

Media Release

A success story of a strong emerging market hub

Oerlikon Balzers celebrates 20 years of coating excellence in India

Balzers, Liechtenstein, 24 October 2014 – On October 12th Oerlikon Balzers was celebrating 20 years of presence in India, the event taking place in Pune where everything started. Over the past years India has grown to a very important pillar of the company's global business. The Oerlikon Balzers management team, represented by Bernd Fischer, Head of Oerlikon Balzers, and Balzers India's General Manager Pravin Shirse, was on site to look back on the success story of this country's business development.

The success story began in 1993 when the decision was taken to start the coating business in India; the first Indian coating center then opened its doors in 1994 in Pune. This was the first emerging market to be entered by Oerlikon Balzers. Having started with the business area Cutting Tools it has developed steadily and covers today also Regrinding, Forming Tools and Components. Thanks to consistent and constant growth, seven additional locations have been installed to serve the important local and global players in Tooling, Automotive and General Industries. With this strong position in India, Oerlikon Balzers spread out into the Asia region and extended the local management support to Thailand, Singapore, Malaysia and the Philippines.

With an average growth rate close to 30 percent over the past 17 years, India has significantly contributed to the success of Oerlikon Balzers. In order to contribute to the future of the whole surface solutions technology, a R&D Cutting Lab has been opened in 2012 to further deepen the know-how and expertise in the region. This strategic step made Balzers India an even more important hub of the company and the coating business in SE-Asia in general.

Oerlikon Balzers today is very well positioned in India and the whole region. The future promises even more important developments and achievements for it; the extensions in Chandigarh in September and in Bengaluru later in 2014 are proving it. With a clear strategy Oerlikon Balzers' target for India is to carry forward in an account the success of the past 20 years.

Bernd Fischer, Head of Oerlikon Balzers, and India's General Manager Pravin Shirse expressed their gratitude to all employees at the celebration in Pune and all guests had the chance to get an insight of the production site with a tour. Special guest Dr. Roland Herb, CEO of the Oerlikon Surface Solutions Segment, expressed the importance of the Indian hub and its achievements: «India contributes significantly to our companies' growth and profits. Without our Indian colleagues, none of this would have been possible. And with the new set up of the Oerlikon Surface Solutions Segment including Oerlikon Balzers and Oerlikon Metco, India has a great future ahead».

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From left side: Dr. Helmut Rudigier, CTO Oerlikon Balzers, Bernd Fischer, Head of Oerlikon Balzers,
From right side: Prisca Hafner, Head of HR, Pravin Shirse, General Manager Indien, Dr. Roland Herb,
CEO Surface Solutions Segment

Download-Link Picture:

https://www.dropbox.com/s/0pds8shwaar8460/OerlikonBalzers_anniversary_India.jpg?dl=0

About Oerlikon Balzers

Oerlikon Balzers is one of the world's leading suppliers of surface technologies that significantly improve the performance and durability of precision components as well as tools for the metal and plastics processing industries. Extremely thin and exceptionally hard coatings, marketed under the BALIN-IT and BALIQ brand names, reduce friction and wear. Under the technology brand ePD, the company develops integrated services and solutions for the metallization of plastic parts with chrome effects. Oerlikon Balzers operates a dynamically growing network of currently 94 coating centers in 34 countries in Europe, the Americas and Asia. Oerlikon Balzers is – together with Oerlikon Metco - part of the Surface Solutions Segment of the Switzerland-based Oerlikon Group (SIX: OERL).

About the Surface Solutions Segment

The Oerlikon Surface Solutions Segment includes the two brands Oerlikon Balzers and Oerlikon Metco. Oerlikon Balzers is one of the world's leading suppliers of surface technologies that significantly improve the performance and durability of precision components as well as tools for the metal and plastics processing industries. Extremely thin and exceptionally hard coatings reduce friction and wear. Under the technology brand ePD, the company develops integrated services and solutions for the metallization of plastic parts with chrome effects. Oerlikon Metco enhances surfaces with coating solutions and equipment. Customers benefit from a uniquely broad range of surface technologies, coating solutions, equipment, materials, services, and specialized machining services and components. The innovative solutions improve performance and increase efficiency and reliability. Oerlikon Metco serves industries such as power generation, aviation, automotive, and other specialized markets. The Surface Solutions Segment operates a dynamically growing network of currently more than 130 facilities with over 110 coating centers in 35 countries in Europe, the Americas and Asia, employing around 6 000 people. The Surface Solutions Segment is part of the Switzerland-based Oerlikon Group (SIX: OERL).