

Making Its way to the Italian Market

Kay Pee Dies India Pvt. Ltd.



by Dean Tseng, Fastener World

Founded in 1968 in India, Kay Pee Dies is a family business by Asim Jindal (a graduate in industrial engineer and a post-graduate in management) who joined the company in 2001, and his father (a graduate in mechanical engineering from the premier technical institute IIT Kharagpur with 2 years of industrial training in UK and work experience with India Hard Metals, the first tungsten carbide manufacturer in India), as well as his grandfather. They specialize in designing and recommending the correct die specifications for optimal performance.

They use the best tungsten carbide to manufacture dies. The profile of die for each order follows users' parameters and all dies are 100% checked for size and quality. In 2007, Pan Chemicals (an Italian wire lubricant and coating company) was looking for a distributor in India and the sources from India and overseas all pointed this company to Kay Pee Dies as the most suitable candidate. After one year of discussion, Kay Pee Dies started distributing products for Pan Chemicals as the sole sales agent in India as well as all seven SAARC (South Asian Association for Regional Cooperation) countries.

While the COVID crisis is poised as a big threat, Asim noted they have not experienced shortage in orders because they have stood for 50 years with goodwill and most importantly quality that has paid dividends. Their way out of the pandemic siege is to maintain quality and reduce cost and margins.

Their customers spread across India and globally to SAARC countries, Southeast Asia, the Middle East and Africa and the company has recently begun exporting to Italy. Kay Pee Dies is now a trusted and reliable name for tungsten carbide dies, surface treatment chemicals and lubricants for wires, bars, fasteners and related industry products, with customized service available for global customers.

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