



MORE EFFICIENT PROCESSES AND SUSTAINABLE GROWTH

Godrej - IN

Godrej is a household name in India, celebrating its 126th anniversary in 2023! It is one of the most respected brands and organization in India. Established in 1897, Godrej & Boyce Mfg. Co. Ltd.'s first product was locks. Today, after 126 years, they still manufacture locks in addition to a large portfolio of lifestyle products and services, including India's space mission – soap, furniture, chemical plants, aerospace and missile components, logistics & warehousing solutions, white goods, cosmetics, etc. Godrej is also active in real estate development. Today Godrej employs 15,000 persons and has a total of 42 factories.



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Roots in the past

Godrej started manufacturing furniture in 1923 and their first product was steel cupboards. At that time only wood cupboards were popular in India making steel cupboards a novelty. Later, other products made of steel tubes and sheets including office tables, office safes, chairs, school benches, hospital beds and other items were added to their product portfolio. The business was growing rapidly and in 2008 Godrej decided to bring all home and office furniture, furnishings and fitting manufacturing under its Interio brand.

Interio soon established itself with the same market reputation held by its parent, Godrej. Today Interio has 6 manufacturing plants across India, covering 160,000 sqm in total and employing 3,200 persons.

To satisfy the growing demand in terms of product variety and volumes, a technology upgrade

of the manufacturing processes was required. The upgrade had to be flexible and versatile to fulfil tight delivery schedules and the variability in demand. For these reasons and the large amount of tube used to manufacture their metal furniture, Godrej contacted BLM GROUP to upgrade their manufacturing processes used for producing tubular components.

Head into the future

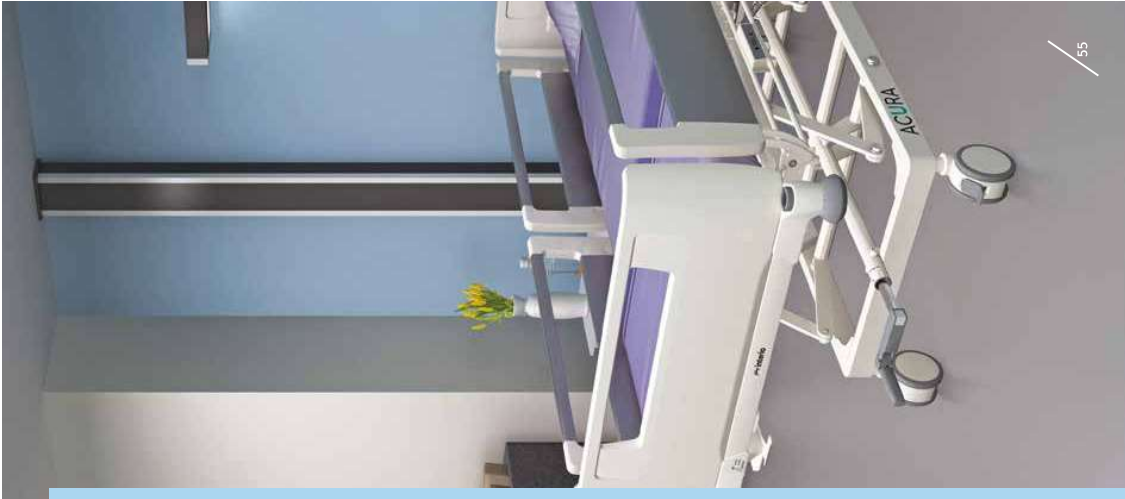
Mr. Maneck Behramkamdin, who was the Associate Vice President for Manufacturing for the Interio Division (now he is responsible for Godrej's Aerospace Division) started the discussions with BLM GROUP. "My objective was that of technology infusion in our processes, it was not only buying some machines. We considered BLM GROUP as a potential supplier because we had seen their machines in various exhibitions, we knew that their quality and market reputation

was good, and the most important factor was they had developed the technology to integrate the two important processes used in furniture manufacturing: laser tube cutting and tube bending." Talking about the subsequent selection process, he added "We are a big organization, and our selection process is quite detailed and lengthy. It would not have been successfully completed if both sides would not have shown patience and perseverance. We were looking for the right combination of automation, performance, and price; we found that BLM GROUP was offering what we were looking for. After considering different models from BLM GROUP's rich product portfolio, we finally decided to buy the LT FIBER EVO for laser tube cutting and an ELECT32 for tube bending."

New technologies, new opportunities

These two machines are installed in Godrej's brand-new factory in Khalapur, approximately 60 kms from Mumbai. Installation and delivery were carried out when travelling restrictions related to the pandemic were present. Despite the added complications, Mr. Maneck noted that his experience of the remote pre-shipment acceptance, aided by the use of several cameras, was extremely positive. With the installations complete, the Godrej team working on the machines is very happy with their performance and enthusiastic about the potential offered by the new technology.

Mr. Neville Amarina, who has taken charge after Mr. Maneck's move to the aerospace division, voiced his optimism about the various possibilities on offer. "We have different products for different environments like offices, schools, and hospitals. Overall, we are market leaders with



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of the production. These machines were installed less than a year ago and we have been using them extensively, after the initial learning phase was over. We use about 40 different types of tubes of different cross-sections and wall thicknesses. Currently we have cut more than 400 tons of tube, which equate to more than 350 km of tube length, on the LT FIBER EVO. We foresee a CAGR of 15% and armed with the new technology, we are ready to achieve this goal.” Mr. Neville succinctly concluded, “Our objective is sustainable growth, growth that causes minimum harm to the environment. We have started our journey from Industry 4.0 to Industry 5.0 and in this journey the improvement in efficiency and productivity achieved by these types of systems is going to be of vital importance.”

most of the production destined for the India consumer, only a small portion is exported through a dedicated division. Both domestically and abroad, we are present in both the B2B and B2C market-places and are used to dealing with the different challenges of each. For example, the demand for school benches is very seasonal and we must deliver large quantities in a very short time span. The same applies to hospital furniture for a new hospital building, once the building and all the infrastructure is ready, we have to deliver all the furniture as quickly as possible. We decided to upgrade our manufacturing process to deal with these challenges.”

Improving process efficiency

How are the new BLM GROUP machines helping Godrej to deal with these challenges? Mr. Neville explained that they are heavily using the “cut &

bend” technique and the reduction of process steps has improved efficiency and productivity. “We took some time to complete the learning curve, but now we are quite comfortable with the technology. The support we received from BLM GROUP’s local team as well as from Italy was also key. Precise cutting produces good matching of parts which is essential for robotic welding. This has greatly improved the productivity of the welding process thus adding to the overall efficiency. We are not yet fully using the design features available in Artube, but we are sure to use them as we design new products. We can say the same thing about the All-in-One concept which we have started using, but I would like to see more of it being implemented into our designs and manufacturing. ProTube is helping us to optimize our nestings and hence the material usage. It also helps us to monitor the progress

