product design analysis and simulation solutions from Altair Engineering, and Stratasys 3D Printing solutions portfolio.

Q How would you describe the role of Die & Mould India in the Indian die and mould industry? How has the event helped you over the years?

The die and mould Industry is the backbone of the Indian manufacturing industry. It caters to the manufacturing segment across verticals – right from automotive, aerospace, consumer electronics and goods, to heavy engineering. We, at DesignTech, work closely with the product development and cross-vertical manufacturing industry in India, helping them meet their product design and manufacturing objectives through advanced product development technologies and services. We help companies adopt and implement technologies that can help them build better products faster and in lesser time. All these years that we have been exhibiting at this exhibition, we and have gained from interacting directly with the industry professionals and understand their challenges. This enables us to comprehend how best we can help them address these challenges using new-age technologies and services. The quality of discussions is definitely better when we meet people face-to-face. And through those discussions, we build our network, establish new connections, which help either parties better their business prospects. The industry gains from the new technological insights and value, while we get to work closely with the industry and expand our growth opportunities.

Q Can you describe the business outlook of the Indian tooling industry?

The outlook for the manufacturing industry, including die and mould, looks optimistic this year. The pandemic effect has subsided and we are returning to work with all the precautions in place. The industry has adjusted to working within the new parameters of pandemic care, and, with those guidelines, they have set up new workflows and have resumed their activities with increased momentum. TAGMA is a leading industrial body for the die and mould manufacturers, and hence, I would like to quote the statistics from your research. The Indian tooling industry is estimated to grow to INR 26,000 crore in value by 2025 on the back of a strong growth in key end-user segments with the right government support and intervention to augment the tooling ecosystem in India, said a report by NRI Consulting and TAGMA. This report definitely shows the growth potential of the industry and outlines a very positive, inspiring and confident outlook.