



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Presentation on Sharpwire Industries By Kamal A Khatri- Managing Director



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Evolution of Sharpwire

- Sharpwire was started in 1997 with a focus on Specialized product non-ferrous wire for NICHE markets.
- Quality Certification ISO 2015 .
- IATF certification for Copper Wire .
- Strategically located at port city with GLOBAL access
- Highly skilled team to handle most challenging jobs
- Number of employees- 150



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

SHARPWIRE POLICY

- Excellence must be pursued, achieved and maintained in all areas of operations to enable the company to become world-class.
- Be proactive in responding to customer needs.
- Relentless discipline in controlling costs.



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Sharpwire Quality Policy

- Supply products that meet customers' requirements
- Produce and deliver quality products in required quantity, in time, every time.
- Aim for zero defects.
- Continually improve the effectiveness of quality management systems and enhance customer delight.
- Comply with statutory and regulatory requirements.



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

ENVIRONMENTAL POLICY

- Aim for zero pollution.
- Continually improve methods and processes towards prevention of pollution and pursue
- Waste minimization by recycling and reuse.
- Comply with and exceed local and national environmental
- legislations and regulations.
- Spread the culture of environmental protection across the unit.
- Disseminate the policy to interested parties.



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

VISION & MISSION POLICY

- To become a global engineering company that develops solution of the industry at large.
- Be a Global Copper and Copper alloy wire producer in India and a supplier to industries around the world
- To be the industry leader in any product developed and produced at Sharpwire
- To constantly develop new wire related products which are technically challenging
- Total customer satisfaction through customer service ,
- Through employee participation, eliminate all losses and thereby improve Overall plant Effectiveness[OPE] and overall equipment effectiveness [OEE]
- A clean , green quite factory.
- A visual factory, where the flow of quality goods is effortless, continuous and orderly.
- Products that has Highest quality produced at lowest cost
- Grow in export market by achieving international standards.



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

COMMON THREADS AMONG ALL POLICIES

- Zero Impact Policy on Defects, Losses, Pollution, break down and accidents
- Conservation of natural resources
- Customer service
- Cost control
- Complying with statutes and regulations
- Pleasant work-place environment
- Continual improvements and
- Total employee involvement








SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Alloys produced

- ALLOYS

- Copper : (ETP,DLP, Ag
- Bearing, TeCu
- Brass : (63:37, 65:35,70:30, 85:15, 90:10).
- Phosphor Bronze (5%,6%,7%,8% TIN).
- Nickel Silver (10%,12% NICKEL)

- Shapes and Form:

- Round Wires: Round  half round 
- Flat Wire , Square wire , Profiles 
- Fine wire 2 mm to 0.15 mm with manufacturing tolerance **+/- 5 micron**



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Process

- Upward continuous casting of Copper based alloys. Jointless coils of 2 Ton.
- Wire reduction/Rolling / Drawing.
- Intermediate Annealing.
- Final Operation of either drawing to temper, cut to length , formed to square, flat wire and shapes



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Product application

- › Nuclear Power Plant
- › Needle and Pin making industry
- › Electronics and PCB Manufacturing
- › Telecommunication
- › Auto Component
- › High end user like Designer ware, Textile Industry
- › FMCG industry in Oral Hygiene,
- › Copper and copper alloy Wires , round wire , flat wire , profiles , square wire and fine wire



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Global presence

- Sharpwire is a Global name to reckon with Speciality Wire
- USA, Japan, China , Korea , Indonesia , Egypt , Germany, Brazil and Argentina, Spain, Mexico, Dubai, Saudi Arabia.
- Sales of 65 % of wire to about 30 countries .
- Largest producer and exporter of **High-Quality Specialty wire** in India .
- Sharpwire accounts for 65 % of India's copper alloy wire exports .



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SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Awards & Accolades

- › EXPORT EXCELLENCE AWARD by Govt of India for 11 Consecutive years for Specialty Wire
- › STAR EXPORT HOUSE Status for 15 years
- › Best Supplier Award By Global Giant “Oral’B”
- › Most reliable supplier Certification by Auto- Comp Leader Valeo





SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Leader in the industry

- What ever industry we develop a product for we supply the leading companies in their respective industry , In our core products we deal with the world number 1,2,3 and other top end users .
- We are registered suppliers with a few fortune 500 companies .
- We are undisputed leaders in the copper alloy wire industry in india .



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Facility

- We have 2 facilities in chennai , 3 melting & casting lines .
- Annual capacity of 3500 tons of copper and copper alloy wire .
- With down stream processing equipment to match .
- An up to date lab to test and certify all products .
- Oral Fil ultra clean Production facility 2016.
- We have invested in a land bank for expansion of the wire production capacity in the near future



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

Highlights- Milestones

- Sharpwire started production in 1997 , established the plant and fine tuned it .
- Started exports of wire in 2000 . Substituted Japanese wire for fasteners .
- Import substitution of connector wire for a top global MNC connector company , replaced wire from Bedra , Fisk alloy and Furukawa 2002
- 2003 started exports of Copper alloy ribbon wire and the wire replaced E.U wire in Asia .
- Developed wire for Haberdashery and replaced wire from Spain in Asia 2004
- Developed writing instruments wire for Reynolds india .on hold for strategic reasons.
- Briefly supplied Battery pin wire to Duracell till they shut shop in India .
- Was the first company in the history of the worlds largest Garment accessory producer to produce Flat wire as per their specs 2007 .
- Went global with Flat copper alloy ribbon wire with sales across the globe . Agent in 9 countries
- Ranked among the top 3 copper alloy ribbon wire producers .
- Will become top in 2 years from now .
- 2014 Was among the first few companies in the world to develop Y type profiled wire for Garment accessories production . Supply wire to the top 3 in the world .
- Registered suppliers to GE USA for the Locomotive plant .



SHARPWIRE INDUSTRIES (INDIA) PVT LTD.

I could go on ...

- But to cut the long story short we are the most respected wire producer in the region , being the envy of competition . At a level everyone strives to achieve .
- Validated by our customers who are the best in their industry , on a global scale .
- We produce the best so we can associate with the best .
- Prefer quality over quantity .



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