



# TIDC INDIA LIMITED



## TIDC INDIA-The Complete Chain Company.



**OUR VISION  
TO BE A WORLD CLASS GLOBAL PLAYER IN  
POWER TRANSMISSION AND CONVEYOR  
SYSTEMS**



**TIDC INDIA LIMITED**



**BUSINESS GROUPS**

**Abrasives & Refractories**

**Food Processing**

**Building  
Materials**

**Financial  
Services**



**Marketing  
Services**

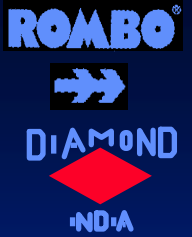
**Farm Inputs**

**Plantations**

**Engineering**



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## ENGINEERING DIVISION (TUBE INVESTMENTS OF INDIA)

- TIDC INDIA Limited
- TI Cycles of India
- Tube Products of India
- TI Metal Forming



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## ABOUT US..

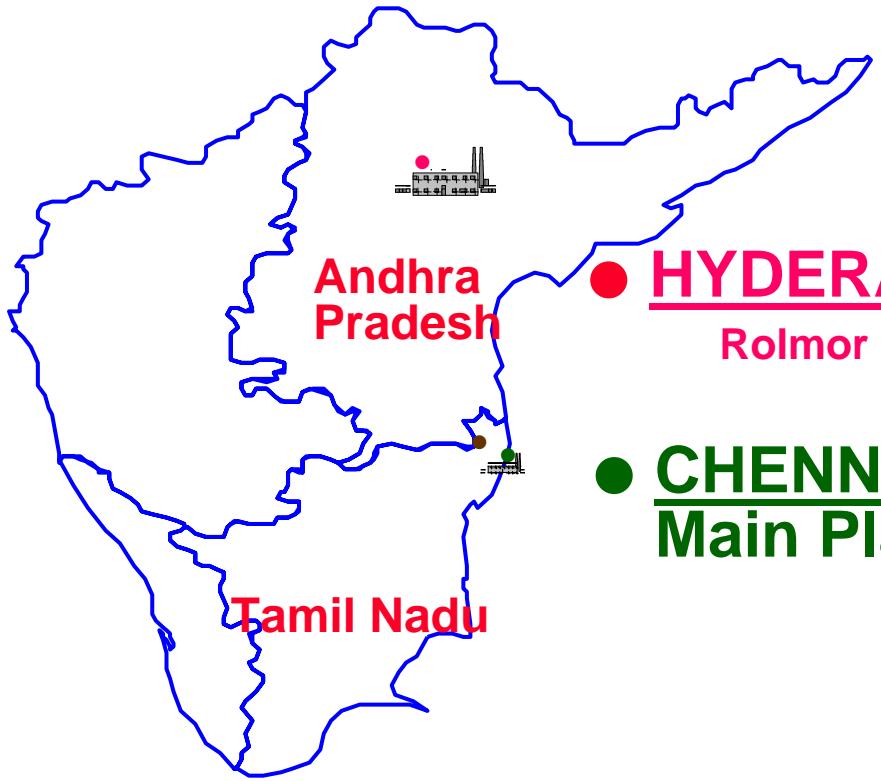
- TPM DRIVEN COMPANY
- CERTIFIED FOR QS 9000 / TS16949 / ES14000
- AWARDED TWICE THE COMMENDATION CERTIFICATE FOR STRONG COMMITMENT TO BUSINESS EXCELLENCE
- AWARDED THE GOLDEN PEACOCK NATIONAL QUALITY AWARD
- TOTAL TURN OVER 225 CRORES - 80 Cr EXPORT
- HOME MARKET INCLUDES ALL AUTO 2 WHEELER OEM, CEMENT INDUSTRIES, FERTILIZER INDUSTRIES



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## Plant Locations



Andhra Pradesh

● HYDERABAD  
Rolmor Chain Division (RCD)

Tamil Nadu

● CHENNAI  
Main Plant (Ambattur)

## Our Products

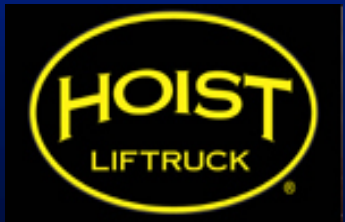
- Agricultural chains
- Engineering class chains
- Industrial chains
- Motorcycle / Moped chains
- Timing chains
- Attachment chains / Side Bow chains
- Sprockets



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## Our Major Customers





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## COUNTRIES EXPORTED TO

- ARGENTINA
- AUSTRALIA
- BANGALADESH
- BELGIUM
- BRAZIL
- BURMA
- CANADA
- CHILE
- COLOMBIA
- DENMARK
- EGYPT
- FRANCE
- GERMANY
- GREECE
- HOLLAND
- INDONESIA
- IRAN
- ISRAEL
- ITALY
- KENYA
- KOREA
- MEXICO
- NEW ZEALAND
- NORWAY
- PERU
- SINGAPORE
- SOUTH AFRICA
- SPAIN
- THAILAND
- TURKEY
- UNITED KINGDOM
- U.S.A



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## OUR STRENGTHS



- **RECOGNIZED R&D CENTRE.**
- **DEVELOPMENT OF VALUE ADDED NEW PRODUCTS.**
- **PRODUCT RELIABILITY.**
- **COLLABRATIVE PRODUCT DEVELOPMENT APPROACH.**
- **OUR EXTENSIVE SALES NETWORK .**
- **VALUES AND BELEIFS**



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## **CHALLENGES**

- **TO REDUCE ENQUIRY PROCESSING LEAD TIME BY MORE THAN 100%**
- **NEW PRODUCT DEVELOPMENT TIME REDUCTION BY 40%**
- **INCREASING CUSTOMER BASE**
- **HIGH TURNOVER RATE OF DESIGN ENGINEERS**
- **REQUIREMENT OF ZERO DESIGN ERROR / RIGHT FIRST TIME**



## Challenges Faced Before Implementation

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### 1. Enquiry Processing

- i. High Enquiry processing time for Export markets which is unacceptable.
- ii. Enquires may get lost during transaction.
- i. Difficulty in tracking the status of Enquiries and projects on new product development
- iv. Enormous amount of time spend by marketing professionals to give feedback on customer clarifications.



## Challenges Faced Before Implementation

### 2. Designing

- Difficulty in maintaining the product history data.
- Non value added time spend in searching data.
- Availability of older drawings in different departments.
- Difficult in handling trial release and controlled release of drawings.
- Duplication of design work in case of existing or variants of existing products



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## WHY WRENCH-NPD ?

- TIDC identified New Product Development as a Driver for rapid growth.
- Customer satisfaction study indicated requirement of faster response to Enquiries and quicker pace of new product development as Drivers for business growth.
- With reduced man power increasing customer base a robust system is required for error free operation.



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## EVALUATION METHOD

- **CRITERIA FOR EVALUATION**
  - **INDIAN CUSTOMER BASE**
  - **INTEGRATION WITH ERP**
  - **INTERACTION WITH USERS**
  - **EASE OF CUSTOMISATION**
  - **SCALABILITY**
  - **AFTER SALES SERVICE**

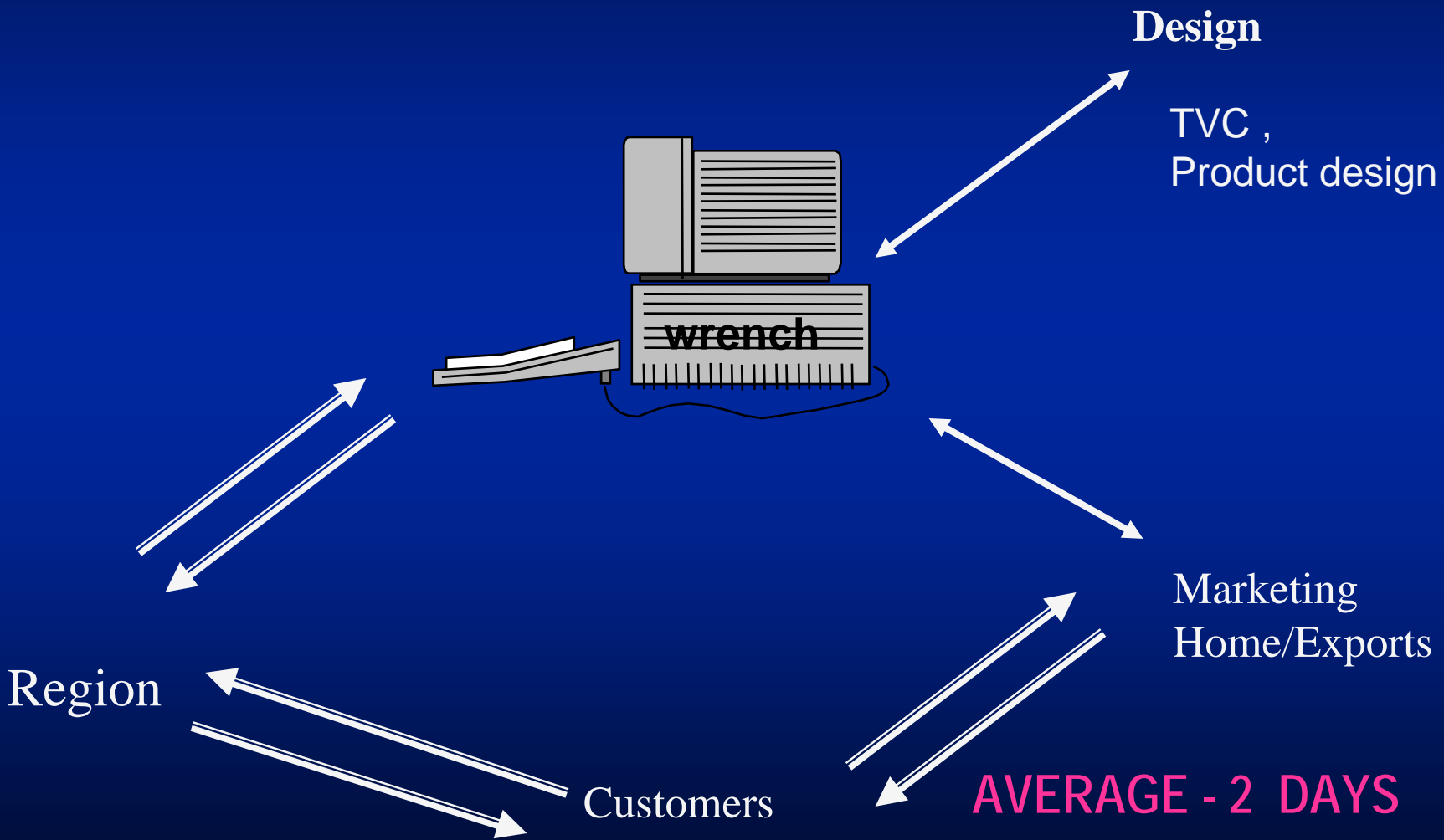




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## Enquiry Processing - On line

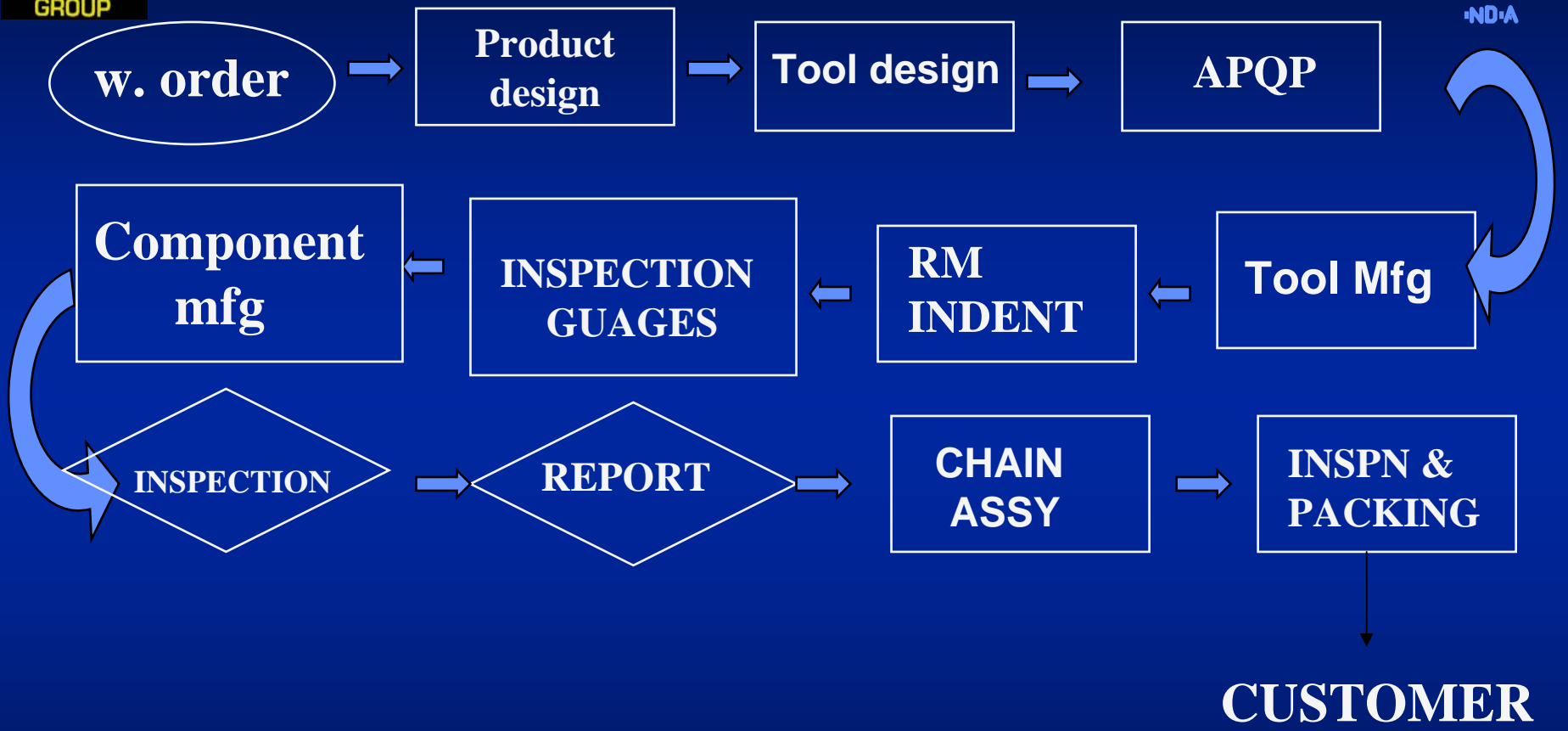




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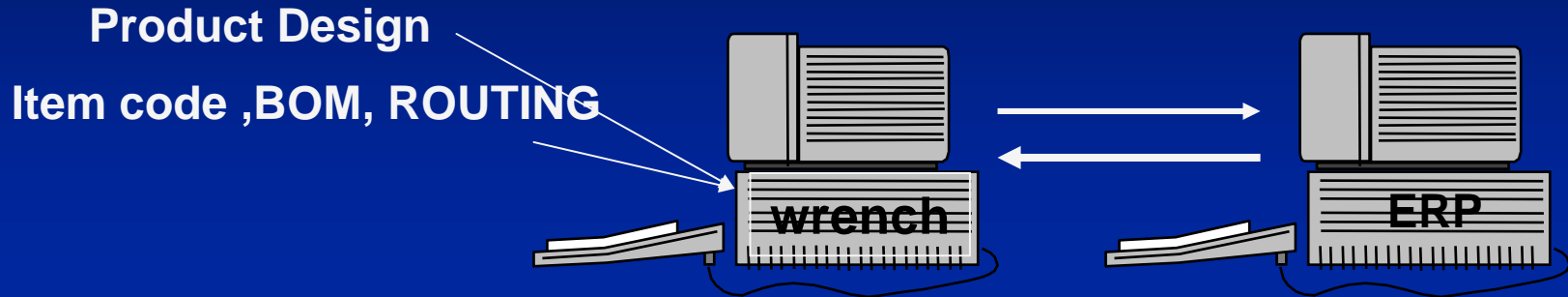


## NEW PRODUCT DEVELOPMENT IN TIDC



**AVERAGE - 120 DAYS**

## Order Processing - On line



- Product ERP item code / drawing linked
- Costing update available in WRENCH
- Engineering change process in WRENCH
- Latest updated data available in WRENCH
- On line Project tracking



## Benefits after Implementation of WRENCH

- Generation of reports on project status by any authorized individual has become easy as the data is available online
- 30% reduction in design errors as proper design verification and approval process is followed through pre defined workflows.
- Security for documents is ensured through proper maintenance of server.
- Duplication of design work is minimal as reusability of existing data is implemented
- Ease in accessing the exact linked drawing from part information for sourcing department
- Ease in delivering the correct drawings to vendors while accessing part information.



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## Benefits after Implementation of WRENCH

- Viewing drawings without consuming the AutoCAD licenses.
- Trial release and controlled release of drawings are automated by the system.
- Accessing online data through well defined security.
- Information sharing across cross functional departments.
- Easy for newly joined personnel to understand the system followed in the company.
- Access to only latest revisions of drawings.



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## **BENEFITS OF WRENCH IMPLEMENTATION**

- **ENQUIRY PROCESSING TIME REDUCED FROM 5 DAYS (AVG) TO 2 DAYS.**
- **NEW PRODUCT DEVELOPMENT TIME REDUCED FROM 120 DAYS TO 60 DAYS.**
- **DRASTIC REDUCTION IN DESIGN ERROR**
- **CONTROL OF DRAWINGS ON LINE.**



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## Future Plans

1. Extending access to all Ware Houses and Manufacturing Units in Hyderabad.
2. ISO Auditing to be done through Wrench.
3. Capturing information on customer feed back.
4. Sales activities with Wrench.



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THANK YOU