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

We started our journey in 2005 with international trading of non-ferrous metal scrap, focusing on aluminium from 2006. That same year, we began manufacturing aluminium deoxidizers (Deox) through job work and soon set up our own facility in 2007.

By 2009, we had scaled production to 300 MT/month. A major turning point came in 2010 when we ventured into manufacturing aluminium alloy ingots. This strategic shift accelerated our growth and positioned us as a key supplier to various sectors.

Today, we operate two plants with 12 furnaces and a combined capacity of 5,500 MT/month. Our product range includes diverse aluminium alloys for automotive, electrical, and industrial applications. We supply leading OEMs and Tier-1 firms like TVS



Motor, Royal Enfield, Stellantis, Tata Steel, AMNS, and others, while also exporting to Japan (Toyota, Honda, Nissan, Mitsui) and beyond.

Our transformation from trading to manufacturing, and into specialized alloys, has been pivotal in becoming one of India's leading aluminium alloy producers.

**How has your company integrated technology to enhance efficiency, streamline operations, and improve customer engagement?**

Technology plays a central role in our operations. We've adopted advanced systems like Density Separation, Eddy Current Separation, and automation for efficient scrap processing and consistent quality.

We also leverage digital tools for production tracking, inventory control, and customer communication, ensuring timely deliveries and better coordination. Our tech-led approach enhances productivity and allows us to offer high-quality products at competitive prices.

By aligning with global standards, we've ensured our facilities remain future-ready and customer-focused.

**What would you consider to be your company's 'success mantra' in navigating the challenges**

**and opportunities in the MSME sector?**

Our success rests on four core values: Honesty, Reliability, Commitment, and Dedication. These principles guide every decision and relationship we build.

Despite the volatility in the metal industry, we have remained consistent in quality and ethics. This has helped us earn long-term trust and establish a presence in over 65 countries. We believe sustainable success in MSME lies in staying true to your values while adapting to change with resilience and vision. ■