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India Sewing Machine Company at the IILF

India's leather product manufacturing industry has been strong since last year

The IILF (the India International Leather Fair) is held in Chennai, India every year from February 1st to 3rd. Most of the leather products manufactured in India are exported, the industry has been strong since last year, and it remained strong heading into this year. India's main production centers for leather products include Delhi, Kanpur, and Kolkata.

This year, the exhibition itself was extremely successful as well. At India Sewing Machine Company's booth, various Seiko-brand heavy-duty sewing machines for leather goods such as handbags, etc. as well as Italy-based CMCi-brand shoe sewing machines and Nippy-brand leather skiving machines were exhibited. At the venue, Mr. Mohd. Firoz Khan, the owner of India Sewing Machine Company, said that this year marks the tenth year since his company started handling Seiko-brand products in India. It is also the third year that the company has handled Nippy products in India's market. He added that both product brands have definitely penetrated India's market.

Seiko Sewing Machine models for which sales in India's market are strong include models designed for applications that include the sewing of leather bags, wallets, and belts, such as the STH-8BLD-3, a compound feed model with a flat bed, the LCWN-8BL, a compound feed model with a cylinder bed, and the LHPWN-8B-3-SF-LP, a compound feed model with an extra high post bed. The reasons Seiko's products have been accepted in India include their superior durability and how easy it is to maintain them. Other advantages of Seiko's sewing machines include the ability to use thick thread (No. 0) and sew extremely thick products. Of course, the service system is also comprehensive, and the company immediately handles any sewing machine trouble. Mr. Mohd. Firoz Khan of India Sewing Machine Company said that his company has achieved a 20% increase in Seiko product sales in India every year and that he is aiming to expand Seiko-brand sales by increasing the sales not only of sewing machines for leather products but also of sewing machines for automobile seats and furniture.

Mr. Takuma Furudate, the president of Seiko Sewing Machine Co., Ltd., said that Seiko's global sales continued increasing last year, showing a 15% increase compared to the year before last.

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Demonstration of Seiko's LCWN-8BL, a compound feed model with a cylinder bed at IILF in Chennai, India



At the booth of India Sewing Machine Company at the IILF (from left) Mr. Furudate, president of Seiko Sewing Machine Co., Ltd., Mr. Khan, owner of India Sewing Machine Company, Mr. Splendiani, sales and technic of C.M.C.I. and Mr. Aota, president of Nippy Kikai Co., Ltd.

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