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## PRESS RELEASE

LINKÖPING, DECEMBER 13, 2011

# Fortuna selects IFS Applications to increase business efficiency

**Fortuna Engineering Private Limited, one of India's leading manufacturers of connecting rods, has selected IFS Applications to further increase its business efficiency and streamline its processes.**

Fortuna Engineering Private Limited was established in 1993 and manufactures connecting rods for customers such as Tata Motors, Mahindra&Mahindra, Tata Cummins, Kirloskar Oil Engines, Ashok Leyland, and CNH. Thanks to a state-of-the-art product line and a wide range of connecting rod assemblies, Fortuna manufactures connecting rods as per the customer's requirement. Fortuna's main objective is to ensure customer satisfaction by offering premium quality products and accuracy.

Fortuna decided to replace their existing Galaxy solution with IFS Applications in order to streamline their business operations with a technologically advanced, integrated solution. Having evaluated many vendors including Infor and SAP, Fortuna selected IFS because of its functional fit, ease of use, low TCO and agility. IFS Applications will enable the company to control various facets of its business ranging from product orders and sales, manufacturing and product distribution. It will also provide greater financial visibility and automated reporting, which is crucial to stay competitive on the market.

"To achieve our aim of becoming the best connecting rod manufacturer in the world with design capabilities, we required a modern and agile solution. As real-time data access and transparency of manufacturing processes are important, we needed an integrated business solution. We chose IFS Applications because it fulfilled all our requirements and offered rich functionality combined with an intuitive user interface," said Mr. Suriya Narayanan MD, Fortuna Engineering Private Limited.

"We are happy that the functionality and agility of our solution will enable Fortuna in further increasing its business efficiency and take control over its processes," said Mr. Thiru Vengadam, MD, IFS India.

Fortuna will implement IFS components for Finance, HR, Manufacturing, Distribution, Maintenance, Business Enablers, IFS Engineering and Cross Functional Components.

Industrial manufacturing is one of IFS' targeted markets. IFS has a broad customer base in the industry, focusing on medium-sized to large manufacturers that need support for complex order-driven and mixed-mode manufacturing across the extended enterprise. With strong support for project management, engineering, advanced scheduling, product configuration, and after-sales support, IFS' component-based business solutions are designed to help companies improve quality, contain costs, and improve their competitive position in manufacturing industry segments such as machinery, defense, fabricated metal products, and plastics. Industrial manufacturing companies also benefit from IFS' lifecycle management solution, which goes beyond product lifecycle management (PLM) to provide better integration and management of three critical business areas—products, customers, and resources—throughout their lifecycles. IFS Industrial Manufacturing customers include Chief Industries, Colfax Corporation, Kongskilde, Nolato Group, Bombardier, GEA Pharma Systems, PartnerTech, Stolle Machinery, Völk, and Johnson Pump.

### About Fortuna Engineering Private Limited

Fortuna Engineering Private Limited was established in Nasik in the year 1993 for manufacturing Connecting Rods. Fortuna is the first company in India amongst the Connecting Rod manufacturers to be certified for ISO TS 16949: 2002 by BVQI. Currently Fortuna supplies conrods and camshafts to various Auto and Tractor manufacturers in India & 10% of their production is exported. It started with a Single Customer Mahindra & Mahindra Ltd. for manufacturing connecting rods for Automotive Division and due to the sustained efforts towards achieving excellence in manufacturing of conrods backed by a sound investment strategy, the company now has an expanded customer base including most of the Indian OEM's and has clocked a growth in turnover at 37% CAGR consistently over the last 7 years.

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Corporate identity number: 556122-0996

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More information on Fortuna is available at [www.fortunaengineering.com](http://www.fortunaengineering.com)

### **About IFS**

IFS is a public company (OMX STO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on industries where any of four core processes are strategic: Service & asset management, manufacturing, supply chain and projects. The company has 2,000 customers and is present in approximately 60 countries with 2,700 employees in total. Net revenue in 2010 was SKr 2.6 billion.

More information on IFS is available at [www.IFSWORLD.com](http://www.IFSWORLD.com)