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How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

CIRCLIPS GROUP was established in 1967 at a time when India heavily relied on imports for precision components. We identified a gap and an opportunity to manufacture these parts domestically, contributing to the country's industrial independence. Since then, the company has consistently evolved by embracing new technologies and implementing innovative processes. From manually operated machines to advanced CNC systems and implementing SAP Business One to streamline production, our journey has been marked by a drive to modernise and scale. We have also diversified vertically, expanding our product range to serve a broader spectrum of industries, including automotive and electrical parts. This adaptability has been central to our sustained growth and relevance across decades. We boast of the most versatile range of



products under one roof, which we manufacture.

How does your company contribute to strengthening India's position as a global economic force, particularly in alignment with the 'Atmanirbarta' vision?

CIRCLIPS GROUP firmly adheres to the 'Atmanirbhar Bharat' vision by manufacturing precise components that were previously entirely imported. Through in-house R&D and tool development, we have successfully localised numerous precision parts. These parts are now being supplied to major Indian industries, including OEMs and Tier 1 suppliers. This not only fortifies the domestic supply chain but also contributes to India's foreign exchange savings. By exporting our products to international markets, we proudly represent India's manufacturing capabilities on the global stage. Our objective is to ensure that Indian industries no longer need to seek quality components abroad; they can readily find them right here, manufactured in India.

What would you consider to be your company's 'success mantra' in navigating the challenges and opportunities in the MSME sector?

Our success mantra has always

been: adapt, innovate, and deliver. As a MSME, we have consistently invested in modern technologies to maintain our competitive edge. This includes upgrading machinery, digitising operations, and enhancing quality assurance systems. This forward-thinking approach enables us to meet the evolving demands of our customers, improve efficiency, and sustain our competitiveness in a rapidly changing market. Simultaneously, we remain steadfast in our core values of integrity, quality, and long-term relationships, which have earned us the trust of both domestic and international clients. ■