

Press release

## **Hoffmann Group is now also a system partner in India**

### **Subsidiary in Pune offers reliable tool supply and machining expertise**

**Munich/Pune, 12 May 2016 – The [Hoffmann Group](#) has been operating its own subsidiary in India since April 2016. From Pune in the south-east of the Indian subcontinent, it is supporting the manufacturing industry as a system partner with its unique combination of trading, manufacturing and service competence. Due to the geographical dimensions of the subcontinent, the ten-member team will initially concentrate on consultative sales in the state of Maharashtra with a focus on the machining industry and on workstations and storage.**

"India has the potential to become the driving force for growth in the Asian economy in the long term," explains Martin Reichenecker, Chief Sales Officer of the Hoffmann Group. "We chose Pune because the automotive industry is based there as well as corporations and medium-sized companies from the machine and system building industry. As a system partner, we can offer these companies a reliable supply of quality tools and of workstations and storage. Furthermore, we can support them with our specific machining expertise. The idea of the system partnership is still relatively rare in India. We therefore anticipate excellent market opportunities for our portfolio there."

The Hoffmann Group team is initially concentrating its work in the state of Maharashtra as many German companies also have subsidiaries in this region. In the north of the subcontinent, the Hoffmann Group will, however, continue to be represented by partner Lakshmi Factory Tools. The Hoffmann Group is therefore staying true to its core concept of offering premium services with a high level of support.

"Many of the companies based in and around Pune already know us from other markets," Reichenecker continues. "With us as a partner, they now have the opportunity to standardise and harmonise their tool requirements across borders. Alongside this, we are offering them our usual high-quality service and excellent consultation in India."

The Hoffmann Group is represented by its partners in more than 50 countries around the world. It offers local customer service with 10 subsidiaries and dealerships in Germany, 44 in Europe and a total of 69 worldwide.



Source: The Executive Centre

**Photo caption:** The Hoffmann Group wants to strengthen the concept of the system partnership in India and, with this in mind, has chosen The Executive Centre in Pune as its business location.

### **The Hoffmann Group**

The [Hoffmann Group](http://www.hoffmann-group.com), as Europe's leading system partner for quality tools, combines trading competence with both manufacturing and service competence. This combination guarantees reliability in supply, quality and productivity in the tooling sector to more than 135,000 customers, together with workstations and storage and optimum consulting – from individual needs analysis through to efficient use of products. Alongside tools for machining, clamping, measuring, grinding and cutting, the portfolio also comprises hand tools, occupational safety, workstations and storage and workshop accessories. Customers include major listed companies as well as medium-sized and small companies in more than 50 countries. In 2015, the Hoffmann Group generated a worldwide turnover of more than 1.1 billion euros. Including [GARANT](http://www.garant.com), its own premium brand, the Hoffmann Group offers 65,000 quality tools from the world's leading manufacturers. With comprehensive customer service and 99 percent delivery quality certified by the TÜV, the tooling expert with their head office in Munich is a reliable and efficient partner for its customers.

See [www.hoffmann-group.com](http://www.hoffmann-group.com) for further information

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