

TTK PRESTIGE

Reducing cost and accelerating production using SolidWorks solutions



SolidWorks solutions gave TTK Prestige greater control of its plastic parts design and added photorealistic rendering and easier image production.

Over the past five decades, TTK Prestige Limited has emerged as India's largest kitchen appliances company catering to the needs of the country's homemakers. Every Prestige brand product is built on the pillars of safety, innovation, durability, and trust, making the brand the first choice in millions of homes. Prestige has been named a "Super Brand" by consumers. Growing from a traditional pressure cooker brand to a complete kitchen solution provider, the company is working to improve the lifestyle of every household in India. The Design Team at TTK Prestige needed a cost-effective and easy-to-learn CAD product that could accelerate its product development process. The company was looking for an integrated 3D design tool so its engineers could create and analyze designs, and easily share design information with sales and marketing personnel. When Prestige selected SolidWorks® 3D CAD software, the Design Team found it very easy to work with. The company's designers and engineers learned how to use the software very quickly and effectively. As a result, SolidWorks is now being used at TTK Prestige for concept design and ideation.

Challenge:

Find a cost-effective and easy-to-learn CAD package that can accelerate the product development process.

Solution:

Implement SolidWorks integrated solutions to reduce design errors, improve productivity, and accelerate time-to-market.

Results:

- Shortened design cycle by 60 percent
- Cut development and prototyping costs by 70 percent
- Reduced design errors by 70 percent
- Accelerated time-to-market by 70 percent

Designing plastic parts made easy

Using SolidWorks, designers found it easier to extract the core cavity of their products. They were able to maintain greater control of plastic parts design and added photorealistic rendering of images. The Fill Surface capability proved to be a powerful tool for the Design Group, which also uses PhotoWorks™ photorealistic rendering software to create realistic representations of its designs. The SolidWorks eDrawings® tool is very effective as a design communication tool, enabling sales and marketing personnel to view in-process designs and provide feedback.

Ease of use, increased productivity, and improved accuracy

The company especially appreciates the SolidWorks Toolbox library and how easily users can shift between different software versions, resulting in time savings. Another benefit of SolidWorks 3D CAD software is that drawings get updated automatically with design changes to a part or assembly. Also, designers were able to release manufacturing drawings more easily. Coworkers could understand exactly how parts were built and which edits were made to the previous model. Communications between the Design Department and Manufacturing became easier with SolidWorks eDrawings, and accuracy improved considerably.

"THE COMPANY CHOSE SOLIDWORKS SOFTWARE FOR ITS EASE OF USE, WHICH ALLOWS NEW ENGINEERS TO GET UP TO SPEED QUICKLY."

Yugandhar Kota
Design Engineer



TTK Prestige Limited
38, SIPCOT Industrial Complex, Hosur
Tamil Nadu -635 126, INDIA
Phone: +91 4344 276655, 276755
www.ttkprestige.com
VAR: BEST ENGINEERING AIDS & CONSULTANCIES PVT. LTD.,
Bangalore, INDIA



Dassault Systèmes
SolidWorks Corporation
175 Wyman Street
Waltham, MA 02451 USA
Phone: 1 800 693 9000
Outside the US: +1 781 810 5011
Email: generalinfo@solidworks.com
www.solidworks.com

