

# Homag India racing to Homag India 5.0



In an interview with *WoodNews*, Homag India Country Head and Managing Director, **Venkataramana Gorti**, explains his plans to expand the company's product portfolio, some of them exclusively manufactured in India for the domestic and export markets. The technology supplier plans to grow 5X in the next 5 years, beginning 2023. Excerpts:

**It's been 5 years since you took over reins of Homag India. What trends do you see in the furniture manufacturing industry in the country?**

It is very heartening that overall our furniture industry continues to grow at a CAGR of almost 12%. What is more, it is projected to grow at the same rate till the

year 2028! This growth is a result of the demand upsurge in the home, hospitality, commercial and office projects, as well as educational institutes and the retail industry.

Some of the trends which are very evident are that furniture manufacturers are challenged by innovative ideas of architects and interior designers in a big way.

Second, the 'need' for 'business enablers' is being translated more and more into investing in digital products ▶



# CREATING GROWTH **SOLUTION PROVIDER**

**HOMAG partners you at all stages of your woodworking production business.**

HOMAG's woodworking solutions have garnered a reputation for their exceptional quality, precision, and reliability. By combining cutting-edge machinery, software, automation, and dedicated support, HOMAG empowers woodworkers to push the boundaries of their craftsmanship and take their businesses to new heights.



and software to help in real-time information flow to facilitate decision-making in the manufacturing process.

There is also a marked trend to be agile and quality-conscious. This is a major shift in the furniture manufacturing sector – it will help in the acquisition of exports markets for Indians.

### What is the scale of the Indian furniture manufacturing ecosystem like?

The current estimate of our Indian furniture market is about US\$16 billion and is estimated to reach US\$27 billion by the year 2028. Imports still play a major role in meeting the domestic demand, and our exports are still very less in comparison.

### Homag is part of the ‘Make in India’ mission to make our industrial sector more globally competitive. How about ‘make locally, supply globally’?

Homag India continues to be a key cog in our global strategy roadmap. We are in the midst of a very exciting journey of enhancing our product portfolio out of our Bengaluru facility, not only to meet the domestic needs but to serve our international market demands in the near future. We are already supporting our global requirements through our ‘Global Sourcing (purchasing)’ organisation, based in Bengaluru.

### What are your plans to introduce and promote solid wood processing technology in India?

We are planning to get into the solid wood

processing machines from this year onwards, to complement our panel processing solutions with **straight-line rip saws, four-side planer and moulders, single-head spindle moulders, four-side moulders, and entry-level sanding machines under our Kentwood/ Ironwood product ranges.**

We would be introducing five machines. We closed our first order already in 2024 for one of the machines, and are looking forward to more of them in the future.

### Your Group partners Weinmann, Kallesoe and System TM are experts in their respective fields. How does Homag orchestrate their operations in India?

Let me take this opportunity to talk about this entire range of solutions we provide globally. The solid wood sector of Homag encompasses a comprehensive range of solutions and services tailored to support the entire process chain in solid wood processing.

Together with the experts **Weinmann, System TM and Kallesoe**, Homag offers the industry unique and highly competent expertise in the field of solid wood. This results in holistic system solutions – from dry boards and wood optimisation through to the finished building.

The benefits of Homag’s solid wood solutions are multi-faceted. Firstly, they provide precision, efficiency and productivity improvements throughout the chain of solid wood processing. This includes optimised cutting, profiling, planing, drilling, sanding and finishing, resulting in high-quality end products and reduced waste.

Additionally, the integration of software solutions and control systems streamlines work flows and maximises production efficiency. As you can see (**read box**) we have complete, end-to-end solutions for the entire timber construction industry needs. We are confident that we will soon have customers in India too.

### Are there plans to extend the range of your solutions for woodworking?



**There’s increasing demand for automation and mechanisation; greater appreciation of Homag’s digital business enablers. Furniture manufacturers nowadays seek real-time information and data to help them take on-time decisions.**

*–Venkataramana Gorti, Country Head & Managing Director, Homag India.*





We would also be more focused on giving furniture and wood finishing solutions to customers in India— we had a few customers in the past. We have entire finishing solutions, starting from entry and mid-level sanding machines from our Ironwood range.

Then we have the **Heesemann** range for high-end applications available with us for the India market. We have best-in-class entire paint solutions through our Italian partner, **Makor**. We are proud to share that recently we closed an order for a complete Makor line, their **Excellent series machine**, which is only the **fourth** machine of its kind in the world!

Our strength would be that our Homag LCS technicians are well-trained in supporting the customers for all these finishing lines.

### Which sectors of Indian woodworking are growing best and why?

We are seeing that the kitchen and cabinetry market is growing the fastest. The growth is driven by new requirements. We can see a clear trend of clients wanting to keep renovating or reinventing every few years, which is also adding up to the growth.

### What sectors are still lagging but have promising business potential?

One of the sectors in India which is still not growing much, but has huge potential, is the wooden flooring sector. Also, we might see the wooden housing and construction sector picking up in the coming years in India.

### What is the state of the organised versus the unorganised sectors in furniture manufacturing?

As we all are aware, the majority of the furniture manufacturing industry in India still qualifies as ‘unorganised’. There is a slow but definitive shift happening from unorganised to organised sector, but the pace has to increase a lot to really reap the benefits.

### Is there better awareness among potential investors, of business

### opportunities in furniture manufacturing?

Yes, definitely. This is vindicated by the number of professional entrepreneurs who are getting into this industry. We are also seeing that bigger corporates are exploring this industry as well. We also have investors from outside India who are getting interested.

### Homag is known for its technology and software solutions. Can you give more us insight on it?

Regarding digital solutions in the woodworking (furniture) industry, Homag can cover the whole process chain from web shops and showrooms down to production (data) and machinery. To mention a few of our solutions, Homag offers Homag iX/ SmartWOP CAD/CAM system solutions which provide reliable and complete production data to the customer.

- **Homag iX** is one of the most sophisticated CAD/CAM systems with the most complete data model suits for make to stock (prototyping) and BS1 (bespoke furniture). It is a great tool for engineering your products, data generator for production – cut data, CNC data, reports, drawings and more.
- **SmartWOP** is an entry-level CAD/CAM system with an outstanding price-to-feature ratio. It is easy to use, and a perfect complement of the existing woodWOP.
- **PulseCloud** is a production monitoring solution that collects all available data from your machines in the shop floor, visualises the performance and shows trends, compares your machines with ‘best-in-class performance’, helps to find your potential for improvements.

You can see your machine performance on your mobile phone, dashboards on the shop floor for the production team, manage machine maintenance, analyse your batch size, material mix and more.

- The **MES** (manufacturing execution solution) from Homag manages the shop floor for all levels. You can start with our entry-level, cloud-based solution, ‘Production Manager’, and for the next level we can give our factory management system (FMS).
- We also have our high-end solution for Industry Controller MES, which can manage automatic lines, AGV and more.
- Digital Apps on our **Tapio** platform mark your first steps into digital manufacturing by using our Production Manager (mini-MES), IntelliDivide (cutting and nesting optimisation), Production Assist (edge tape management, ▶



HC | HOMAG

# TOGETHER IN SOLID WOOD

HC | HOMAG

HC | KALLESOE

HC | SYSTEM TM

HC | WEINMANN

## A holistic view of solid wood.

The solid wood sector of HOMAG encompasses a comprehensive range of solutions and services tailored to support the entire process chain in solid wood processing. Together with the experts from WEINMANN, System TM and Kallesoe, HOMAG offers the industry unique and highly competent expertise in the field of solid wood. This results in holistic system solutions — from dry boards and wood optimization through to the finished building.



[indiashop.homag.com](http://indiashop.homag.com) | [info-india@homag.com](mailto:info-india@homag.com) | +91 80 69495656

**YOUR SOLUTION**

boards and offcut management), Service Board and more.

All Apps are subscription based; some apps are free of cost in the basic version, so our customer can gain digital experience with no risk and find the digital concept for their business.

Homag can provide full end-to-end solutions including point of sales (web shop, showroom) with latest technology. Our partner, **Coohom**, provides the latest technology to plan rooms, apartments and even complete houses. You can have 4K and 8K renderings, 360° 3D panorama, all with direct connection to the production via Homag iX.

The buzz word **‘Industry 4.0’** has been on all minds for a decade. For some of our customers it is already state-of-the-art. For others there is still potential to get benefits of the ‘Industry 4.0’ revolution. Homag and Schuler Consulting can bring

you on that level.

What is coming next? AI-driven manufacturing! But there is no way to step into that new world of artificial intelligence without having your ‘Industry 4.0’ already fixed.

### **Where does the domestic demand for new machinery, upgrades and adoption of automation and software stand?**

I would say that this is very encouraging and we can clearly see an increasing demand with reference to automation and mechanisation by our customers. Also, there is far greater appreciation of business enablers (digital products and software) now as businesses seek real-time information and data to help them take on-time decisions.

### **If you had one piece each of advice and caution, or encouragement and motivation for furniture manufacturers, what would it be?**

The industry In India is growing at a faster clip than most other countries, which is great news! We have to be more hungry and ambitious, reduce imports in a big way by improving our quality, efficiency and competitiveness. This will also help us to be globally competitive.

## Homag family competencies

- The core competence of System TM, which has been part of the Homag Group since 2020, is in the optimisation and processing of solid wood. The Danish company takes care of everything, from plant design, installation, commissioning and training of personnel, to service, maintenance and comprehensive resource planning. It continues to set industry standards along with its strategic partner, Microtec.
- Kallesoe Machinery, part the Homag Group since April 2021, specialises in high-frequency presses to produce glued timber, glue-laminated wood and cross-laminated wood. Its core competence is in the accelerated and safe hardening of the adhesive by means of high-frequency technology.
- As an expert with many years of experience in pre-fabrication for timber construction, Weinmann provides the complete range of machine technology for carpentry companies, modular construction and the pre-fabricated house industry. It offers suitable software solutions, individual consultations, and comprehensive service.
- Homag planning and moulding machines combine state-of-the-art technology with solid mechanical engineering. From the four-sided planning of window scantlings and the processing of floor panels to unusual furniture components and sectional rails, everything is possible.
- Heesemann sanding machines provide accurate and consistent surfaces. The range includes special and universal machines for calibration, fine sanding and varnish sanding.



# Meet your enablers, business buddies



Homag India has embarked on a massive transformative journey with a clear vision to be a global player. Our focus is on building a very strong foundation of quality, delivery and cost-competitiveness. Internally, we are focusing on people development and competency building in a big way. Alongside we are also enabling and energising our entire supply chain and vendor base.

We have been able to put in place very robust processes and systems across the value chain, which has helped us to be more agile, lean and efficient as an organisation.

Homag India's global strategy is very well-defined and the road-map is very clear. We are working to expand our product portfolio, to cater to both the domestic market as well as exports.

While Homag India is continuously working to enhance customer experience and satisfaction, we also focus on our key business drivers: growth, profitability, working capital and cash flow. In the year 2024, I look forward to many more successes stories emanating from, and because of, Homag India!

– Aravind N.S., Executive Director



The new initiative of 'Make in India', with strict adherence to German quality standards, is also in line with the Indian government's Atmanirbhar Bharath initiative of 'Vocal for Local'.

Our customers are very excited to be part of this new journey as many of them are involved from the product design stage and they are able provide to feedback, their pain areas and requirements. We are able to design and manufacture products to address the local pain areas and provide solutions for our customers.

As part of the 2024 strategy, Homag India will also start focusing on Tier-2 and Tier-3 towns to support and empower local talent in the woodworking industry to be financially independent and support local customers.

Typically for any machine industry, after sales service support is the backbone for the business continuity of our customers without any disruptions. We have been expanding our service network so that our engineers can reach customer factories within stipulated time to get the plant up and running.

Homag India is a solution provider, a partner to our customers, and offers the complete range of consulting, digital solutions, and after-sales support. We look forward to an exciting journey in 2024 with all our esteemed customers!

– Sanjeev Deshpande, National Head for Sales, After-sales Service & Marketing



# Abundant facilities to assist its customers



*Homag India operates from its new factory-cum-experience centre, located in Dabaspet Industrial Area, near Bengaluru city.*

Homag India is poised for a new phase of expansion: in terms of product portfolio, in-house training for its staff and customers, services for machines and software, and its market footprint in the industry.

This is in keeping with the year-on-year rise in manufacturing of wood-based furniture to meet the exponential demand of the national market. Homag already commands a 33% global market share, while in India it continues to be the market leader in the mid and high-level segments.

The Homag India manufacturing facility supports both local and export markets, including Asia, Australia and Europe.

India's leading woodworking technology supplier operates from its new factory-cum-demo centre, located in the Rajdhani Industrial Park, Dabaspet Industrial Area, about 40 km from Bengaluru city centre.

The total area is an impressive 1,17,435 square feet, with the shop floor occupying 85,963 square feet, the office taking up 29,618 square feet, and the remainder used for various utilities. There are three machinery bays, each measuring 27 metres in width and 96 metres long.

The Experience Centre is spread across more than 6,000 square feet, with all varieties of machines from Homag India for training and demonstration purposes. The training room can accommodate 50 people. It is being further expanded in 2024 to accommodate the new products coming in. The training room can accommodate 50 people. ▶

*The over 1,00,000-square-foot facility has manufacturing shop floor, training room, experience centre and well-equipped office spaces for administration and conferences.*







*While Homag leads in panel processing solutions, it also has a clear road-map to grow in the solid-wood business space.*

Besides the board room, there are five conference rooms and five discussion rooms of varying capacities, equipped with the latest audio-visual systems required for in-house and customer-facing activities.

### Focus on training

Homag is focused on sustainability in a big way. All the technologies it works on for its solutions and machines ensure that Homag is delivering sustainable solutions to its customers.

While Homag has been pretty successful in panel processing solutions for decades, and continues to focus and grow in that space, the company also has a clear road-map to grow in the solid-wood business space.

Its ongoing partnerships with the likes of Weinmann (a leading manufacturer of machines and plants for timber construction), TM Systems (intelligent, automated handling systems) and Kallesoe (a leader in solutions for the laminated wood industry) are a pointer to its focus on expansion of its product and solutions portfolios.

Homag India continues to conduct in-house training for its customers on a continuous basis. Its new training centre and the 'Experience Centre' at its new facility is "the best in class", and the technology provider wants to encourage customers to take advantage of the same.

Homag continues to work on its spare parts planning and availability. In the past couple of years, the company already has in place an Asia-Pacific hotline support for software and machine services support.

The focus is on continuing to assist its customers in helping them to make their business plans for new set-ups or expansion with detailed layouts, business cases, etc. Its digital products team helps Homag customers in implementing the digital solutions, depending on their respective business models.

*Homag encourages visitors to take advantage of its 'Experience Centre' on the new factory premises.*





# Software and Apps for the digital future

## Digitalization for your workplace.

In today's fast-paced and technologically-driven world, businesses across industries are leveraging digital solutions to streamline operations, improve productivity, and stay ahead of the competition. HOMAG's digital solutions are designed to optimize every aspect of the woodworking process, from design and planning to production and management.

