

DesignTech envisions being a preferred Digitalization Solutions and Implementation Partner for the Manufacturing Sector

DesignTech Systems is a leading CAD/CAM/CAE, PLM solutions, Additive Manufacturing technologies and Engineering Services provider from India. Having worked closely with companies from cross-vertical domains from India and Overseas since 1998, DesignTech supplies technologies and Services at every stage of Product lifecycle. Catering to wide industry sectors such as Automotive, Aerospace and Defense, Industrial Machinery, Heavy Engineering, Consumer Goods and Electronics, to Power and Energy, DesignTech is well equipped to make significant contributions and value additions in the engineering initiatives of the companies. Committed to providing seamless customer service and creating customer delight, DesignTech can make for an ideal Technology and Services Partner for the corporates and industries, says Managing Director Vikas Khanvelkar. Excerpts:



VIKAS KHANVELKAR
 Managing Director,
 DesignTech Systems Pvt. Ltd.



Q. May we have an overview of DesignTech?

DesignTech Systems is a leading product design and manufacturing technologies and services provider in India. With a customer base of over 2000, we have offices in 9 cities in India along with presence in USA, and Europe. Facilitating companies adopt digitalization in their product development processes, and working as a partner with companies on their product design initiatives, we have been helping companies achieve their product development objectives.

Q. Please also highlight the latest initiatives in CAD-CAM industry domain?

When DesignTech was founded in 1998, the product development industry in India was at the initial stages of evaluating and adopting 3D Modeling or CAD software. Today the industry has come a long way. We are seeing advanced technologies such as CAE and 3D Printing become an integral part of the product development processes.

Now the companies are moving towards greater digitalization. May it be advanced automation and robotics, Automated factories and Internet-of-things, Augmented and Virtual Reality, the manufacturing industry in India is moving towards adopting Industry 4.0 technology and processes. The CAD-CAM industry is playing a key role in bringing these technologies and helping companies adopt them for maximum productivity and efficiency. Today the CAD-CAM companies have evolved to becoming digitalization technology partners for the industry. We at DesignTech are also striding towards the same objective. We are building our capabilities to support the industry in the best possible way through modern technologies and services to help them increase their business value.

Q. What are the market opportunities for your company's offerings in India?

We at DesignTech have always upgraded our offerings keeping in line

with the changing industry scenario, and manufacturing industry requirements and imperatives. The potential for our range of products is tremendous. It has always been; right from our inception. In the late 90s, 3D CAD technologies were new. Then came the CAE technologies, and now we are talking about using 3D Printing for developing end—use products, and implementing Augmented and Virtual Reality for enriched product information sharing and experience. At DesignTech, we offer latest and advanced technologies in product development, as well as provide product design and simulation services, aiding companies build robust products. We have upgraded and up-scaled our offerings to include Augmented Reality, and Virtual Reality experiences, which are going to change the way companies share and engage in product understanding and communications. This has drastically opened up the new industries and market space for us because now we can also cater to the non-conventional domains for us such as Retail, Fashion, and Food industry to name a few. We will continue working with our core focus industries such as Automotive, Aerospace and Defense, Heavy Engineering, Industrial Machinery, Medical, and Power and Energy, but now our area of vision has expanded.

Q. What are the future prospects of CAD-CAM industry?

Like I mentioned before, today the companies offering product development technologies and services have transitioned from being CAD-CAM technology providers to Digitalization solutions partners. This is a huge and a very promising prospect for the industry as well as for us at DesignTech.

Q. Are there any plans for expansion or new investments in terms of product development or new technology adoption to cater to the demand of the industry?

Yes, definitely. We are consistently investing in our capacities and capabilities building. Partnering with the best technology developers in the world, we offer advanced and latest technologies in product development that can help companies reduce their product development time, enhance the product quality and output, while maintaining competitive edge. Our services team offers advanced CAD and CAE services to cater to complex product design challenges. Besides, we have now forayed into offering Augmented Reality, Virtual Reality, and Mixed Reality experiences for companies to build impressive digital product catalogues, discuss designs and ideas,

commission machines, provide training on systems operations and management, provide training on manufacturing plants up-keep and servicing, to name a few. AR, VR and MR make for an excellent and engaging form of communication to share and understand product information. Its accessibility and virtually engaging content are perfect to train and share information with people from remote locations while also enhancing the messaging quality. The potential for these services and technologies is huge.

Q. What is your top-line product range? Is there any new product launch in the anvil?

Our top line product range includes industrial 3D Printers from Stratasys that can help companies build unbelievably real-like parts with varied choice of colors and materials, and also produce robust and sturdy customized end-use parts like jigs and fixtures for complex manufacturing requirements through dedicated production grade 3D Printers. Altair solutions in multi-physics, complex design analysis, manufacturing simulation, data analytics, and IoT are also amongst our top range product offerings. MATLAB solutions for complex technical computing are also part of our offerings basket. Besides these, providing product design and analysis services across PLM cycle right from concept design, detailed CAD modelling, CAE services, to XR experiences, we have a wide range of solutions and services for cross-vertical industries with specialized applications.

Q. What is your vision for your company?

Our vision is to become a preferred Digitalization Solutions and Implementation Partner for the product development and manufacturing industry in India, while also expanding our base to newer industries and blue water territories with new-age services. 

