

CELEBRATING TWO DECADES OF KOVA EXCELLENCE

KOVA Fasteners Pvt Ltd marks its remarkable growth and success since its inception in 2000 as an IATF and CE certified company standing tall as a leading manufacturer of fasteners in India. With a focus on quality, reliability, and customer satisfaction, the company has carved a niche for itself in the industry.



Source: KOVA Fasteners

KOVA Fasteners, located in Ludhiana, Punjab, operates from a sprawling 70,000 sq ft facility. From humble beginnings, the company has come a long way, achieving significant milestones and garnering recognition for its achievements. "KOVA's journey in the last two decades has been very promising and result-oriented," states Rishi Gupta, Managing Director, KOVA Fasteners Pvt Ltd. "Starting the business from a mere typewriter and bringing

it to the current level, I feel each and every employee and stakeholder in the company is filled with pride and confidence in all the achievements of the company," he says, attributing the firm's progress.

Innovation and Resilience
One of the key successes of the company lies in its ability to maintain a steady supply of finished and quality products in the volatile steel market despite the challenges presented by the COVID-19 pandemic.

Gupta shares, "KOVA is a dedicated manufacturer of fasteners. Steel prices were volatile last year, but KOVA managed to ensure smooth supplies to all its OEM customers without any delays. We always hold a stock inventory of 2 months, which helps us deliver to our customers all their fastener requirements from time to time. Even during COVID times, KOVA was one of the first ones to start production of fasteners and start shipping the goods in and out of India."



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Source: KOVA Fasteners

Global Reach and Major Clients

KOVA Fasteners offers a wide range of products, including hex head bolts, socket head cap screws, agricultural fasteners, structural bolting, hardened washers, load indicator washers, wedge anchors, nuts, and washers, as well as fast delivery and a global presence. Its major Indian clients include L&T, Godrej, Toshiba, and Mahindra & Mahindra, while it exports to more than 40 countries worldwide. "KOVA is predominantly involved in the export of standard fasteners all over Europe and USA," reveals Gupta. "This accounts for around 75 percent of KOVA's business share; the rest goes to Indian customers in the farm sector and industrial hardware segment."

The company also has an in-house cold forming section and thread rolling machines, as well as processes including heat treatment, coatings, plating, final inspection, and packing and logistics. It has always invested in buying the best technology to make high-quality fasteners. "We have state-of-the-art, latest-technology boltmakers and nut formers, all imported from the best brands around the world. The same goes for heat treatment lines and also plating lines," he adds.

Investing in Technology and People

The true strength of KOVA lies in its highly skilled and dedicated workforce, which constantly strives for excellence. "The most unique reason for



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the success of KOVA and its products is not only the machines, but the people who are running those machines," asserts Gupta. "Each and every employee who works at KOVA is trained again and again to deliver the best product quality at each and every stage of manufacturing."

Coining Human Resource as the company's "most valuable asset," he explains, "Since the beginning of production at



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KOVA, most of the employees who joined the company from the start of production days are still working with KOVA. They have pledged to dedicate their lives to KOVA and make it a world-renowned brand. Each and every day they come to the factory with great motivation, positivity, faith, and dedication to work for a better future for KOVA and all its team members." The Managing Director continues, "KOVA is very committed to forming strong relations with its

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employees, customers, suppliers, bankers, and even our competitors. At every stage, we try to improve our commitment to all stakeholders at KOVA. Every day we try to become better than yesterday, and I hope this way we will keep on improving ourselves to deliver the best product and the best company to our employees and also to our customers.”

Pioneering Future Era
 As the automotive industry undergoes a shift towards Electric



Source: KOVA Fasteners



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Vehicles (EVs), the company recognizes the potential business opportunities in this emerging market. While acknowledging that the complete transition to EVs may take the next 7-10 years at least, Gupta highlights, "It's too early to say that it is causing any disruption in old traditional technology at the moment. In

the long run, yes, surely EV will pick up, but still, the EV industry has to standardize the products and do a lot of engineering, particularly in the field of fasteners." He continues, "Most of the 2-wheeler EV is a complete kit that is imported from China, with all fasteners too. I believe it is going to change very

soon as those fasteners are not standardized and might cause a lot of challenges in the field trials and post failures, I feel there will be a lot of design improvements in fasteners for EVs, especially in the two-wheeler segment." Furthermore, the company's commitment to sustainability



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and continuous improvement reflects its determination to remain relevant in a rapidly changing industry. “Fasteners is a product that will be in good demand in the coming years, and more and more engineering activities around the world are now taking place in India. This makes the fastener business more sustainable, and opportunities for growth are surely there for top fastener brands

like KOVA,” emphasizes Gupta.

Driving Growth
 KOVA Fasteners continues to be at the forefront of the industry as it evolves, driven by its commitment to quality, customer satisfaction, and continual innovation. Looking toward the future, the company envisions sustained growth and broader horizons. With fasteners playing a crucial

role in engineering activities shifting to India, the company sees sustainable business opportunities and aims to reach a turnover of US\$50 million within the next 3-4 years, indicating an ambitious goal of more than doubling the current turnover of US\$15 (FY 2023). Without resting on its laurels, it continues to lead the way and aims to shape the future of the industry. **FAI**

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