

Bettinelli cam-driven indexers are 'lubed for life'

Building on experience dating back to over five decades, Bettinelli cam-driven indexers are lubed for life. Offering top quality of build and impeccable accuracy, they are made in an advanced facility with little human intervention, except final assembly.

Bettinelli Officine Meccaniche sdf at Crema CR (Italy) was established in 1953 to turn out small metal parts. In 1970 the company started production of special purpose assembly machines. Around the same time it entered into the production of cam actuated mechanical index drives, an important component in automatic machinery. Acquiring ISO 9001 certification in 1998, the company entered India in 2007 by establishing a Cam Driven Systems (CDS) branch office at Pune. Catering to global clients in India, including OEMs like Bajaj Auto, TVS Motor Company, etc., the unique thing about Bettinelli cam indexers is their property of being 'lubed for life'.

"Our components are built to last. We have an indexing machine working at a company for the last 22 years," says Bhavani Shankar, Director, CDS Cam Driven Systems, Bettinelli Automation Components Pvt Ltd. Shankar draws attention to the sticker on the indexers they offer, which reads 'Lubed for Life.' Apart from flat cam, barrel cam and globoidal cam, the CDS division also provides accessories that help to deal with overload apart from saving the indexing



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Director, Bettinelli Automation (India)

machine components from damage. Stating that these indexers find use in a wide variety of industries including the automotive industry, Shankar, pointing at a precision link conveyer, avers that they have accuracy at the edge too. The linear indexers find use in pharma and packaging industries, he adds.

Making rotary and linear motion indexers, CDS also offers continuous machines. India may not be geared up yet for such levels of automation, Bettinelli has them as part of its product portfolio nevertheless. "We work with machine builders as technology partners. Our components offer accuracy for life," says Bhavani Shankar. The company uses (carbon case hardened) friction followers rather than needle bearing designs. Except manual assembly, the rest of the manufacturing

process at the Italian plant (relocated to Bagnolo Cremasco CR in 1986) is highly automated. This, to an extent, that an additional tool set is in store to replace the one that breaks down without any manual intervention to ensure uninterrupted production. This ensures top quality of build and impeccable accuracy. "If we want to localise manufacture in India, we will need to replicate a process that ensures such quality and accuracy. We are looking at another plant outside of Italy, but whether it will be in India is not clear yet," quips Shankar. Admitting that they have competitors, Shankar states that his company, also offering customised indexers – indexers that are 'lubed for life' if need be, can assemble products locally. "We have invested in a capability to assemble indexers in India," he adds.

Shankar also draws attention to the fact that his company deals directly with clients. He explains that it was the need to be closer to the clients that led to the establishment of a sales office in India. As mentioned earlier, apart from automotive and other industries, Bettinelli also caters to the pharmaceutical industry. Its pharma solutions are suitable for clean room assembly. The MEDICAM brand, founded in 2007, the same year the company set up an office in India, is approved globally. A Euro 40 million company, Bettinelli in India is worth Rs 5 crore. The growth outlook for this year is between Rs 7 crore and Rs 8 crore. "Automation in India has a long way to go. It will first rise to semi-automated level, and then to fully automated (continuous) levels," says Bhavani Shankar in conclusion.



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— **Bhushan Mhapralkar**