

A.T.E.'s 'Value For Money' accessories

By Ganesh Kalidas

Established in 1939, A.T.E. (Associated Textile Engineers, as it was formerly known) was founded by S.H. Bhagwati to sell textile machinery in India. The company began as the flagbearer of German textile technology in India and went on to become a leading player in the country in the textile engineering sphere, offering integrated solutions across the textile value chain.

The company's best sellers are developed through continuous research and development and assimilation of customer insights. At A.T.E. the staff at all levels leave no stone unturned to ensure both old-school assurance and reliability and dynamic performance in the market. A crucial part of this professionalism is its dedicated members constituting both the management and the staff. One such professional working with A.T.E. is Mr. Kiran Hanchate, Vice-President, Spinning Accessories Business Group.

Mr. Kiran is a B.Tech (Textiles) from the S.L.N. College of Engineering, Gulbarga University. He has been with A.T.E. for the past 20 years in sales of capital machinery and accessories. Starting as a salesman, he set up the Hyderabad office of A.T.E. Today, besides running this efficiently, he manages the Spinning Accessories business group. His rich experience completed with his knowledge of textiles, now enables him to have closer interactions with his customers.

In a brief interaction, Mr. Kiran gave an overview of the offerings by the Spinning Accessories business group that he is heading. He said: "What doesn't change with time seldom survives. Hence A.T.E. has always kept itself abreast of the changes in technology and ensured that its customers reaped the benefits of the technological evolution. A.T.E. has in its portfolio many big names of the global textile machinery industry across the textile value chain".

"A.T.E. also keeps investing in its people in terms of training and development, and in internal systems and technology so our team can better serve our customers", he added.

In the spinning accessories segment, A.T.E.'s portfolio includes a number of world-renowned products. Since inception in India in 2008, Truetzschler Card Clothing (TCC) products are very popular, and customers have been accepting the products more for their consistent quality, friendly after-sales service and the value for money.

TeraSpin is a major business unit of A.T.E. manufacturing precision components for the textile spinning machinery. Ensuring high product performance and durability, TeraSpin products range covers high-speed spindles, spindle inserts, weighting arms, top rollers and cradles, for roving frame and ring frame. Its R&D team keeps constantly innovating to improve the existing products and introducing new products. One of the latest additions for auto-doffing spindle is the Smart Yarn Catcher (SYC) spindle which requires fewer turns of yarn in the auto-doffing process, thereby saving the hard waste of yarn.



Mr. Kiran Hanchate, Vice-President, Spinning Accessories Business Group

MAG Solvics is known for its textile testing equipment and spindle monitoring systems for real time data and comprehensive production reports, power data, breakdown analysis, alert message system to customers on their smartphones and PCs. More than 5,00,000 individually monitored SpinFo spindles are now successfully working and the feedback from consumers has been quite encouraging, owing to the technology as well as the customer-friendly approach of both the partners.

A.T.E. also represents De Chang for its compact systems, Datatex for ERP, BMSVision for Manufacturing Execution System (MES), and Godrej Consoveyo for automated storage and retrieval system. A.T.E.'s Coimbatore office also handles Inarco cots and aprons.

Mr. Kiran disclosed that his business group is doing fairly well with steady orders, which he believes, is the result of A.T.E.'s unwavering focus on customer satisfaction with quality products and services. The division's next wave of expansion would be towards ensuring more automation to the textile industry. ♦