

# SINGHANIA INTERNATIONAL, Attractive Prices at Quality Level for Americas

by Dean Tseng, Fastener World



An Indian fastener exporter and manufacturer with a root in trading, Singhania International is a one-stop full-range standard and customized fastener source handling raw materials as well as cold/hot forging, heat treatment, CNC machining, drilling, tapping, and robotic welding. The company exports to almost 30 countries like USA, Poland, Germany, Spain, Qatar, and UAE. Within just 5 years, its annual turnover from export soared from 5% to 45%. Product lineup includes cold/hot forged bolts and nuts, flat washers, lock washers and sheet metal components, high tensile threaded rods and studs (primarily B7, B8, B8M, B7M grades), etc.



## Americas, a Booster for Export Sales

In the last 3 years, Singhania International's focus has been to increase its presence among distributors and wholesalers in the USA. "Americas is a huge market, not just for our fastener business, but for our steel business as well. Almost 50% of our export sales come from the USA, Brazil and Argentina. Sale to the USA is almost 30% of our annual revenue," said business development director Mr. Anshul Singhania. The company produces a lot of special products for USA customers, including CNC machined shafts, hot forged long bolts, welded studs, welded parts, and sheet metal parts assembled with fasteners. "We are very price-competitive compared with other Indian manufacturers."

## A Multitude of Certificates & Whole Inspection

The company has added many new production and testing machines, manufacturing and supplying products compliant to different international standards. With a quality control team of 15 members, it performs in-house testing from checking chemical composition of raw materials to salt spray test and torque test. "Our manufacturing processes are ISO 9001, 14001, 45001 and IATF 16949 certified. Besides preparing our test lab for ISO 17025 certification, we are in the process of getting certified to API (American Petroleum Institute) Q1, 20E and 20F for our customers' access to fasteners for the oil and gas sector." Some very critical fasteners like ASTM193 B7 grade threaded rods and studs have a very critical test and certification requirement. Singhania International can provide samples and test reports of these fasteners and others upon request.

## From Indian to Globally Recognized Brand

"Domestic demand has been stable, but we see increasing demand from EV and electronics manufacturers supported by the Indian government with investor-friendly policies," said the director, "As a fastener manufacturer, I think India is an attractive source for Americas fastener purchasers, because we have strong workforce, our steel is domestic, and currently we enjoy no anti-dumping duties." The most important benefit for customers is that Singhania International has raw materials in stock and a full record of heat and lot traceability. With all processes done in-house, it can control quality and provide competitive prices. "Now we have a huge scope of growth in Americas. We want to become a globally accepted fastener brand in the manufacturing, construction and automotive sectors."



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