

BHORUKA EXTRUSIONS

ENABLING A HIGH DEGREE, TECHNOLOGY-ENABLED VALUE CREATION

The Indian aluminum industry is one of the most capital-intensive sectors of the economy, and is expected to have a capacity of 10 million tonnes per year by 2030. With increased demand across varied industries, clients' primary expectations are quality and cost effectiveness. Customers, today, demand extrusions to be delivered on schedule and in particular dimensions or with required features. In addition, rapid response to enquiries and technical support have become critical requirements.

Establishing itself as one of the top companies in the Indian architectural aluminum extrusion manufacturing sector, Boruka Extrusions is distinguished by its high-quality products, cutting-edge technology, and excellent customer service. The firm is a wholly owned subsidiary of YKK AP, Japan, a multibillion-dollar conglomerate having interests in the facade and fenestration industries. Boruka specializes in bespoke designs, development, and manufacture of aluminum extruded sections for curtain walls, windows, doors, that caters to market segments such as residential & commercial infrastructures. Boruka has also extensive experience in custom-designed aluminum extrusions for sectors such as Automotive (including EVs), Electrical & Electronics, Metro, Railway, Rolling Stock, Solar and Renewables or any other customized shape that customers would like us to develop for their projects.

"As we are a 100 percent made to order company, we are entirely focused on adding value to the projects that we undertake. Our vision is to minimize our customers total cost of ownership by leveraging technology at every level, thereby increasing our laser sharp focus



on Key focus customers", says Rajat Agarwal, Director, Boruka Extrusions.

Apart from aluminum extrusions, Boruka Extrusions is also into Aluminium Door Window System, which are exclusively designed by YKK AP and manufactured at Boruka in India. In the year 2019, the company introduced its IWIN-S brand of aluminum doors and windows that offer superior air, water and sound resistance.

Operational Efficiency

Boruka is continuously evolving its robust Standard Operating Procedures (SOPs), checklists, and work instructions at each level, from inquiry to material delivery, to improve its cost competitiveness and service levels to its customers. The firm's employees are constantly on the lookout for ways to ensure jobs are completed on-time and every time, decreasing the need for rework and enhancing overall productivity.

Boruka is incorporating machine learning (ML) and artificial intelligence (AI) in Production and CRM modules to create a powerful data management system that provides accurate and up-to-date information. Since OTIF (on-time in full) scores are crucial in this business, Boruka is making progress to accurately estimate demand, plan and complete sale orders as per committed schedules. The firm is also a member of the Indian Green Building

Council and the Griha Council, all of which are dedicated to environmental sustainability.

The team at Boruka is composed of highly skilled and experienced professionals with expertise in various areas such as Design, Die Manufacturing, Extrusion, Quality, Anodizing, Powder Coating, Marketing, Sales & Operations, Purchase, Maintenance, HR, Foundry & Finance. In addition to a competent team, Boruka is backed by its state-of-the-art infrastructure in place with latest machinery to ensure utmost quality standard. Furthermore, Boruka follows stringent quality procedures right from the incoming material inspection till the final dispatch of products to the customers. The company further leverages 8D & CAPA methodologies for customer complaint resolution to identify and resolve problems quickly and effectively, while also preventing similar issues from occurring in the future.

"Going forward, we will be continuously integrating latest technologies to automate repetitive tasks, optimize processes, develop strict quality control, enable predictive maintenance, achieve OTIF greater than 95 percent, develop energy management practices and strategy to contribute to a carbon reduction/carbon-free society, thus implementing YKK's philosophy of 'Cycle of Goodness'," concludes Rajat. [In](#)