

THE TOOLTECH NEWSLETTER

Tooltech spreads its wings further; Welcomes two new pearls into its fold



Team MT Misslbeck



SIMA office



Misslbeck Office - Ingolstadt



Team SIMA Technik

Acquisition of two renowned German car engineering companies, MT Misslbeck Engineering GmbH (ME) and SIMA Technik GmbH has led to Tooltech becoming a complete design and validation package provider in the automotive design and analysis value chain.

MT Misslbeck Engineering GmbH

- 30 year old partner to Audi and BMW for interior systems and plastic parts.
- Preferred supplier to Rolls Royce
- Expertise in design of
 - Body-In-White
 - Interior and exterior parts
 - Simulation
 - Project management

SIMA Technik GmbH

- 20 year old partner to Audi, for entire car body in aluminium
- Competence in
 - Design and development of light weight structures in aluminium and steel
 - Diesel pre-development
 - Environment friendly light-weight vehicles



1. Please highlight a few strengths of Misslbeck Engineering and SIMA? What are they known for?

Both companies are strongly focussed on automotive engineering. Misslbeck has strong competence in steel components for the body and plastic

panels in the exterior and interior of cars while SIMA's core competence lies with aluminium technologies.

2. How does this facilitate our Global Delivery model?

We have adequately strengthened our position in the German car business and enlarged the basis to acquire contracts in our Mixed Model format

i.e. for work partly done in Germany and partly done in India or Romania. The result will be an attractive mixed model price for the customer.

3. What value addition will the acquisitions bring to our existing clients?

It's the price attractiveness which gives our model an advantage over others. The knowledge can be bought by the clients from a lot of our competitors, but not at our price!

4. Having acquired these well-established companies, what is the task ahead for Tooltech?

The task ahead is first of all to generate enough workload. Based on that, we will integrate engineers from India and Romania in mixed teams to deliver the work to the client. Our near time target is to find one or two highly qualified persons build up the qualification process especially in India, so engineers do not have to leave their home and culture. This face to face integration process will finally lead to a seamless cooperation.

5. Post the acquisitions, what do you look forward to?

After the acquisitions are finalised, all of us have to face the economic realities, especially in the automotive industry. Presently, nobody knows what projects are available in the car development market. A lot of new and different types of cars such as electric cars, hybrid cars, both based on light-weight components are being developed. The perspective for further growth depends a lot on the short - and mid-term development of the worldwide car market. For the time being we have to invest into knowledge and expertise of our staff.

“ Our model is rather unique and in the long-term perspective we should be the winners ”

Dr. Klaus Faust -
Director, Tooltech Group & Managing Director, Tooltech Deutschland GmbH

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“Our biggest advantage as a group is that we now have a bigger pool of competences and engineers”

-Mr. Friedrich Maurer,
Managing Director, SIMA Technik GmbH

“With our new structure we are qualified to take on bigger projects from leading OEMs”

-Mr. Armin Hackner,
Leader, MT Misslbeck GmbH



1. How does it feel to be part of the Tooltech-Group? What do you see in store for this new phase?

I am very happy. I already feel as a 100% integrated member of the group. I think our biggest advantage as a group is that we now have a bigger pool of competencies and skilled engineers. So, we are qualified to take on bigger and more complex projects from our existing customers and new projects from prospective clients.

2. How do you think that we can now serve our clients better?

I think we can serve our clients better because of the fact that our capabilities and team size has increased. We are now a more competent partner. Also we may need less external help as in the past and so we may be able to offer lower costs. On the other hand our existing clients may be a bit apprehensive that know-how is transferred from them to new clients. We are aware of this and we will ensure that everything is arranged in a systematic manner.

3. How does your team in Ingolstadt and Munich feel about being part of the Tooltech-Group?

The team is very optimistic about the future. Tooltech is experienced in the automotive business and so the team is confident that we will pull together in the best way.



Hi everyone!

As a new member of the Tooltech Group, I would like to say that the integration

of MT Misslbeck and Tooltech is a great positive development. I am confident that this integration will open up good opportunities during these critical times.

Our new group structure, broad range of capabilities and a bigger team will help us to focus on the automotive market better and also explore new markets. In my opinion, with our new structure we are qualified to take on the bigger projects that automotive OEMs generally tend to give to the big suppliers. We now look forward to establishing ourselves in the same

league as large system suppliers. Simultaneously, trying to enter new markets such as medical industry and public transport will be another focus area.

These days the cost pressure is enormous for our clients and so they are looking for partners who can offer good quality at a low cost. Tooltech has been employing the Global Delivery Model for a long time, effectively using teams in India, Germany and Romania. However for us, this method of working seamlessly over a long distance is very new and it will take some time for us to learn to use it effectively. However we are keen to build this capability as we are aware of its advantages.

Hard work will be required to make this venture successful, but I and the entire MT Misslbeck team are optimistic and we are looking forward to the future.

Namaste! Willkommen!

Dear Friends,

It is our great pleasure to warmly welcome into our fold our new colleagues from Germany Mr. Armin Hackner, Mr. Friedrich Maurer and their teams. Misslbeck and SIMA are very well known and respected companies in the automotive design business. We believe that this association together with that of 'Aspit' within Tooltech Sweden will take us leaps ahead in technology content. Together with Tooltech India's ability in simulation and design leadership we can redefine our business in this business vertical.

We crossed an important milestone in our Aerospace business having showcased our first Helicopter for our client. The WVIP Helicopter interiors designed, had the President of Ecuador as its first client. This was a big honour and it has helped create our first clear footprint in the Aerospace business. It is expected that this will pave the way for future opportunities for Tooltech in this sector. Kudos to the Aerospace division!

These are tough times in the business environment of today. We need to collectively harness all our new and huge internal strengths.

The Mixed Model and the 'string of pearls' will slowly but surely establish a new paradigm that will delight the customers. We honestly believe that the future looks very good with the combination of all our partners. We are also sure all of us will collectively rise together to meet the emerging challenges in the future.

With good wishes to all

Atul Khanna, N.S. Babu
On behalf of all in India

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Sky is the Limit! Tooltech Designs, Prototypes and Delivers Luxury Interior Solution for VVIP Helicopter



The Advanced Light Helicopter (ALH)

Tooltech's aerospace engineering capabilities received recognition and appreciation at Aero India 2009, the largest aerospace exhibition in Asia, held from 11th Feb – 15th Feb in Bangalore. One of the five Advanced Light Helicopters to be procured by the Ecuadorian Government from HAL, sported world class interiors for which end-to-end delivery from concept to final finished interiors was managed by Tooltech. It was showcased for the first time at the show.



The ALH Interiors

“Tooltech is proud of conceiving and designing the interiors of a VVIP helicopter. A foreign government being the first buyer is proof of quality. This achievement not only opens new avenues in civilian applications for a military aircraft in India, but also makes us a new player in this vast international market. In the future, this will be wonderful convergence between our Automotive and Aerospace interiors skills.”

Mr. Atul Khanna



Mr. Atul Khanna with Mr. Carlos Abad – Ambassador of Ecuador



Mr. Vivek and Mr. Babu with a journalist

Future Offerings from Tooltech

- Side Ledge
- Credenza & Galley
- PAS & Satellite Phones
- In Flight Entertainment Systems

HIGHLIGHTS

- First of its kind contract for the design and manufacture of VVIP interior and prototype of an ALH
- Complete design & manufacture - plush aesthetics, customized colours and carpeting, substantial noise level reduction, optimization of the weight of the interiors
- Compliance with FAR 29 standards
- Concept suitable for Wheeled and Skid versions of ALH

Team set to make a splash in aerospace interiors after dressing up Dhruv helicopter for the Ecuadorian president.

By Gauri Prasad, Bangalore

It was a historic moment for Tooltech when the South American nation, the world's largest helicopter manufacturer, chose Tooltech to design and manufacture the interiors of the Dhruv helicopter. The team has completed the interiors of the Dhruv helicopter to be procured by the Ecuadorian Government.

The Dhruv helicopter is designed to carry up to 12 passengers and has a maximum speed of 250 kmph. It is the only helicopter in the world that can land on a skid landing gear. The Dhruv helicopter is also the only helicopter in the world that can land on a skid landing gear.

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Safety by design for Mr President

With the introduction of the Dhruv helicopter, HAL has set a new benchmark in the world of helicopter design. The Dhruv helicopter is designed to carry up to 12 passengers and has a maximum speed of 250 kmph. It is the only helicopter in the world that can land on a skid landing gear.

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NEWS ARTICLE IN DNA

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Tooltech and Systems Biology Help Premier Finnish Funding Agency to promote collaborative ties with India

Tooltech had the pleasure of receiving an 18 member delegation from Finland on the 17th of March. The group comprised of well-known representatives from engineering and equipment manufacturing, research, and the financial community. Part of the Concepts of Operations programme coordinated by Tekes, the apex Finnish Funding Agency for Technology and Innovation, the delegation visited India with the aim of forging strategic alliances and promoting R & D in India.

Mr. Atul Khanna hosted dinner the previous evening i.e. 16th March, warmly welcoming the delegation to India. The dinner brought together the Finnish delegation and some important personalities from Pune which included a mix of industrialists, academicians and journalists.

The Finnish delegation received a detailed introduction to both companies on the 17th of March. During the floor visit the delegates got a glimpse of our current and past projects. The group took keen interest in our operations and was especially interested in knowing more about our Mixed Model and how we tackle cultural differences.



Mr. Mikko J. Ruohonen & Mr. Ismo Mäkinen presenting a gift to Mr. Khanna

Mixing business with pleasure



Guests interacting with journalists at the dinner

“ The focus of the visit is to see if we can come up with joint partnerships that will be mutually beneficial to Finland and India, particularly in fields such as research and development. Tooltech as our strategic partner will strengthen our base in India and will help us to tap the best from the country ”

Mr. Viejo Korkiakoski,
Senior Technical Advisor, Tekes (Oulu)



Ms. Asha Amarnath, Ms. Lea Ahoniemi and Mr. Priyadarshan Dumbre



Mr. Pradeep George with Mr. Harri Kivelä and Mr. Pertti Taskinen during the floor visit

