

## Company Background

YKK Corporation, Japan, was incorporated in 1934. The company is a manufacturer of zippers, buttons and zip-related products such as luggage. Its operations are divided into four major business segments – fastening products, architectural products, machinery and engineering, and research and development. Architectural products is the largest business segment for the company.

The company has 130 affiliates in 70 countries. For the year ending 31 March 2006, it had a workforce of 38,398 employees and revenues of US\$ 5.3 billion. The total assets of the company for the same period were US\$ 6.9 billion.

## YKK Corporation in India

YKK Corporation entered India through its wholly owned subsidiary YKK India Pvt. Ltd (YKK India). The subsidiary was incorporated in 1995 to manufacture metallic and non-metallic zippers. It manufactures a wide range of products such as zippers and zipper parts.

YKK India has a manufacturing plant in Bawal, Haryana, which is spread over an area of 36 acres. This plant commenced production in March 1997. It has a computerised production control system and includes the following facilities:

- Tape weaving
- Dyeing
- Die-casting and slider assembly
- Plating and enamelling

- Chain making
- Zipper assembly

The company caters to markets such as garment, footwear, luggage, etc. It is known for its range of zippers such as no. 3 & 5 polyester coil, no. 3 & 5 vislon, no. 3 & 5 metal zippers, and no. 2 & 3 invisible coils. It also produces metal zippers made of aluminium, golden brass, antique brass and antique silver.

It has full-fledged production facilities for tape weaving, dyeing, die casting and slider assembly, plating and enamelling, metallic and non-metallic slide fasteners chain making, and zipper assembly. The company operates in India through its network of 5 branches and 40 dealers, which are located in 24 cities across India.

## Factors of Success

### YKK Brand Name

YKK is a worldwide recognized zippers brand; as a result, YKK India has been able to establish a strong foothold in India. This has also been facilitated by it following the same standards as those followed by YKK Corporation, Japan, across the world.

## Future plans

YKK India is planning to expand its existing manufacturing facilities in Haryana, India, with a capital investment in excess of US\$ 60 million in term of 2006-10.

In addition, the company plans to explore new

markets for its products. The dismantling of the textile quota regime proved to be an opportunity for the company because it has resulted in a surge in the exports of apparel from India. Consequently, there has been an increase in the demand for apparel accessories to meet export production requirements.