

A Technical report for  
EWB-SVCE Inauguration



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## **ACKNOWLEDGEMENT**

We express our sincere gratitude to Mr. S. Nargunam, Founder and Managing Director of Excel Die Castings, for gracing our seminar as the Chief Guest and delivering an inspiring session on “The Path to Becoming a Successful Industrialist.” His valuable insights into entrepreneurship, industrial practices, and the qualities required to achieve success have been highly motivating and enlightening for all the participants.

We are deeply thankful for the time he dedicated to share his journey, experiences, and wisdom, which provided us with both technical knowledge and life lessons. His emphasis on hard work, continuous learning, and commitment to excellence will surely guide us in our academic and professional pursuits.

We also extend our heartfelt appreciation to our faculty members and organizers for their support in making this seminar a successful and enriching experience.

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## I. INTRODUCTION

On 20th August 2025, a guest lecture was organized by Engineers Without Borders-SVCE Student Chapter at the Library Seminar Hall on the theme "***The Path to Becoming a Successful Industrialist.***" The session was led by Mr. S. Nargunam, Founder and Managing Director of Excel Die Casting, Thirumudivakkam. The event witnessed the enthusiastic participation of students and faculty members to learn from Mr. Nargunam's vast industrial experience. The lecture aimed to bridge the gap between academic learning and real-world industrial practices by offering insights into the journey of a self-made industrialist.

In his talk, Mr. Nargunam shared his humble beginnings and the initial struggles he faced while establishing Excel Die Casting. He spoke about the importance of strong leadership, calculated risk-taking, and continuous learning in the path to industrial growth. He emphasized that perseverance, ethical practices, and a deep understanding of market needs are essential to building a sustainable business. Mr. Nargunam also discussed the role of technology and innovation in modern manufacturing and encouraged students to think creatively and pursue excellence with dedication. His motivational words and practical advice left a lasting impact on the audience, making the session both informative and inspiring.

## II. COMPANY OVERVIEW

Excel Die Castings (EDC) was founded in 1986 with a vision to provide high quality die casting solutions for the automotive industry and allied sectors. Over the years, the company has earned recognition as an MSME awarded enterprise and received the ZED Gold Certification along with international recognition from Bureau Veritas.

- Vision & Mission: To deliver high-quality products at competitive pricing with on-time delivery while focusing on continuous improvement and customer satisfaction.

- Capabilities: The company is fully equipped with advanced die casting machinery, inspection facilities, and secondary process equipment such as shot blasting, trimming, machining, vibro-polishing, and age hardening.
- Products: The company manufactures seat belt assemblies, self-starting motors, and front suspension components, mainly catering to the automotive sector.
- Quality Commitment: Out of 10 lakh manufactured parts, not a single rejection was reported, which highlights their emphasis on zero-defect production.

### **III.ACHIEVEMENTS and MILESTONES**

Excel Die Castings has grown steadily by achieving various milestones over the decades.

- 2001–2009: Received ISO certifications and multiple awards from clients such as Hyundai and Bosch.
- 2013–2017: Recognition by global clients like SMR and Takata; received Best Supplier Awards and Global Summit Appreciation Awards.
- 2018–2023: Honored with Partnership Excellence Award (Sicame), Best New Development Support Award (Takata), and Government of India – Manufacturing of the Year Award under MSME.

These achievements not only validate the company's technological strength but also reflect its ability to adapt to market demands and maintain long-term client trust.

### **IV.ORGANIZATION STRUCTURE AND PROCESS FLOW**

The company operates under a well-structured organizational hierarchy led by Mr. Nargunam (Founder & MD), supported by experienced managers in HR, Finance, Production, Quality, and Maintenance. This structure ensures smooth coordination across departments.

The manufacturing process flow consists of:

1. Receipt & inspection of raw materials.
2. Metal melting & degassing.
3. Pressure die casting.
4. In-process inspection.
5. Secondary processes – machining, trimming, fettling, shot-blasting.
6. Final inspection, packing, and dispatch.

The company adopts a systematic quality check at each stage to ensure defect free delivery.

## **V.CUSTOMERS and CLIENTELE**

Excel Die Castings supplies to reputed domestic and international automotive clients, including:

Yamaha, Myunghwa, Sujan Continental, Rambal Ltd., Kumho HT, Baliga, Pyung Hwa India, Kumoh EMS.

Customer ratings and delivery performance are consistently high, with ratings reaching 98–100% in delivery and quality. This reflects their commitment to customer satisfaction and global standards.

## **VI.EMPLOYEE DEVELOPMENT AND SOCIAL RESPONSIBILITY**

Beyond business growth, Excel Die Castings strongly believes in employee welfare and development. The company conducts:

- Weekly training programs to upskill employees.
- Healthcare awareness programs (6-month project) that benefited over 50 employees.
- Acupuncture treatment camps for health and wellness.
- Such initiatives ensure motivated employees and contribute to long-term organizational growth.

## VII.INSIGHTS FROM THE SEMINAR

Mr. Nargunam emphasized the difference between success and failure in business, highlighting that success is built upon hard work, team spirit, continuous learning, and timely execution.

**“கடமையை செய்தால் வெற்றி,கடமைக்கு செய்தால் தோல்வி”**

He encouraged students to follow the principle “TEAM – Together Everyone Achieves More” and “TODAY – This is an Opportunity to Do a Better Work than Yesterday.”

One striking message he shared was:

**“Love your job, not your company, because you don’t know when the company may stop loving you.”**

When asked what he expects from mechanical engineering students as a CEO, he advised:

- Work hard with dedication.
- Gain continuous knowledge and practical skills.
- Follow Dr. A.P.J. Abdul Kalam’s inspiring words.
- Avoid idleness and remain proactive in learning.

He also invited students to utilize ‘Excel Die Castings’ internship and plant visit opportunities for practical exposure.

## VIII.CONCLUSION

The seminar was highly insightful and motivational, combining technical knowledge with entrepreneurial wisdom. Mr. Nargunam’s journey from establishing Excel Die Castings in 1986 to transforming it into a reputed MSME certified enterprise demonstrates the qualities of a successful industrialist – vision, innovation, perseverance, and social responsibility.

The session provided not only an understanding of industrial operations, quality control, and customer relations but also highlighted the human values and leadership qualities required for sustainable success. Students gained valuable takeaways on how to align technical expertise with entrepreneurial mindset to build their own future paths in industry.