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FROM MINDSET TO MASTERY

TARUN CHOUDHARY

INDIA'S LEAP FROM
GOOD ENOUGH TO WORLD-CLASS



FROM MINDSET TO MASTERY

KATANAMECH SOLUTIONS AND INDIA'S LEAP FROM 'GOOD ENOUGH' TO 'WORLD-CLASS'

In a world of machines, Tarun Choudhary chose to build something less visible but far more powerful — a mindset. Before “precision” became a buzzword in Indian manufacturing, Tarun was already shaping it into a way of thinking. As the Founder and Managing Director of KatanaMech Solutions Pvt. Ltd., he has spent nearly two decades turning India's manufacturing ambitions into measurable accuracy.



**TARUN
CHOUDHARY**



His story is not one of overnight success, but of quiet persistence — of bridging global innovation with Indian practicality, and proving that excellence isn't imported, it's cultivated.

Where many focus on output, Tarun focuses on outcome. Where others see machines, he sees processes, people, and possibilities working in harmony.

He often sums it up in one line — "Precision is not a product. It's a mindset."

Roots of Precision

Every visionary starts somewhere ordinary. For Tarun Choudhary, the roots of his precision philosophy were embedded in a textile export office in Delhi. His father ran a successful textile business, exporting fabrics to Europe and the U.S., markets known for their strict standards. Tarun often reflects on those early days when even the smallest mismatch could lead to an entire shipment being rejected.

Those experiences taught him that quality leaves no room for error and that attention to detail is non-negotiable. The lessons in quality control, consistency, and accountability built his foundation for precision long before he entered manufacturing. He often emphasises that quality isn't defined by appearance, but by how reliably it can be reproduced — a belief that became central to his approach in later years.

He completed his Commerce degree from Delhi University and later earned an MBA in Retail Management. His early career was rooted in the fashion and export industry, where he handled production and quality for global brands. "In exports, you don't get second chances. If you miss a shipment or compromise on quality, you don't lose just money — you lose credibility," Tarun says. These experiences instilled a process-driven mindset that would later plant the seed for what would eventually become KatanaMech — a place where reliability and repeatability matter

as much as innovation.

From Fabrics to Metal

Leaving the comfort of a successful export career, Tarun took a bold leap into a world he had no formal training in: Engineering. In 2007, he founded KatanaMech Solutions, a venture aimed at introducing advanced tooling and machining technologies to India. The decision was beyond entrepreneurial; rather it was philosophical. Tarun's goal was to build something that truly represented precision, something that embodied the same discipline and rigor he had admired in global industries.

The name Katana, inspired by the legendary Japanese sword, was chosen to reflect perfection achieved through process. Tarun often describes the katana as powerful not merely because of its sharpness, but because of the discipline and respect that go into crafting it. That same principle, he believed, should

define KatanaMech, where skill, patience, and process come together to create excellence. “The Katana represents discipline and respect for process, and that’s what I wanted KatanaMech to stand for,” Tarun says, encapsulating the philosophy behind his company’s name.

In the early years, Tarun learned everything from scratch, visiting factories, observing engineers, and understanding the nuances of machining and tooling. Every day was a lesson, and although he didn’t come from a technical background, his curiosity to learn drove him to master the language of manufacturing from the ground up.

The Vision Behind KatanaMech

KatanaMech was never meant to be just another distribution company. From day one, Tarun’s goal was to transform how Indian manufacturers approached quality. Back in the mid-2000s, when Indian manufacturing was expanding rapidly, most businesses were focused on output rather than precision. Tarun recognised the need to shift that mindset, to make manufacturers see that precision isn’t an added cost but a true enabler of growth. He often highlights how the obsession with cost-saving shortcuts can hold back long-term competitiveness, believing that progress begins when the conversation shifts from price to capability.

Under his leadership, KatanaMech Solutions partnered with some of Europe’s most respected brands like Röhm (Germany) for clamping systems, Gerardi (Italy) for modular fixtures, and Magafor (France) and Inovatools (Germany), SAB (Croatia), WM Tools (Germany), Schwarz (Germany), Re-al (Switzerland), UFS (Italy), Cerin (Italy), Bison (Poland) and more companies for advanced cutting tools. These partnerships positioned KatanaMech Solutions as a bridge between global expertise and Indian adaptability.

Rather than simply importing technology, the company focuses on adapting it to local requirements. Tarun stresses the



importance of understanding India’s unique ecosystem and its machines, materials, and operating conditions, creating the right balance between cost, compatibility, and performance. “You can’t copy-paste European systems here, you have to adapt them. The trick lies in balancing cost, compatibility, and performance,” Tarun explains. That focus on compatibility and education became a defining feature of KatanaMech’s approach. Every project was backed by deep process understanding, hands-on training, and a commitment to customer success.

Building India’s Precision Mindset

Tarun observed early on that India doesn’t lack technology, it lacks belief in precision. He often emphasises that while the country has world-class engineering talent, it tends to settle for what feels “good enough,” instead of striving for consistent excellence. To him, true precision is not a skill applied under pressure but a habit built over time. He often draws parallels from everyday life to

make his point. Comparing manufacturing to owning a car, he explains that buying the best equipment is meaningless if one cuts corners elsewhere, just as a luxury car on cheap tyres can never perform as intended. This, he believes, is exactly how many manufacturers treat their advanced CNC machines: by compromising on tooling and workholding, they limit the very potential they invest in.

His message remains clear and direct: precision isn’t expensive, it’s efficient. It saves time, reduces rejections, and builds credibility. Over the years, KatanaMech Solutions has helped countless manufacturers increase accuracy and productivity, proving that even small improvements in setup, fixturing, or process design can lead to significant impact. “Precision doesn’t mean perfection. It means predictability. The ability to do the same thing, the right way, every time,” Tarun says, summarising the gist that drives his mission.

KatanaMech: Turning Vision into Practice

If Tarun Choudhary represents the mindset of precision, KatanaMech Solutions represents its practice.

What began as a small venture in 2007 has quietly evolved into one of India's most respected precision-technology firms because it delivers with consistency.

At its core, KatanaMech isn't a trading company, it's a process partner.

Every engagement begins with a conversation, not a quotation. The team studies the customer's process, identifies inefficiencies, and designs tailored solutions that balance technology, cost, and long-term reliability. Tarun often points out that the company's true strength doesn't lie in what it sells, but in what it helps the customer achieve. That focus on understanding before offering has helped the company build enduring credibility across manufacturing sectors.

Whether it's optimising clamping for a high-mix shop floor or designing modular setups that save hours in changeovers, KatanaMech's impact is measured in improvements.

Beyond technology, it's the attitude that sets the company apart: calm, thorough, and precise, much like its founder. Every proposal is backed by data, testing, and training. Tarun ensures that every product handed over performs exactly as intended, in the hands of the people who'll use it, an approach that has become part of the company's culture.

Over time, KatanaMech has earned its place not just in aerospace and defence, but also in energy, automotive, and general engineering, where companies rely on it to bridge the gap between ambition and capability. But perhaps the company's biggest contribution lies in how it's changing mindsets. Tarun believes

that technology adoption is no longer about buying something new; it's about learning to respect the process behind it. Through training programs, demo installations, and close collaboration, KatanaMech has helped hundreds of Indian manufacturers understand that precision is not a luxury, it's a discipline.

Today, the company operates across major industrial hubs, working with both established OEMs and growing MSMEs. Yet, despite its expanding footprint, the principle remains unchanged: every solution must improve something measurable - accuracy, repeatability, or confidence. That clarity keeps KatanaMech Solutions grounded in purpose. It doesn't try to be everywhere but only where it can make a difference. "Our goal is to make precision an everyday habit in Indian manufacturing," Tarun states.

Aerospace and Beyond

Looking ahead, Tarun believes India's aerospace story is only beginning. With the rise of indigenous aircraft programs, growing private participation, and government focus on Make in India, the demand for high-precision tooling will only increase. 'Aerospace is no longer an elite space—it's a national opportunity,' he says. 'And it will define how the world perceives Indian manufacturing in the next decade.'

For KatanaMech, among all the industries it serves, aerospace holds a special place. It is the ultimate test of accuracy and reliability where even a micron of deviation can change outcomes. Tarun shares that Aerospace challenges you in ways few industries do as every part is critical, every material is demanding, and every process needs to be repeatable.

Through KatanaMech, he introduced India to technologies like low-deformation clamping from Röhm- essential for delicate aerospace parts like turbine blades, landing gear components, and titanium structures. These systems minimise microscopic distortions during machining, improving both accuracy and



tool life.

KatanaMech's collaborations now span major aerospace and defense players including HAL, IMPL (a HAL–Rolls Royce JV), Safran, and Gardner Aerospace. Highlighting the company's role, Tarun mentions that they go far beyond supplying products, they enable manufacturers to reach a level of confidence where their components can sit proudly on global aircraft.

The same precision standards are now being extended to emerging sectors like defense, drones, and high-speed rail demanding high levels of accuracy that was once reserved for aviation alone. "The line between industries is blurring," he adds. "Precision is becoming a universal language."

Technology, Adaptation, and Process Discipline

Tarun's approach to technology has always been pragmatic. "A machine is only as good as the process it runs," he says. "You can't fix inefficiency with expensive equipment — you fix it with discipline." He believes in adapting technology to the local ecosystem rather than blindly imitating Western systems. He often points out that the country's conditions right from raw materials to operator skill levels demand solutions tailored to their environment, not imported templates.

At KatanaMech, engineers spend significant time on-site with clients, studying workflows and offering customised process recommendations. Instead of walking in with catalogues, they walk in with curiosity observing, questioning, and identifying what truly needs improvement. This philosophy has earned the company long-term respect and repeat business across industries. Tarun insists that KatanaMech's responsibility doesn't end with a sale, it begins there. The team stays with the client until the process performs exactly as intended, making each engagement a partnership rather than a transaction.

Leadership and Learning

Despite his success, Tarun maintains a learner's mindset. He is deeply involved in technical discussions and factory visits. "You can't lead manufacturing from behind a desk," he says. "You have to see, listen, and understand what's happening on the shop floor." He often reminds young engineers that experience is the greatest teacher. Books and manuals may offer knowledge, but real learning happens beside the machine when one witnesses how a tool deflects, a fixture shifts, or a process stabilises through correction.

This humility and hands-on approach define his leadership. His team describes him as patient but relentless, someone who never compromises on standards yet always encourages curiosity. He believes that mistakes are a natural part of growth; what matters is the ability to recognise and correct them with discipline and accountability.

The Post-COVID Reset

When the pandemic hit, industries worldwide faced disruption. Supply chains froze, projects stalled, and uncertainty loomed. But Tarun saw the crisis as a rare opportunity to pause, reflect, and learn. During this period, he encouraged his team to focus on strengthening their technical depth studying processes, experimenting with ideas, and preparing for what would come next. By the time markets reopened, KatanaMech had emerged leaner, sharper, and more prepared to meet the renewed demand from aerospace and defense manufacturers. The experience reshaped Tarun's understanding of growth showing him that expansion isn't only about numbers or scale, but about knowing one's fundamentals and being ready to evolve when challenges arrive.

"That phase taught us that growth isn't only about expansion — it's also about understanding your fundamentals," Tarun reflects.

Looking Ahead

As India positions itself as a global manufacturing hub under 'Make in India' and 'Aatmanirbhar Bharat', Tarun believes the coming decade will be defined by precision and reliability. He often emphasises that while the world already recognises India's talent and creativity, the next step is to earn equal respect for consistency and quality.

KatanaMech's roadmap reflects this vision — with plans to expand deeper into Industry 4.0-ready tooling systems, smarter process integration, and knowledge-sharing with Indian OEMs and MSMEs. "Our goal is simple: to make Indian manufacturers globally trusted for their precision," he says. He views technology as an amplifier rather than a replacement for human skill. For him, machines and systems are only as capable as the people operating them, and sustainable progress lies in nurturing both.

The Tarun Choudhary Philosophy

What sets Tarun apart is not just his technical understanding, but his clarity of thought. He sees manufacturing as both art and science; a pursuit of balance between efficiency and integrity. For him, precision begins with respect for the process; when the process is right, the outcome naturally follows. His journey from Delhi's textile markets to India's aerospace supply chain, captures a rare mix of old-school discipline and modern ambition. He represents a new breed of Indian industrialists, someone who is confident, calm, and quietly competitive. For him, the goal was never to be the biggest; it was always to be the best. "Growth is easy," he says. "Consistency is difficult. And consistency comes only when you care."

It's about moving from "good enough" to "world-class," from adjustment to accuracy, from speed to sustainability.

And that belief to be simple, firm, and transformative, is what continues to drive both him and KatanaMech toward building a more precise, more confident, and more globally respected India.