

Bhoruka Aluminium: One bright spot in Indian extrusions business

To meet the growing demand, the company is undergoing an expansion plan to increase the installed capacity. The new plant is in an advanced stage of implementation and it is expected to begin commercial production in October 2008.

Salient Points

- Sales increased 25% over previous year
- Profits increased 111% in FY 2007-08
- Output increased 28.8% over 2006-07

India, with its buoyant construction sector and healthy GDP, is expected to see demand for aluminium extrusion to grow at 10-11% per year. Construction, automobiles and consumer durables are the future drivers of growth. India has a huge potential for consumption of aluminium extrusions. A driving need to improve infrastructure, overall growth in the economy and improvement in disposable income will maintain a strong demand in this sector.

In India, Bhorukas know best how to make the extrusion. Billets for extrusion are cast in-house in a DC caster. The correct chemical composition is ensured after melting and the molten metal passes through a filter box to achieve a high degree of cleanliness and grain refinement for best end-use results. The extrusion plant is equipped with an automatic PLC controlled 2750t Cheng-Hua press, 1650t Wean United press and a compact 980t Year Chang press and can extrude 6, 7, 8 and 9 inch diameter billets.

Bhoruka Aluminium, one of India's leading extruders, saw profits grow 111% in FY 2007-08 on sales up 25% as output increased 29%. Established in 1979, Bhoruka Aluminium located in south-west India is today an ISO 9002 certified company with a wide range of extruded products catering to the needs of customers in India and worldwide.

Its products are used in diverse segments ranging from construction to consumer durables, transport to textiles, and irrigation to electrification. The Company has kept abreast of technological advances with investments made in all application segments, as well as keeping abreast of changes in consumer needs.

The company reported a record performance for the year financial year 2007-08. Turnover increased by 25% from Rs1337.7M (\$29.4M) to Rs1679.0M (\$36.9M) and the net profits for the same period registered an increase of 111% from Rs21.4M (\$471k) to Rs45.2M (\$994k). Production increased 28.8% to 8379t from 6505t the year previous.

All three presses have close controls on speed and a high degree of stability. They are all supported by a hot log shears from Granco Clark, USA, automatic puller and handling systems, to producing extrusions that are free of bend and

twist giving the customer unparalleled quality. A felt covered belt handles the extruded sections to keep them scratch-free and bright.

Dies are manufactured in-house using a state-of-the-art CNC wire cutting machine that can perfect intricate designs to customer requirements and deliver a rapid result. All inputs conform to international standards. The die range includes an assortment of dies especially for the building and architectural sector along with various functional shapes for electrical, electronics, textile, consumer durables and transport markets.

Profiles up to 7.5m in length can be surface treated. There is advanced pre-treatment technology from, Italtelco, Italy, and Boruka has incorporated the 9 tanks process, which comprises the latest eco - friendly non chrome surface conversion residues from which are bio degradable. A fully fledged analytical laboratory to analyse the pre-treatment process is incorporated.

A modernised, PLC controlled anodising/ electro colouring plant supplied by Ital Techno of Italy ensures uniform coating to match the finishes for varied applications, without colour variation across the surface. An oxide layer of up to 25µm in thickness can be produced in various colours including silver, champagne, bronze and black. A full proof sealing system ensures durable finish for long lasting applications.

There is also a versatile powder coating line specially designed to provide eye catching finishes in different colours and combined with high quality. The facility has reciprocating automatic guns for accurate and controlled coating thickness to ensure proper coverage at all corners and crevices. This coating is carried out in an enclosed, dust free, atmosphere to give a vibrant finish.

The powder spraying system was supplied by ITW Gema of Switzerland, leaders in powder spraying systems using electrostatic and corona guns. Curing is performed in an oven which has close control of temperature for enhanced life and super durability of the coating. With a coating capacity of 2000m² a day, and a modern ERP system from SAP to integrate the various business processes, the company is well equipped to meet all customer demands.

