

## Leading the way in ignition electrodes product, Washim

### Problem Statement



- ▶ The ignition electrodes used to be heavily imported from Germany, even for leading Indian manufacturers such as NTB International Pvt. Ltd.
- ▶ The production of industrial ceramic products has been remain concentrated in the Mumbai-Pune industrial belt with almost zero competition.
- ▶ The manufacturing of industrial ceramic products requires state-of-the-art facilities and highly qualified and skilled professionals.
- ▶ Competitive pricing is an important issue when it comes to selling in the Indian and global market.

### Key Intervention



- ▶ With the expertise gained from Ganage Pressing and NTB High-Tech, Mr. S.V. Dhote established GM India Ceramic Solutions in 2016 in Washim MIDC, one of the Aspirational Districts of Maharashtra.
- ▶ At its inception, he innovatively designed all the required machinery for his enterprise by purchasing scrap material and second-hand machinery.
- ▶ GM India Ceramic Solutions is engaged as the foremost manufacturer of Ignition Electrodes, ceramic electrodes, ceramic rods, Ceramic Sleeves, Ceramic Rings, etc.
- ▶ It delivers superior quality products today through in-depth industry knowledge, a qualified and skilled team of professionals, transparent business dealings, timely completion of orders, and market-competitive prices.

### Impact



- ▶ GM India Ceramic Solutions is currently the 4th largest manufacturer of industrial ceramic electrodes in India and the 7th largest globally.
- ▶ Their products premium quality and affordable prices have enabled them to build a substantial client base in the market.
- ▶ Additionally, this enterprise has played a significant role in generating both direct and indirect employment opportunities for local individuals in the Aspirational District of Washim.

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*“GM India Ceramic Solutions is truly the One stop for all ignition electrodes due to their premium quality and affordable prices.”*

*-Mr. S. D. Khambayat General Manager DIC, Washim*