



*Established in 1987, in a partnership with Wacoma Trading (South Africa), Wellman Wacoma has established its reputation over the years as a company providing cost-effective Engineering solutions. In an exclusive e-Interview with PURCHASE, Ms. SHUBHRA KHEMKA, PRESIDENT, WELLMAN WACOMA LTD, gives us an insight into the company, and tells us about their constant endeavour to bring out new products that would be on par with international standards.*

# INTERFACE

## WELLMAN WACOMA LIMITED

*Focusing on Quality and Innovation*

**Q & A** Please provide us with an outline of your range of products and services.

Wellman Wacoma Limited is known for the design and manufacture of Heating and Reheating Furnaces and Mechanical Power Transmission Equipments including Resilient, Gear, Pin Bush, Taper Grid, Tyre Type Couplings and Torque Limiters which cater to the requirements of steel and power plants, sugar, cement, aluminium and chemical industries.

The company has erected furnaces and allied equipments such as Ladle Driers at various Steel Plants, Aluminium Plants and Ordnance Factories.

The company has also diversified into manufacture of Transmission Line Towers and Microwave Towers.

**Q & A** Elaborate on your manufacturing operations and human resource allocation. Where are your branches and workshops located?

The Company has its head office at Kolkata and branch offices at Delhi and Jamshedpur, besides having marketing offices at Mumbai, Bengaluru and Pune.

The manufacturing units of the company are located at Foreshore Road and B.T. Road in Kolkata and at Rai in Haryana.

**Q & A** What are the training facilities provided to your employees?

The company is professionally managed by an experienced and dedicated taskforce of Engineers, Design experts, Production & Planning professionals, an HR management team and skilled workers.

Every new recruit is put through a rigorous four-week training programme, which includes quality of raw material, processes of manufacture, Quality Assurance and all related Paperwork wherein they learn every aspect of the trade to ensure optimum customer satisfaction.

**Q & A** Elaborate on the Research and Development activities in your organization. How much emphasis do you place on Innovation?

Innovation is the keyword in today's changing environment. It is the constant endeavour of our R&D team to bring out new products of the same standard as are currently being used in U.K. and Germany, and we have had major breakthroughs in the past year.

We have recently added to our repertoire the Flexidisc Coupling as well as our new DG and DGW series of Gear Couplings which will cater to the sugar and cement industry.

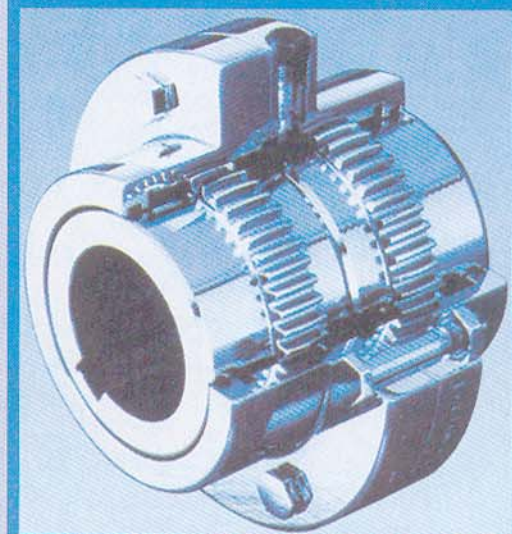
**Q & A** "Reliability and Performance". How do you adhere to this motto?

Wellman Wacoma Limited has, over the years, built its enviable reputation by its competency in providing cost-effective engineering solutions and excellent customer service.

Our satisfied customers include BHEL, TATA Steel, Flender Limited, TGS, Humbolt, Thyssenkrupp, Panipat Thermal, Hindalco Industries Ltd., SAIL Plants, ACC Ltd., JSW Steel, ISGEC, Bandel Thermal Power Station, Kolaghat Thermal Power Station, Hindustan Paper, NTPC Plants, National Steel & Agro.

*We continue to manufacture the best quality products under stringent quality control measures, and have been awarded the ISO 9001 certification.*

*From raw material procurement to the assembly and packing, we are ever vigilant, and at all stages the quality of material as well as the machining and manufacturing passes through rigorous inspection procedures by our internal inspectors.*



**Q & A** What are the key drivers of your industry?

The bulk of our products are bought by project co-ordinators who offer turnkey solutions for setting up of power, steel, cement and other plants. Therefore industrial growth and enhanced industrial output are our key drivers.

Customers today seek a single source to meet their needs.

By selecting coupling firms that offer one-stop shopping, users avoid compatibility problems and facilitate easier maintenance and parts replacement. Manufacturers with broad product lines like Wellman are benefiting from this trend.

**Q & A** "Our Quality Assurance Program uses continuous improvement to achieve the satisfaction our customers deserve." Elaborate on this statement.

We continue to manufacture the best quality products under stringent quality control measures, and have been awarded the ISO 9001 certification.

From raw material procurement to the assembly and packing, we are ever vigilant, and at all stages the quality of material as well as the machining and manufacturing passes through rigorous inspection procedures by our internal inspectors.

In the rare event that any customer is dissatisfied for any reason, we immediately replace our product without demur. If the customer faces any difficulty in either the selection of the most suitable product for his plant, or has any difficulty in installing couplings or other products provided by us, we immediately depute our representative to assist them.

**Q & A** What are the marketing strategies that have led to the success of your organization?

We believe that satisfied customers will keep turning to Wellman for all their needs. We have offices and representations across the country for prompt and efficient customer interface. Understanding the customer's requirement and offering the best possible quality of materials along with prompt and efficient after sales service has been our plus points.

**Q & A** Outline your recent ventures.

We have recently revived the Furnace Division and have secured lucrative orders from Neelachal Ispat Nigam as well as Rourkela Steel Plant Ltd.

Our Telecommunication Towers Division has also gone into full production at B.T. Road.

**Q & A** What are your plans and policies in order to achieve your mission of being "among the finest Engineering Companies" specializing in your line of products?

We believe in one keyword – 'QUALITY'.

We strive to produce the best quality products at competitive rates by continuously improving our technology through Research and Development.

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