



AIEMA

NEWS

An ISO 9001 : 2015 Certified Association

02/2025-26 | September 2025

www.aiema.net | www.acmee.in

ACMEE 2027

MF INDIA 2026

Is your business growing at the right speed?



29

Industry

TN gov't's proactive policies spur industrial growth



33

Industry

Immense potential for renewable energy in India



37

Industry

GST revisions beneficial to poor and neo-middle class: PM

Inspirational Entrepreneur



**Mr. SP UTHAY
POONGKUNDRAM,**
MD, Uday Tech Engineering,
Ambattur Industrial Estate.

AIEMA News is happy to feature a renowned industrialist Mr SP Uthay Poongkundram, MD, Uday Tech Engineering, who has made remarkable achievements in the field of laser for around three decades and established himself as an undisputed leader in the field.

Early days

Born and brought up in Madurai, Mr Uthay had his schooling at St Britto HSS, Madurai, and obtained his B.Com degree from the prestigious Thiagarajar College in the temple town, besides a law degree from Madras Law College and an MBA from Madurai Kamaraj University.

Genesis of the company

On arrival in Chennai in 1996, Mr Uthay had the support of his brother Mr Udaya Giri of Mars Engineers and Services and Mr Chokkalingam of Integra Automation, who motivated him to take up business. The support from the family side made him visit Germany, China and Japan to learn the fundamentals of entrepreneurship

with a special focus on marketing.

His initial work experience came through field work and practical exposure to industrial operations. The company Uday Tech Engineering came into being in 2003 at the Ambattur Industrial Estate.

Financial support

Asked about the financial support for the business activity, Mr Uthay opened up and said that the nationalised banks had lent support apart from his wife who managed to handle the financial aspects of the company. What was started with one male and one female workforce, the company has now 35 employees to manage various departments professionally.

Dedication and expertise

As a non-technical man, Mr Uthay carried the ability to learn the technical aspects of cutting tools and castings and the design and drawing of the products due to his dedication and perseverance in knowing everything practically in the Japanese way.

Uday Tech Engineering established in 2003 has gained immense expertise in laser marking machines, cutting tools, cleaning machines, welding machines for precision engineering. The company has taken up distribution of Kyocera, Japan make, imported and domestic CNC and VMC machine tools and cutting tools and accessories. It offers expert service through technician engineers and focuses on customer satisfaction.

The company's success derives from a deep understanding of its clients and its commitment to delivering exceptional service to them.

The company works with a vision of forming long term working relationships with both its customers and suppliers. It believes in profile cutting services

which have a strong market share within the plate processing industry.

The company aims to promote its own brand Uday Laser Systems specialising in SPM (Special Purpose Machines) designed and developed in-house

Clients

The major clients included Hyundai Motors, Sundaram Clayton, Wheels India, Lucas TVS, Brakes India, Tube Investments, Tata Motors, Royal Enfield, Autotech Industries, Aceind Industries, Globe Components, MM Forgings, Mercury Fittings, NJS Auto Casts, Eppinger Asia India, LGB Groups and IM Gears and others.

Diversification

On diversification, he admitted that the company has gone a long way from cutting tools to laser machines and automation, all for promoting the 'Make in India' concept. The knowledge obtained during his visits to Germany, China and Japan has come in handy, he added.

Mr Uthay said the Special Purpose Machine has helped the Hyundai group, Royal Enfield, Parryware for its flush tanks, TVS group's electrical vehicles automation and Texmo pumps and others to use Uday laser machines.

He said proudly that he could manufacture a laser machine for Rs 6.5 lakh only instead of the market price of Rs 25 lakh and this has benefited many of the industries, including Maruti, Hyundai and its allied groups, Royal Enfield, TVS, Rane group which use custom built laser machines, all solution oriented.

What Hyundai Motors could not do in its body shop, Mr Uthay has done it and the installation of the new body line system is to happen next month.

New plans

Now, there are plans to enter the medical field, semiconductor and mobile manufacturing allied products also in the near future. Ideas are there to export the products and promote the laser machines in African countries and Sri Lanka.

Succession plan

On succession plan, Mr Uthay said his daughter is pursuing a course in VIT-AIML and his son is in 11th standard. They may be groomed and motivated to succeed him if necessary based on the future situations.

Business motive

About business motive, he said one should have commitment to maintain quality and make customers happy, all for survival in the highly competitive field.

He said one autotech company acquired 32 machines from him after sorting out their technical problems faced initially.

Business in the next five years will be good as there is a scope for development for another 20 years in India as Europe is facing the saturation point. But China is an exception.

Awards

About awards, Mr Uthay said the company has received the best sales and technical awards. But customer satisfaction seems to be the best award.

Tough times

"You must be in a position to face tough times like the recession in 2003 and 2009 and Covid in 2019 and make your plans accordingly," he said and added that the learning experience from his brother and his friend who are all engineers and programmers and the hard work he has put in have made him what he is today and his motto is to make customers happy and satisfied.

Workers retention

Mr Uthay said workers are the backbone of any industry and they should be treated well. The company still has many workers who have put in more than 20 years of service and they have received the best awards and given the corporate level status. Apart from payment of school and college fees, medical insurance is extended to them. On the birthday of workers, cake is cut and Rs 5000 given to them. During Ayutha pooja, tour arrangements are made for workers. More importantly, training is imparted to workers to make the customers happy and satisfied and avoid all types of complaints from the clients.

Public service

The company is involved in public service by giving donations to temples and NGOs which take care of the disabled, besides providing annadhanam to the poor and needy from the salary of the owner. The turnover of the company now stands at Rs 20 crore though it was a few lakhs when the business was started in 2003.

On AIEMA

Mr Uthay termed AIEMA as a very important industrial body helping the entrepreneurs in so many ways considering them as a family. He said he joined AIEMA to establish his company in the Ambattur industrial estate and he felt it a great honour to be a member of the association. He was all praise for the activities associated with AIEMA, particularly the medical camps for workers.

Advice to budding entrepreneurs

His advice to budding entrepreneurs is very clear. He wants them to concentrate on new fields like mobile and i-phone manufacturing for the 141 crore people in India on the lines of China, the second most populated country. Apart from that, they can also

enter the new domains like aerospace, tech updation and aircraft industry and equip themselves to the new tasks.





UDAY TECH ENGINEERING

OTHER PRODUCTS

STANDARD TOOL HOLDERS

SPECIAL TOOL HOLDERS

ACCESSORIES

FIXTURES

PP PARTITION PACKING

OUR BUSINESS PARTNER

KYOCERA
JAPAN

MP
Marox
TAIWAN

UDAY TECH
ENGINEERING
UDAY laser

SINCE 1988
FRANCE

Laser
Co.

SINCE 1988
KOREA

UDAY TECH ENGINEERING

HEAD OFFICE & FACTORY

DP No.120A (SP), Ambattur Industrial Estate, Chennai - 600 058.

Ph : 044 42080649 / Cell : 99400 93092

E-Mail : udaytecheng@gmail.com, mails@udaytech.com

COIMBATORE OFFICE

D.No.3/1, Kumaran Street,
Uppilpalayam Post,
Coimbatore - 641015.
Mob: 9789973776

TRICHY RES. OFFICE

Plot No.27, Win Nagar,
2nd Main Road, Kattur,
Trichy-620 019.
Mob: 97899 73776

www.udaytech.com / udaytecheng@gmail.com