ENGINEERS' DAY

BS Marketing Initiative

FLUID CONTROLS
ENGINEERS ENGINEERING CONNECTIONS EVERYDAY!



WITH OVER 45 years of experience in engineering connections, Fluid Controls is "Vocal for Local" company that offers customers across industries end-to-end "Make-in-India" solutions – from design & engineering services to supply of high-performance products, pre-fabricated assemblies and site installation services.

The Fluid Controls core product range includes instrumentation products – connectors and adaptors for tubes and hose, instrumentation valves and manifolds, DIN pipe clamps, SAE flanges. The Company also offers customers ready-to-fit hose and tube assemblies, which are kitted and tested at their NABL and DSIR approved state-of-the-art facility at Chakan, Pune.

FLUID CONTROLS PRIVATE LIMITED WAS ESTABLISHED IN 1974 BY DR. Y.E. MOOCHHALA, A Ph.D. FROM NORTHWESTERN UNIVERSITY, THE USA WITH A VISION TO DELIVER HIGH-QUALITY & HIGH-PERFORMANCE PRODUCTS WHICH DELIGHT CUSTOMERS

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From its inception in 1974, Fluid Controls has engaged in original R&D and also has had an ethos of developing products which are indigenous replacements of imported products.

Their founder, Dr. Y.E. Moochhala, left his career in the USA and laid the foundation of Fluid Controls because he was a strong believer in a self-reliant India. His idea was to develop high quality, high-performance products to suit local prototype climatic and performance expectations. Today the legacy of Dr. Y. E. Moochhala is carried forward by his daughter and Managing Director Sophie Moochhala and Dr. Tansen Chaudhari, the Chief Operating Officer of the organization.

Under the leadership of Sophie & Tansen, Fluid Controls today has a state-of-the-art-NABL certified Test Lab and an "In-House

in over 25 international and national journals.

Fluid Controls Lean Six Sigma approaches such as DMAIC and DMADOV are the backbone processes of Fluid Controls in driving any improvement and/or developing a new product. The Fluid Controls R&D Centre offers design services and conversion engineering, including 3D modelling, FEA and prototyping via ANSYS and Solid Works. The Fluid Controls R&D team uses the latest software and is equipped to customize products for customer requirements. Their engineers work closely with the customers to understand their need and develop effective solutions for them. The R&D Centre also has an NABL approved laboratory equipped to conduct all pressure, vibration and reli-

Dr. Tansen Chaudhari, who is on the board of several engineering colleges and business schools as a mentor/advisor, believes that the role of an engineer is "boundary-less" in today's Artificial Intelligence driven world. Whilst the "First Principles of Engineering" still holds good, this needs to be supplemented with an application and allied engineering approach. As he says, "No engineering stream in today's developing world can stand as alone! Leveraging the bandwidth of the cross-functional engineering expertise is the need of the hour." At Fluid Controls, this approach defines what the Company does. "Engineering Fundamentals" are the base from which the Company engages in Research and Development and each product goes from analytical formulations to Finite Element Analysis, then to Prototype testing and manufacturing, finally leading a catalogue offering. This approach is supported by the Fluid Controls ethos – a People-Process-Product combo and a values-driven culture of Integrity-Innovation-Reliability where "values drive behaviour, and behaviour drives results" which supports local and global customers. Realising the need for an application approach, Fluid Controls is focused on providing engineering solutions for specific customer needs (rather than a product or a component) and by assuming responsibility of application reliability.

Engineers provide a rigorous, solution-oriented, problem-solving approach to developing solutions. Their developments across industrial sectors and for a variety of applications are crucial to development. Fluid Controls works to foster learning and growth within the student community and also encourage Industry-Institute thought processes - and many Bachelors and Masters of Engineering students undertake projects at the Company. Fluid Controls is the recipient of the "CII Industrial Innovation Award for Medium Scale Manufacturing Organizations" and has been recognized as one of the "Top 25 Innovative Companies

