

BFW 2.0 as a tribute to 'Make in India'

Padma Shree and Khel Ratna awardee Gagan Narang unveiled the new corporate identity of Bharat Fritz Werner Limited (BFW). The trusted engineering company is transitioning to grab the bigger share of growing opportunities and gearing up to becoming one of the top 20 global players by 2020. With Govt. of India's 'Make in India' clarion call, the company is upbeat about retaining its leadership in India and simultaneously increasing its global footprint. The new organisation has a group of best engineers who would specifically focus on Import substitution and increase the share of Make In India machines tools.

According to Ravi Raghavan, CEO, BFW "Our Company is on the threshold of massive re-engineering in both the strategic and operational levels. Some of the completed initiatives



Gagan Narang, (Padma Shree and Khel Ratna awardee) with BFW CEO Ravi Raghavan and AK Kothari, Chairman, BFW.

have been very productive and encouraging. Dependable products, innovation and nimbleness would endorse the new BFW brand values." He further added that, "We are privileged that Mr Gagan Narang is among us. If we were to draw parallels between machine tools and sports, probably shooting is the best sport to illustrate this. Both are based on precision, accuracy and consistency. Who else can illustrate this better than our

Indian shooter of global repute." Speaking on the occasion, AK Kothari, Chairman of Kothari Group, expressed his pride for Narang. Talking about BFW, he said that he was encouraged to see BFW reposition itself with fresh energy and new thoughts. With years of customer trust and its cores strength of People and Technology, BFW would unleash next generation products and solutions to the manufacturing industry.