

WIKA India: Precision at Every Step



Discover the journey of WIKAI, a global leader in pressure and temperature measurement technology. From its roots in Germany in 1946 to a presence in over 45 countries, WIKAI has consistently embraced innovation, quality, and sustainability. Learn about the core values that guide WIKAI's operations, its commitment to navigating industry challenges, and the strategic initiatives that keep it at the forefront of the ever-evolving instrumentation and measurement technology landscape. WIKAI's story is one of adaptation, resilience, and a dedication to precision and excellence in serving diverse industries worldwide."



GAURAV BAWA
Senior Vice President | WIKAI Group, India

Q. Can you provide a brief history and overview of WIKA for our readers who may not be familiar with the company?

WIKA Group is a globally recognized company that specializes in pressure and temperature measurement technology. The company was founded in 1946 by Alexander Wiegand in Klingenberg, Germany and since then, it has grown to become a leading manufacturer of instrumentation and measurement solutions worldwide, with subsidiaries in over 45 countries. WIKA Group encompasses the entire range of pressure and temperature measurement products and services catering to a wide range of industries.

WIKA Group is committed to innovation and technology, investing in research and development to create cutting-edge measurement technologies and products to meet evolving industry needs. The Company is known for its strict adherence to quality control standards and has earned numerous certifications and accreditations in the field of measurement instrumentation. We also place a strong emphasis on sustainability and environmental responsibility, working towards reducing "the" environmental impact and offering sustainable solutions to customers.

Talking specifically about WIKA India, we are dedicated towards serving the Indian market's measurement and instrumentation needs. Our first office was established in 1997 in Pune, Maharashtra and we gradually expanded to four cities in India – Pune, Chennai, Faridabad and Ghaziabad, each of these manufacturing facilities holding NABL Accreditation. Like its parent company, WIKA India maintains the high standards of quality and innovation, ensuring that the products and solutions provided are of the highest caliber.

Moreover, our dedication to precision and excellence is evident in our mobile calibration van that provides convenient door-to-door services to our esteemed clientele. This mobile unit also holds NABL Accreditation, ensuring our customers experience the same calibration and accuracy standards when utilizing our on-site services.

Q. In your opinion, what are the current trends in the instrumentation and measurement technology industry?

The instrumentation and measurement technology industry is currently witnessing several noteworthy trends that are shaping its landscape. One prominent trend is the increasing integration of sensors and measurement devices into the Internet of Things (IoT) ecosystem. This integration enables real-time data collection and remote

monitoring, enhancing operational efficiency and decision-making across various domains. The accumulation of vast amounts of data is leading to an increasing dependence on artificial intelligence (AI) and machine learning to extract valuable insights particularly in fields like industrial automation and quality control.

Wireless connectivity is also on the rise, with technologies like Bluetooth and Wi-Fi becoming integral to instrumentation and measurement devices. This enables seamless data transmission without physical connections. Environmental monitoring is gaining importance, covering areas like air and water quality monitoring, climate tracking, and pollution control. This trend reflects a growing commitment to sustainable practices.

In industrial settings, the adoption of smart sensors and measurement technologies is driven by the concept of Industry 4.0, aiming to enhance manufacturing processes' flexibility and efficiency. Moreover, as connectivity increases, it has become crucial to ensure the cybersecurity of measurement and instrumentation systems, focusing on data integrity and safeguarding against cyber threats.

Renewable energy and energy efficiency are vital sectors where measurement and instrumentation technology plays a crucial role, particularly in solar and wind power generation. Nanotechnology and quantum sensors are leaving no stone unturned in pushing the boundaries of sensitivity and precision, finding applications in various fields, from research to healthcare.

Q. WIKA is known for its values. Can you share insights into the core values that guide the company's operations?

Every organization is known for its set of values and commitment to delivering superior quality products. WIKA, like many other organizations, is known for its core values that are essential to its success. They guide the company's operations in a way that promotes innovation, collaboration, and customer satisfaction. Here is an insight into the six core values that guide WIKA's operations:

1. **Willingness to Change:** WIKA views change as an opportunity. We possess both the willingness and the expertise to explore new approaches and solutions in the face of constantly evolving conditions. This adaptable mindset allows WIKA to remain at the forefront of its industry, embracing change as a catalyst for growth and improvement.
2. **Fairness:** At WIKA, fairness is a fundamental principle. We foster an environment where diversity is celebrated and everyone is treated with respect,

regardless of their position. WIKA believes in interacting with its employees and partners on an equal footing, maintaining a culture of openness and inclusivity.

3. **Trust:** At WIKA, there is a strong sense of reliability and confidence in each other. WIKA's employees can depend on one another, and the company places great importance on aligning words with actions. Loyalty and trustworthiness are highly valued, creating a cohesive and dependable work environment.
4. **Customer Orientation:** WIKA sees itself as a partner to its customers and continuously assesses their evolving needs. Through innovation and the delivery of reliable solutions, WIKA strives to achieve high levels of customer satisfaction. This customer-centric approach underlines the commitment to creating added value for clients.
5. **Empowerment:** At WIKA, employees are empowered to make entrepreneurial decisions and are held accountable for them. The company celebrates achievements and sees mistakes as opportunities for learning and growth. This empowerment nurtures a sense of ownership and encourages individual and collective excellence.
6. **Teamwork:** WIKA considers itself as one company, one team. It embraces a multicultural and collaborative approach that transcends cultural and departmental boundaries. Openness to new ideas is encouraged, and the company fosters a sense of enjoyment and fulfillment in the work it does. This emphasis on teamwork ensures that WIKA's operations benefit from diverse perspectives and collective effort.

WIKA's core values form the bedrock of its corporate identity and influence its daily operations. These values contribute to WIKA's enduring success and reputation as a responsible and forward-thinking organization.

Q. Can you share instances where WIKA has successfully navigated industry challenges?

There have been several times when WIKA has consistently demonstrated its ability to navigate a range of challenges. One of the most common one is market fluctuations that has occurred owing to the diversification of its product portfolio, enabling WIKA to withstand economic downturns in specific sectors. The company's commitment to technological advancement through research and development has allowed it to remain at the

forefront of the field, adapting its products to meet the changing needs of customers.

In the highly competitive instrumentation world, WIKA has always maintained an edge by emphasizing quality, innovation, and superior customer service. In response to evolving regulatory standards, WIKA has invested in compliance measures and tailored its product development and manufacturing processes accordingly.

Recognizing the significance of cybersecurity, the company has implemented robust measures to protect data and ensure the integrity of its measurement devices. Global supply chain disruptions have been met with resilience, employing contingency plans, supplier diversification, and reshoring when necessary. The company consistently phases out obsolete products and introduces advanced solutions, staying relevant in a fast-evolving industry.

By engaging in market research and soliciting customer feedback, WIKA tailors its products and services to meet changing customer requirements. Moreover, the company has expanded into new geographic markets and entered additional industries to find growth opportunities. WIKA's adaptability and commitment to innovation underscore its leadership in the industry.

Q. How does the company plan to adapt to changes in the industry landscape?

WIKA adapts to changes in the instrumentation and measurement technology industry through several key strategies. Firstly, we diversify our product portfolio to meet evolving customer demands by exploring new measurement technologies and sensors. We also invest in innovation and research and development to stay at the forefront of technological advancements.

WIKA also focuses on IoT and connectivity, integrating their devices with IoT platforms and cloud services for real-time monitoring. International expansion is considered, especially in regions with growth potential. We also address various environmental concerns by developing solutions for monitoring and reducing environmental impact.

Along with these, we also use strategic partnerships, customer-centric approach, acquisitions, and mergers to expand capabilities and market reach. Digital transformation is embraced for improved operations and customer experiences. Moreover, to maintain trust and credibility, we also plan and ensure product quality and compliance with industry standards and regulations.

