



A Global Company



**World Extrusion
Solutions**

(Tungsten Carbide Dies & Tools)



**Metal Forming Tooling
Solutions**

(Tungsten Carbide Dies, Tools
& Wear Parts)



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A Joint Venture of

European Technology & **Indian Experience**

for Total Customer Delight



WORLES and **ANU Group** signing the
Joint Venture Agreement
in New Delhi, India in 2012



WORLES

● The European Technology Experts

WORLES is a team of European professionals who have extensive experience and vast technical know-how in the production of superior quality Tungsten Carbide Dies. WORLES uses **Innovative Processes, Hi-Tech Machinery & Advanced Technologies** to surpass the continuously rising customer expectations.

WORLES collaborates with the world's leading Tungsten Carbide manufacturers to achieve optimum solution for the most complex heading and wear applications.



● Exceed Demanding European Customer Needs

With vast hands on working experience of its Directors with major European Fastener Groups, the WORLES team fully understands the current and future customer needs. WORLES consistently produces tools according to European standards and delivers them **ON-TIME** with full flexibility to adjust to customer changing requirements.

● Guarantee Exemplary Customer Service

With complete focus towards **100% customer satisfaction**, WORLES today is a **preferred partner** for various leading multinational fastener Groups across Europe.



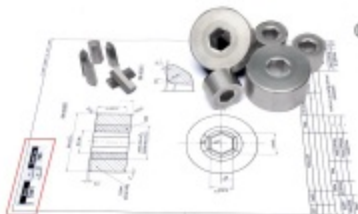
At a glance

● **Commitment**

WORLES has a highly motivated and ambitious team with nearly two Decades of experience in the Marketing & Sales and Production & Development of complex Tungsten Carbide Tooling. The WORLES team is **committed to excellence** using the best industry practices.

● **Precision & Quality**

WORLES believes in **manufacturing precision quality**, rather than controlling it.



● **Traceability**

WORLES has a software system which is able to supervise the entire production process starting from the offer formulation, through to the various phases of manufacturing, upto the delivery of the goods. All products are identified with a **Unique Identification Number (U.I.D.)** that allows complete traceability of every tool and the verification of the materials used during the manufacturing.





“Engineering Excellence through
Entrepreneurship & *Experience*”



THE JOINT VENTURE

Since the inception of the company, WORLES has received an overwhelming response from customers all over Europe for their **Excellent Quality, On-Time Delivery and Prompt Service.**

Looking at the growing business, WORLES decided to expand its manufacturing base and move out of Spain. In the pursuit of finding excellence with an equally competent partner, WORLES closely monitored and evaluated various Tungsten Carbide Tool manufacturers across the globe.

WORLES found the right partner in ANU Group - India's leading and largest Tungsten Carbide Tools manufacturer with a remarkable history of over 40 years, to complement them to produce World Class Products for 100% customer satisfaction.

WORLES entered into a **50-50** Joint Venture with ANU Group in 2012 for a 100% Export Oriented Manufacturing Facility in India under Technical Management & Control of WORLES.



ANU Group

● The Leaders Of Tungsten Carbide Dies In India

ANU Group is the most **trusted and preferred partner** for Tungsten Carbide Dies and Tools in India for various industry segments like Fastener, Wire, Bar & Tube, Drawing & Automotive. ANU Group supplies high quality products all around the world and brings with it an unique asset that represents leadership with trust, confidence and competence.



● Over 40 Years Of Dedicated Experience

ANU Group started operations in New Delhi in 1973. Owing to its ambitious growth plan and ever increasing market demand, ANU Group went on to expand its manufacturing base across India.

With its focused and principled approach, ANU Group has successfully overcome challenging times in the last 40 years and has grown multifold in all dimensions - **Product Range, Facilities, Manpower & Customer Base** around the world.



At a glance

Over 300 Satisfied Customers Around The World

The greatest assets of ANU Group are its satisfied customer base, several of whom have been associated with ANU Group since the beginning.



ANU Group at Wire Show 2012 in Dusseldorf



Corporate Office of ANU Group

Multiproduction Facility

ANU Group has **FOUR** well equipped manufacturing facilities in North and South India. The four facilities work in coordination and are of great support and backup to each other in maintaining seamless and uninterrupted supplies to customers.

Over 200 Skilled Workforce

ANU Group has a highly skilled workforce with a balanced mix of youth and experience ready to take any challenge. The Employee Friendly Policies makes ANU Group a most preferred company to work for. ANU Group has the best of industry talent and qualified personnel in its **FOUR** companies.





ANU Group

Technology Associations

ANU Group believes that it is the constant advancements in **Technology and Processes** which are required to maintain the leading edge. ANU Group uniquely enjoys the benefits of acquired technology from leading manufacturers from Japan and Germany which helps in producing superior quality products.



Diversified Product Range

ANU Group produces Tungsten Carbide Dies for various applications like Heading, Wire, Bar & Tube Drawing, Auto Components, Bearing, Battery, Electronics & Electrical, Powder Compacting & Process Industries for India and Export markets.

Customer Oriented Newsletters & Technical Seminars

ANU Group is in continuous touch with its customers through a quarterly Newsletter called **INTOUCH** for two way feedback about various developments at ANU Group and suggestions from customers.

Download link - <http://www.anugroup.net/whatsnew.html>



Presence In Over 25 Countries

Through continuous participations in the leading exhibitions like WIRE SHOW in Germany, FASTENER SHOW in Stuttgart etc, ANU Group has gained valuable exposure and has presence in over **25 countries around the world.**

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Committed to *Excellence!*

The Joint Venture between WORLES and ANU Group SYNERGIZES to bring the **best of both companies together** for total customer delight.

WORLES Superior Technology and Processes and ANU Group's years of rich experience in the Metal Forming Tooling Industry brings an array of benefits for all the customers worldwide.



WORLES



Geert Smet
Managing Director

Geert Smet is among the founders of WORLES S.L. He has a vast international experience in the worldwide sales and marketing of metal forming tools made of Tungsten Carbide and Diamond since 1996. He is an economist by profession and is known for his management and leadership skills. With flexibility to speak multiple languages and vast experience and knowledge of cold forming processes, Geert is a unique partner and a delight to work with for customers all around the world.

Geert spearheads the Sales and Marketing activities of the Joint Venture Company from his office in Spain.



Javier Lucero
Technical Director

Javier is among the founders of WORLES S.L. Since 1995, he has acquired a vast technical know-how in the production and manufacturing of Tungsten Carbide Dies through his earlier experience in Spain. He is a Qualified Engineer by profession and is extremely well versed with latest production methodology, robotics and automation of machinery, systems and processes for lean manufacturing.

Javier is the Technical Director of the Joint Venture Company and is permanently based in India.



Jose Guerrero
Technology Director

Jose is among the founders of WORLES S.L. He is the Managing Director of Mecanicas Draguer, a 1997 founded Injection Mould Die manufacturing company based in Spain. He is an expert in CAD/CAM systems and has a vast experience in the designing and development of complex tooling. He has been using Erosion & CNC Milling Machines with EROWA systems for effective production output.

Jose is the Techno-Commercial Entrepreneur and brings to the Joint Venture Company his vast business knowledge.

ANU Group

D.B. Maheshwari

Chairman

D.B. Maheshwari is the founder and Chairman of ANU Group of Companies. ANU group has prospered magnificently under his able leadership and vision. He is an Engineer with over Four decades of rich experience in the metal forming tools business.



Amit Maheshwari

Managing Director

Joined 2005, Amit has a vast knowledge of International business acquired through working in Europe for TATA Group. With his dynamic leadership and management skills, he leads the International sales & marketing of ANU Group. He is an Engineer from India's premier engineering institute, Delhi College Of Engineering, Delhi.



Akhil Maheshwari

Vice Chairman & Managing Director

Joined 1994, Akhil has a rich experience in the business of metal forming tools. He is well known for his result oriented approach and takes care of Investment and financial decisions of ANU Group. He is an Engineer from India's premier Institute Birla Institute of Technology & Sciences, Pilani.



Rahul Gupta

Director

Joined 2010, Rahul is an expert in Information & Technology. He has a valuable experience through working for multinational companies. He is responsible for IT advancements in ANU Group. He is an Engineer from India's premier Institute Birla Institute of Technology & Sciences, Pilani.



Ajay Kumar

Director

Joined 1980, Ajay has a vast experience in the business of Metal Forming Tools. He looks after the South India Operations of ANU Group and is well known for his result oriented approach.



Naresh Khorana

Group Director

Joined 2006, An engineer by profession, Naresh has vast knowledge of carbide metal forming & cutting tools spanning 4 decades. He reached to the level of Vice President-Engineered Products Group in Kennametal. Currently, He takes care of the Corporate Governance of ANU Group.



WORLES-ANU

European Technical Director In India

WORLES-ANU Group Joint Venture unleashes a Unique Model where a European Technical Director is permanently based in India to Technically manage & control an Indian Production Facility.

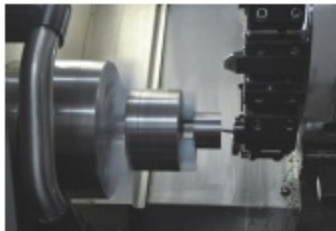
Javier Lucero, Technical Director of WORLES, heads the Indian Setup and is responsible for

- Technical Direction
- Monitoring production processes
- Introducing systems to optimize Productivity
- Technological Growth,
- Guaranteed Quality matching European standards & International Norms
- Implementing new Hi Tech processes,
- Training of manpower on Hi Tech Machinery,
- Automation & Robotics



European Sales Office

WORLES-ANU Group Joint Venture has a Sales Office, located in Barcelona, Spain, which provides an on-site presence in the European market and is the focal point of their marketing and sales activities throughout Europe. This is in line with the global strategy of WORLES-ANU to serve its customers' needs at the local level



Your preferred Partner

● Increased Investment Capability

WORLES-ANU Group Joint Venture "together" has a higher investment capability. This coupled with vast experience and knowledge of all resources and infrastructure allows the Joint Venture company to expand at a faster pace and be a strategic supplier for its trusted customers.



● Hi-Tech Traceability Software

WORLES-ANU Group Joint Venture uses Hi-Tech Traceability Software to track "Real Time Status" of every tool under manufacturing process. Every tool produced has a Unique Identification Number (U.I.D.), which allows complete process and raw material traceability for customer benefit.

● 365 Days, 24 X 7 Production Capacity

WORLES-ANU Group Joint Venture ensures seamless and uninterrupted supply to customers 365 days a year, 7 days a week, 24 hours a day with strong backing from other facilities of ANU Group companies.





WORLES-ANU

World Class Quality

WORLES-ANU Group Joint Venture forms a forward looking company which continuously implements ideas for improvement of Quality through investment in Hi-Tech machinery, latest technology & training of people.

WORLES-ANU Group Joint Venture has a certified quality system, according to ISO 9001:2008 standard. Every individual tool supplied is accompanied by a Quality Inspection Report.



Best Raw Material

WORLES-ANU Group Joint Venture works with world renowned ISO qualified multinational suppliers, most of them having a subsidiary in India :

- **Tungsten Carbide** : Kennametal (Bangalore)
- **Steel** : Bohler & Thyssen Krupp (New Delhi)
- **Coating** : Balzers (New Delhi)

Experienced Commercial Department

WORLES-ANU Group Joint Venture has a qualified Commercial Department who can speak fluent English. The dedicated department takes care of Export Regulations and Internal & International Laws. With extensive experience and professionalism, it is guaranteed that there are no delays due to administration formalities involved in international supplies.



Your preferred Partner

● **Access To The World's Leading Machine Manufacturers**

WORLES-ANU Group Joint Venture has quick & easy access to world's leading Machinery manufacturers like OKUMA, FANUC, SODICK, SUNNEN etc. who all have their service centers in and around New Delhi. The most important advantage of this proximity guarantees round the clock support for any eventuality.

● **Best Logistics**

WORLES-ANU Group Joint Venture has quick accessibility to the International Airport in New Delhi which has direct daily flights to all the major countries in the world. This helps in exporting to and importing goods from anywhere in the world in shortest lead time.

● **Continuous Investment In R&D**

WORLES-ANU Group Joint Venture firmly believes that **reinvestment in Innovation and Technological development** is a must for maintaining the cutting edge. These principles bring more and more automation to the manufacturing processes e.g. CAD/CAM systems which improve accuracy and finishing quality of the products.





WORLES-ANU

INDUSTRY-FASTENERS



Fastener Industry

- Dies and Punches for Multi Station Cold Formers
- Dies with Straight Bore, Pointing, Double Pointing, Extrusion, Double Extrusion
- Dies with profile like Hexalobular, Trilobular, Hexagon, 12 Point, Serration and specials.
- Collapsible Dies
- Segmental Hex and Hexalobular Forming Dies
- Trimming Dies in Carbide
- Cut Off Quills, Knives
- HSS Wafers
- Customized Specials



INDUSTRY-WIRE, BAR & TUBE



Wire, Bar & Tube Industry

- Wire, Bar And Tube Drawing Dies
- Mandrels And Floating Plugs
- Rectangular/Square/Hex/ Special Profile Draw Dies
- Tools & Wear Parts For Welding Rod Industry
- Deep Drawing Dies
- Cone Rings And Wear Parts for Wire Drawing Machines
- Customized Specials



INDUSTRY-AUTO COMPONENTS



Auto Industry

- Cold Forging Dies For Auto Components
- Hot & Warm Forging Dies
- Hot Extrusion Dies for Non Ferrous Metals
- Extrusion Die Assemblies
- Spline Shaft Extrusion Dies
- Burnishing Rollers
- Brazed Cut-Off Knives & Cutting Dies for Bi-Metal Contacts
- Swaging Dies
- Wear Parts
- Customized Specials



Diversified Product Range

INDUSTRY-BEARING



Bearing Industry

- Dies And Punches For Ball & Roller Heading
- Warm Forging Dies
- Dies For Ball Cages
- Taper Roller Heading Dies
- Extrusion Dies For Rivets
- Wear Parts In Coated and Uncoated Version
- Customized Specials



INDUSTRY-BATTERY



Battery Industry

- Extrusion Dies For Zinc Cans And Carbon Electrodes
- Guides For Carbon Electrodes
- Draw Dies And Punches For Caps And Cans
- Wear Parts
- Customized Specials



INDUSTRY-ELECTRICAL & ELECTRONICS



Electronics & Electrical Industry

- Lamination Tools For Different Core Shapes
- Dies & Punches For Powder Compaction
- Customized Specials



INDUSTRY-OTHERS



Other Industries

- Dies & Punches For Currency Coin Production
- Dies & Wear Parts For Razor Blade
- Dies & Wear Parts for Defence
- Wear Parts for Process Industries
- Wear Parts For General Engineering Industry
- Customized Specials



OUR VISION

To be the world's *most* preferred business partner for tooling supply using *our core principles*

People

Our most important assets.
They grow with us.

Customer

Customer satisfaction is
for our growth.

Quality

Quality is produced
not controlled.

Technology

Automation & Robotics
is the future.

Re-investment

A must for maintaining
the cutting edge.

Profitable Growth

Not a target, but it is a
result of good work.

Environment

Sustainable environment is a key
consideration in all our operations.

Realize



Partnership

Results

Benefits

Certainty

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We are just
around the corner!

• **European Sales Office**

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