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How has vertical integration helped Aniket Metals improve product quality, control costs, and reduce delivery times?

Vertical integration gives us control from raw-material processing to the finished product. At Aniket Metals, key operations—including metal forming, impact bonding, polishing, coating, assembly, testing and packaging—are managed within our manufacturing ecosystem. This is especially important for technically demanding products such as tri-ply, hybrid, ceramic-coated ranges and stainless-steel appliances and cookware.

The quality benefit is traceability and accountability. If there is a variation in bonding, flatness, coating, finish or handle alignment, we can identify and correct it at source rather than rely on multiple outside vendors. Integration also reduces external processing margins, inter-vendor transport, conversion losses and excess inventory. Tooling, production

and packaging can move in parallel, shortening development cycles and improving delivery reliability. It also enables us to react faster when retailers change specifications or volumes.

What has helped Aniket Metals build long-term relationships with leading international retailers?

Large retailers do not build long-term partnerships on price alone. They value consistent quality, compliance, transparency and dependable execution. We combine manufacturing depth with the discipline required to serve global retail programmes. Every product must perform well while consistently meeting testing, traceability, packaging, labelling and delivery requirements at scale.

Our experience supplying retailers such as Walmart and Costco has taught us to work backwards from the consumer and the retailer's operating standards. We invest in product engineering, testing and corrective-action systems, and customise products for individual markets rather than push a standard catalogue. Most importantly, we communicate issues early, take ownership when something goes wrong and keep improving. Trust is built through repeated execution, not presentations.

What will be critical to establishing Aniket Metals' own brand in global markets?

Manufacturing capability is an advantage, but it is not a brand. We must translate our engineering strength into a clear consumer promise: superior materials, thoughtful Indian engineering, durable performance and strong value. The products must also be distinctive and recognisable, not easily substituted.

Three capabilities will be critical: market-specific consumer insight, disciplined investment in brand and digital distribution, and after-sales service that earns advocacy. We should enter selectively, concentrate on a few hero categories and prove repeat purchase before expanding. Our OEM scale and annual retail sales exceeding US\$100 million provide supply-chain strength and credibility, but consumers will judge us on design, storytelling, reviews and service. The winning formula is world-class manufacturing behind a brand that feels relevant, trusted and locally intelligent. ■