



PROFILING THE FUTURE  
IN ALUMINIUM

- ◇ EXTRUSIONS
- ◇ ANODISING
- ◇ POWDER COATING
- ◇ FABRICATION



**BHORUKA**  
THE ALUMINIUM ARCADE

# BUILDING IDEAS WITH ALUMINIUM

## Profile

Bhoruka Aluminium is an ISO 9002 company, established in 1979 in Mysore, which deals in a wide range of aluminium products that caters to customers all throughout the globe. Aluminium is the metal of the future and we are striving to become the undisputed leader in Aluminium Extrusion with the help of latest technology and world-class quality that is at our disposal. We are offering products that meet stringent quality norms at the most competitive price. Our products are being used everywhere from constructions to consumer durables, transport to textiles, and irrigation to electrification.

We had a dream to provide good quality products at the best price and we have been able to turn that into reality. At Bhoruka Aluminium, we are proud to have a team of highly talented people, with an eye for finer details and excelling in customer satisfaction. We have been able to deliver quality products with the support of cutting-edge technology.



## Objectives

- ① Strive for optimum productivity
- ① Understand and fulfil customer needs
- ① Maintain strict, on-time delivery schedule
- ① Meet and sustain customer expectations globally
- ① Maintain overall cleanliness through adept housekeeping
- ① Maintain and retain an efficient, spirited and devoted team
- ① Reduce costs by cutting down on wastes, re-work and scrap
- ① Ensure high quality standards in **Die design** and **Manufacturing**
- ① Enhance vendor capability through efficient company-vendor liaisoning

## Quality at Par

At Boruka Aluminium, quality has always been a hallmark. All work processes are subjected to the highest quality checks to eliminate anything that is below outstanding. Our target is 100% client satisfaction along with delivery schedules that are always on dot. Excellence being our aim, we have an unflinching commitment towards development, and ensure constant improvisation of our products and services.



## EXCELLENT INFRASTRUCTURE

### Manufacturing

Our modern plant is equipped with three fully-automated extrusion lines, a 2750MT Cheng-Hua Press, a 1650MT Wean United and a compact 980MT Year Chang. These extrusion lines make oil hydraulic extrusion presses with the flexibility to extrude 6", 7", 8", 9" and 10" diameter billets and all these presses have close controls on the speed and a high degree of stability. We also have all our hot log shears from Granco Clark, USA, with fully automatic puller and handling systems, producing extrusions that are error-free.

The belt system used for handling the aluminium extrusions keeps the soft metal scratch-free and shiny. The billets for extrusion are cast in-house in a DC Caster, in the right chemical composition, filtering the molten metal through ceramic filters to achieve a high degree of cleanliness and grain refinement for best, end-use results.

### Die-Casting

The die making facility is one of the most advanced in-house facilities, which is equipped to produce precise results both in a complicated design or a standard model design. The CAD centre is equipped with the advanced CNC Wire cut machine that can perfect even an intricate design to any specified requirement, and has an amazing speed delivery. This perfect finish bears testimony to high quality, achieved through a range of automated machinery; and all these inputs conform to international standards. The die range also 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 sectors.

### Anodising

We have a modernised PLC controlled anodising/electro colouring plant from **Italtecno**, Italy that ensures uniform coating to match the tastes and decor for various applications without any colour variations. The extrusions are anodised up to 25 micron in different colours like silver, champagne, bronze & black. A zero leakage sealing system ensures durable finish for long lasting applications. We are also planning to set up a second anodising line that should be fully functional by the fourth quarter of 2009.

## Powder Coating

Bhoruka Aluminium provides you with the choicest RAL shades of colours like white, red, blue and metallic. Our versatile powder coating line is specially designed to give high quality, eye-catching finishes in different colours. We have the capability to handle longer profiles up to a length of 7.5m. We also have an advanced pre-treatment technology imported from **Italtечно**, Italy, a world leader in pre-treatment chemicals. We have incorporated the 9 tanks process that comprises of the latest eco-friendly non-chrome chromate conversion, and is both biodegradable and highly durable. To analyse the pre-treatment process, a full-fledged analytical laboratory has been incorporated.

Our powder spraying system has been supplied to us by the global leaders from **ITW Gema**, Switzerland, known for their electrostatic and corona guns. This versatile powder application along with reciprocated automatic guns, provide accurate and controlled coating thickness, thereby ensuring proper coverage to all corners and crevices. The process is done in a dust-free and enclosed environment to give a vibrant finish. Moreover the curing is done in a converted oven that has close control temperature to enhance life and durability. Then there is a final testing lab with equipments to carry out tests to check impact resistance, gloss level, dry film thickness and powder curing quality. We have a production capacity of 2000 sq meters/day that is enough to cater to the daily requirements of our customers.

## Fabrication

We have various CNC machines for varied applications that have been imported from Emmegi Italy, making shapes with complex geometry, a superior surface finish and a high degree of manufacturing flexibility, not found normally in other manufacturing methods. A wide array of products can thus be made from this machine, from tight tolerance components to various other products that are required in various industries.





## SERVING SECTORS RELATED TO

### **Industrial**

We are supplying industrial applications like textile machinery, elevators, and special sections used by original equipment manufacturers (OEM) in the industrial sector. Since quality and precision are of utmost importance in these sections, we strive to provide the same with maximum care and commitment. We are always willing to assist our customers in all their specific requirements.

### **Transportation**

We deal in a wide range of sections like bus and truck chassis that are exclusively used in the transportation sector. We are also manufacturers of transportation sections such as carriers, foot steps and other light SUV requirements.

### **Building and Construction**

The construction sector is an ever-growing industry and Boruka Aluminium is the leading provider of aluminium extrusions to this sector. Indisputably, we happen to be the single largest supplier to the construction industry in India, and we believe that the building industry must play a vital role to take the economy of this developing nation on the fast track.



## **Solar Power**

With a vision for a safer and better environment, we have developed sections for various industries dealing in solar energy such as TATA BP Solar, BHEL and Sun Time. These sections have been supplied after in-house natural anodising.

## **Electrical and Electronics**

We have been supplying aluminium to the Electrical and Electronics sector (our initial buyers), since the last two decades or so. Our aluminium sections are being used in applications that require good conduction, heat control and heat transfer. Depending on the requirement of our customers, we make different aluminium sections using different alloys.

## **Interiors**

We are one of the largest suppliers of various aluminium sections required in interiors. These are partitions, modular furniture, tailings, automatic doors, fixed interiors, door picture frames, and Venetian blinds. We also manufacture customised home and office furniture. We will soon be manufacturing our own aluminium doors and windows to meet the home decor needs of consumers.



## Future Plans

As an ever growing and developing company, Boruka Aluminium has some projects in mind to trigger further growth and consolidation of the company in the future. We have the following plans:

- ① To install a power plant for captive consumption in the near future.
- ① Installing our fourth production line in the year 2009-2010
- ① Installing our second state-of-the-art anodising line in the year 2009-2010
- ① Installing a PVDF line in the year 2009-2010

## Awards

Boruka Aluminium, having continuously excelled in diverse areas has been a worthy recipient of many national and international awards. It gives us great pleasure and pride to announce the awards that we have been honoured with: -

- Outstanding Export Performance Award
- National Safety Award
- International Quality Crown Award - London
- Engineering Export Promotion Council Award
- Best SAP Implementation Award in the metal's Sector





## Company Ethics

Bhoruka Aluminium is bound by its commitment towards conducting all its businesses conforming to the existing laws, rules, and regulations of the land and maintaining business ethics of the highest standards. Our strength lies in the quality of our products and our service efficiency, together with the competitive prices that we offer.

The company code of conduct has been meticulously formulated to promote ethical conduct and honest dealings. This has been done to give guidance and provide help when handling ethical issues, and also to create a mechanism to counter unethical conduct and usher in a culture of honesty and accountability. The company gives utmost priority to all these matters including our shareholders and business partners. Every employee of Bhoruka Aluminium is expected to uphold these ethics in letter and spirit. Moreover they must abide by the policies and procedures of the day-to-day business of the company. They are also responsible for creating and maintaining high ethical standards and a commitment towards compliance of all existing rules and regulations of the company, and also to maintain a congenial work environment. It means that every representative of the company in whatever position he may be, has to be responsible and accountable.



## GROUP OF COMPANIES



### Bhoruka Fabcons

Bhoruka Fabcons is a brand new initiative from the Bhoruka group and is located at Mysore. Since our company is considered to be among the world's most trusted supplier of Aluminium products, through this new venture, we intend to add more value to our offerings, to deliver products that are finished to the next level and offer significant cost savings including a number of other facilities. Using multiple suppliers for getting the finished products can lead to rejections due to manufacturing, packing and transportation defects; but with Bhoruka Fabcons, all these problems are brought to a naught. In fact, Bhoruka Fabcons is a one-stop source to reduce manpower deployment, lessen hassles, improve quality, shorten time to market and thereby lower costs. The diversity and flexibility of our infrastructure enables us to deliver all Aluminium extruded products in finished forms that different industries need. Moreover, Bhoruka Fabcons boasts of an array of top-of-the-line machinery from Emmegi Group Italy. The overall capability of Bhoruka Fabcons includes CNC machining/programming, cut-to-length sawing, mitre-cutting/compound mitre, drilling/chamfering, counter sinking, tapping, milling, assembling, vibratory deburring and packing.

### Bhoruka Agro Greens Limited

Bhoruka Agro Greens Limited is one of the leading floriculture companies of the country. It is a public limited company with a hi-tech anthurium cut-flower floriculture project at Madikeri Taluk, in the Coorg District of Karnataka. The project is assisted by the National Horticultural Board. Besides planting, various nursery plants brought from flower exporting countries such as Holland and different varieties of anthurium cut-flowers are also being grown to meet the demands of both the domestic and the international markets. Those who are passionate about anthurium flowers can indulge in the collection offered by Bhoruka Agro Greens Limited. All varieties of flowers are judiciously selected and are conformed to stringent quality control.



## Maverick Infotec

The **SAP ERP** application is an integrated enterprise resource planning (ERP) software that targets business software requirements of mid-size and large organisations in all industries and sectors.



**Maverick Infotec** began its operation in 2008 as a leading ERP consulting service firm. With an impressive track record of 5 years in the realm of ERP consulting service industry, it offers high quality consulting in ERP products especially in SAP. Maverick's expertise in SAP is backed by an expert team of highly experienced and trained SAP professionals, armed with the best professional project management tools and systems, and a highly skilled documentation team. Being a premier provider of enterprise information technology and business strategy services, Maverick Infotec offers a wide range of services that meet the growing demands of our clients. Maverick Infotec is committed to quality, and implements best practices that have earned it a reputation for providing solutions with total honesty, integrity and confidence. It had pioneered its way into the technically critical domain of ERP solution providers at the time when the Indian ERP industry was at its nascent stage.

## Social Responsibility

We care for the socio-economic transformation of rural and remote areas of India. As such, the **Bhoruka Charitable Trust** has been founded to render support to the physical, social, cultural and economic development of rural and socially under-privileged people, groups and institutions. The Trust strives to improve the economic and living standards of the rural people by improving accessibility, acceptability and utilisation of their services, and empowerment of the community through capacity building.





# BHORUKA

## THE ALUMINIUM ARCADE

- EXTRUSIONS —
- ANODISING —
- POWDER COATING —
- FABRICATION —

[www.bhorukaaluminium.com](http://www.bhorukaaluminium.com)

Bhoruka Aluminium Ltd. • #1 KRS Road • Metagalli • Mysore- 570016 • Karnataka • India  
Phone- +91-821-2582116 • +91-821-2582982 • +91-821-2582066 • Fax- +91-821-2581108  
E-Mail: [info@bhorukaaluminium.com](mailto:info@bhorukaaluminium.com) • [marketing@bhorukaaluminium.com](mailto:marketing@bhorukaaluminium.com)

### BRANCH OFFICES

**Bangalore**  
**Shekar Krishnamurthy**  
1001/1002 - 'K' - Wing  
10th Floor, Mittal Towers  
6, M. G. Road  
Bangalore - 560 001  
Ph - 09880191311

**Chennai**  
**Girish Krishnan**  
No.56-A, Thambu Chetty Street  
Chennai-600 001  
Ph- 09884027368  
044- 25270096 (L)

**Delhi**  
**Ashok Kumar Pareek**  
No.76-A, Rani Jhansi Road  
New Delhi-110 055  
Ph - 09971098858  
011-23632156 (L)

**Mumbai**  
**Anil Shah**  
Ph - 09324612287

**Vinod Sutar**  
No.-F-438, Solaris-1  
Saki Vihar Road  
Andheri ( East )  
Mumbai-400 072  
Ph - 09821975151  
022-40152040 /41 /42 (L)