



WÜRTH BUSINESS SERVICES

JOURNAL

ISSUE 12/2025

The background of the page features a grayscale image of two hands shaking in a firm grip, symbolizing agreement or partnership. This image is overlaid on a faint, high-angle view of a city skyline with several skyscrapers.

FOREWORD

Dear Colleagues,

I hope your inbox isn't too packed and the holiday haze has officially worn off as we step into 2026!

This month's WBS Journal is a special edition, our year in numbers. Instead of our usual service updates we are sharing a sharp, data-driven look at how WBS supported customers across every department in 2025. In this edition, you will find a snapshot of how each team made a measurable impact.

We also wrap up the year with inspiring best-case examples like cross-department teamwork that helped us complete a major customer creation project ahead of a revised deadline.

As we kick off this new year, we remain committed to helping you work smarter, faster, and with full confidence that WBS is here to support your success.

Wishing you a productive and exciting year ahead!

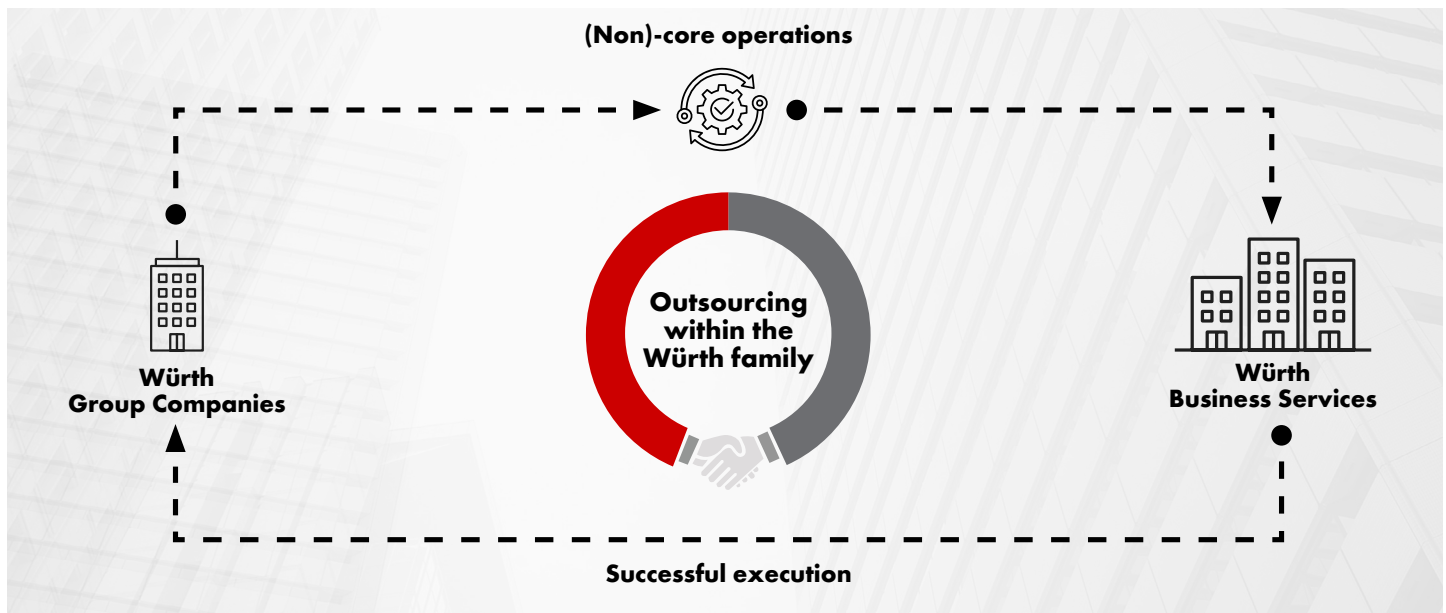
Warm Regards,
Your WBS Team

ABOUT WÜRTH BUSINESS SERVICES

WBS IS THE DOOR TO OPEN

Würth Business Services (WBS) is a shared service provider within the Würth Group. We execute (non)-core tasks for different departments such as Finance, Logistics, Product Article Master, Sales Operations, Purchasing and others. Operating from India, WBS allows you to focus on your core business operations and save time & costs.

CONCEPT OF OUTSOURCING



OUR VALUES



Mutual Trust

Open communication and transparency.



Accountability

Ownership of our support and execution.



Reliability

Streamlined and consistent support to rely on.



Quality

Strict adherence to high-quality standards.

CONNECT WITH US

Get our comprehensive support now and optimize your business operations. Kindly get in touch with us:

Akshay Mastakar (Sales Manager)

✉ akshay.mastakar@wurthindustry.in

PURCHASING



HIGHLIGHT 1

The Purchasing team successfully executed Order Confirmation task for the EU region, confirming a significant number of orders in 2025. The team checked descriptions, delivery dates, addresses, and all the other required parameters for 12 customers. The team achieved an exceptional level of service quality. It also contributed to improved supply chain transparency, reduced operational risks, and enhanced delivery reliability for customers.

**THE TOTAL NUMBER OF
CASES HANDLED FOR
EU REGION IN 2025**

760,000

HIGHLIGHT 2

The Purchasing team implemented structured cost negotiation strategies during procurement and saved significant costs for multiple customers in 2025. The team implemented various value-based negotiation strategies, including bulk ordering, availing existing offers, and many others.

**THE TOTAL COST SAVED
FOR CUSTOMERS
IN 2025**

€296,690



Leverage our expertise and experience in executing different Purchasing-related processes and focus on core operations. Kindly get in touch with our representative.

Bhavna Alimchandani

Manager - Purchasing

Würth Business Services

| bhavna.alimchandani@wurthindustry.in

LOGISTICS



HIGHLIGHT 1

The Logistics team processed a significant number of orders in the Enterprise Resource Planning (ERP) system along with creating a considerable number of loading lists for customers. The team also managed the work flexibly and completed the tasks within the deadline given by the customer.

**THE TOTAL NUMBER OF ORDERS PROCESSED
IN THE ERP SYSTEM IN 2025**

64,750

**THE TOTAL NUMBER OF LOADING
LISTS CREATED IN 2025**

60,298

HIGHLIGHT 2

The Logistics team received a task from a new customer in March 2025. The task involved receiving the Booking Form from the supplier via the Freshdesk portal, verifying the details with the Audit tool, and subsequently, generating an SC number in the Logiflow portal. This SC number is then sent to the supplier. Following the efficient execution, high quality of service, and adherence to deadlines, the customer entrusted the team with an additional processes, "Commercial Invoice Conversion" and "Updating Elements - Sea Freight Booking Notice."

**THE TOTAL NUMBER OF
SC NUMBERS CREATED IN 2025**

3,431

**THE TOTAL NUMBER OF POSITIONS CONVERTED
FROM COMMERCIAL INVOICE IN 2025**

7,557



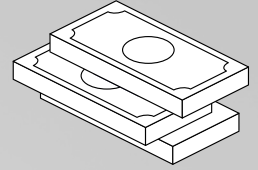
Leverage our expertise and experience in different logistics operations and improve the speed of operations. Kindly get in touch with our representative.

Akshay Raikwar

Associate Manager – Logistics

Würth Business Services | akshay.raikwar@wurthindustry.in

FINANCE



HIGHLIGHT 1

The Finance team compared the payment advice against the payment amount mentioned in the bank account statement. Once the amount and date mentioned in payment advice and account statement match, we clear the customer invoices from the Enterprise Resource Planning (ERP) system.

**THE TOTAL NUMBER OF
INCOMING PAYMENTS VERIFIED
SUCCESSFULLY IN 2025**

97,504

HIGHLIGHT 2

One of our customers from Europe requested the Finance team to clear backlogs of invoices by verifying the details such as invoice number, supplier name, amount, delivery date, and others. The team successfully cleared the backlog in time. The customer expressed satisfaction and appreciated the team's hard work.

**THE TOTAL NUMBER OF
INVOICES IN BACKLOG CLEARED
BY THE TEAM IN A MONTH**

6,500+



For availing support for different Accounts Payable and Accounts Receivable processes, kindly get in touch with our representative.

Hetal Gangani

Associate Manager - Finance and FTE

Würth Business Services | hetal.gangani@wurthindustry.in

SALES OPERATIONS



HIGHLIGHT 1

The Sales Operations team used to execute the process named Kanban Backlog Overview Processing in the past. However, the process was deactivated. Since April 2025, the process was delegated to the team again by the customer. Since then, the team has been receiving a positive feedback from the customer and executing a large number of cases successfully.

**THE TOTAL NUMBER
OF CASES EXECUTED
IN 2025**

20,513

HIGHLIGHT 2

The Sales Operations team executed Block Setup and Authorization Project for a customer. This task involved managing and deleting articles from the Carboot of sales representatives. Carboot means a virtual storage or inventory space assigned to each sales representative in SAP to list down their articles or products. The team executed the task successfully within the timeline given by the customer.

**THE TOTAL NUMBER
OF CASES EXECUTED
IN 2025**

3,942



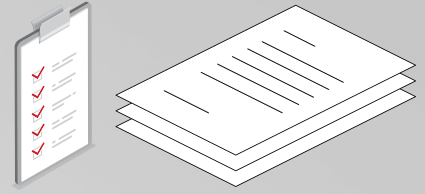
Leverage our experience and support in different processes related to Sales Operations and help your Sales teams make data-driven decisions. Kindly get in touch with our representative.

Priyanka Shende

Manager – Sales Operations

Würth Business Services | priyanka.shende@wurthindustry.in

PRODUCT ARTICLE MASTER



HIGHLIGHT 1

The Product Article Master team in collaboration with Sales Operations and Business Support teams successfully executed Customer Creation task within the deadline. We needed to enter customer details, such as customer name, full address, language, email for invoice dispatch, VAT number, company registration number, currency, payment terms, tax classification, and others, in SAP to create new customers.

**THE TOTAL NUMBER
OF NEW CUSTOMERS
CREATED IN SAP**

3,574

HIGHLIGHT 2

The Product Article Master team executed the Product Hierarchy task for different customers. This task involved referring to the Enterprise Resource Planning (ERP) system and assigning articles to correct hierarchy in the Würth Group portfolio. The team registered a significant number of cases.

**THE TOTAL NUMBER
OF CASES EXECUTED
IN 2025**

29,966

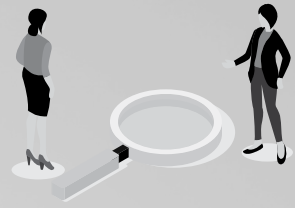


Leverage our experience and support in different processes related to the Product Article Master Department and maintain article data efficiently. Kindly get in touch with our representative.

Prajakta Patil

Associate Manager – Product Article Master, Sales Support - Germany
Würth Business Services | prajakta.patil@wurthindustry.in

QUALITY & DESIGNING



HIGHLIGHT 1

The Quality & Designing team successfully created 2D/3D designs for customers in various designing software. Based on customized requirements of customers, precise product drawings were created and shared within the given timeline.

**THE TOTAL NUMBER
OF 2D/3D DESIGNS
CREATED IN 2025**

1,610

HIGHLIGHT 2

The Quality & Designing team conducted transcoding of a significant amount of articles under the task, Transcoding Supplier - Technical Information. This task involved finding the Würth article matching the technical information provided by suppliers. If not found, we suggested alternative or equivalent articles.

**THE TOTAL NUMBER
OF TRANSCODED
ARTICLES IN 2025**

6,481



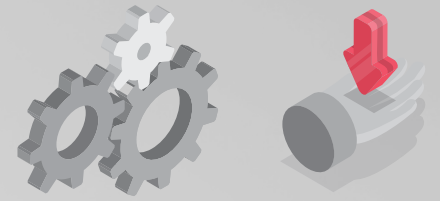
For availing support for different Quality & Designing-related processes, kindly get in touch with our representative.

Abhay Jadhav

Associate Manager - Quality & Designing

Würth Business Services | abhay.jadhav@wurthindustry.in

BUSINESS SUPPORT



HIGHLIGHT 1

The Business Support team received Lead Search project with precise and customized requirements. For instance, we needed to find companies that produce electronic control box made of plastic requiring flat head screw. Also, we searched companies that produce steering and suspension parts that would need ball joints in control arms, tie rod arms, or stabilizer links. The team successfully completed the project and submitted leads from different European countries such as Germany, Hungary, Bulgaria, Poland, Czech, Slovenia, Slovakia, and others.

**THE TOTAL NUMBER OF LEADS
SUBMITTED BY THE TEAM FROM
DIFFERENT EUROPEAN COUNTRIES**

496

HIGHLIGHT 2

The Business Support team conducted a comprehensive analysis of the shipbuilding industry across various APAC countries. These countries included China, India, Taiwan, Malaysia, Japan, South Korea, and others. The scope of analysis ranged from the industry's historical background to the current market situation. Following this, the team carried out a detailed analysis of the semiconductor industry across various APAC countries. These research assignments helped further explore market dynamics, the scope for Würth Industry products, and opportunities to achieve the business growth.

**THE TOTAL NUMBER OF
COUNTRIES FOR WHICH
ANALYSIS WAS CONDUCTED**

18



For availing services such as company analysis, market research, and other business support tasks, kindly get in touch with our representative.

Anushree Pradhan

Associate Manager - Business Support

Würth Business Services | anushree.pradhan@wurthindustry.in

NEW INITIATIVES OF 2025

CSR INITIATIVE - DISTRIBUTION OF SCHOOL KITS

WBS employees participated in a Corporate Social Responsibility (CSR) initiative that involved distributing school kits among students. During the first week of August, employees visited 3 different schools in Pune district and distributed the kits containing necessary educational materials.



CAREER PATH PROGRAM FOR EMPLOYEE GROWTH

WBS developed Career Path Program to empower employees in their professional and personal development. This initiative aims to provide structured growth opportunities for skill development and support employees in achieving career aspirations. It also offers exposure to diverse projects and leadership roles along with personalized guidance to help them achieve success.



To know more about these initiatives and how they align with Würth Group values, kindly get in touch with us:

Akshay Mastakar

Sales Manager

Würth Business Services

| akshay.mastakar@wurthindustry.in

EXTRA MILE: MONUMENTAL EFFORTS FOR CUSTOMER CREATION TASK BY OUR TEAMS



At Würth Business Services (WBS), dynamism runs in our DNA. The dynamism when customer expectations arise. The dynamism when the deadline seems impossible at first. The dynamism when a customer needs us the most. One of the customers approached us with the task of creating new customers in the Enterprise Resource Planning (ERP). In this case, it was SAP. We needed to enter customer details such as customer name, full address, language, email for invoice dispatch, VAT number, company registration number, currency, payment terms, tax classification, and others. We began execution of the task on September 30, 2025. The prior deadline was mid-December.

We set our eyes on the given deadline and assigned 6 team members for the task. However, within a few weeks of successful execution, the customer informed us that we needed to prepone the deadline. The deadline was revised to November 30. We adapted and implemented the strategy of cross-departmental collaboration. We added 6 more team members to the task. The total assigned team members from Product Article Master (PAM), Sales Operations, and Business Support teams reached 12.

"When challenges arise, teamwork and adaptability make all the difference. Delivering ahead of schedule for our customer reflects our commitment to excellence and customer-first approach," highlighted Prajakta Patil, who led and coordinated the project.

Through exceptional collaboration and planning, we completed the task by November 27, which was 3 days prior to the revised deadline. Furthermore, we achieved a high service degree. This demonstrated our ability to respond to changing customer requirements effectively. We scaled up resources through cross-departmental collaboration.

With collaboration and commitment, our teams completed the project ahead of the deadline, registering 3,574 customer records in SAP.

Our commitment to exceed customer expectations and deliver value remains unwavering. The customer also expressed gratitude for completing the tasks within deadline and highly appreciated the efforts. We demonstrated that customers can rely on us. In recognition of the marvelous efforts by teams, WBS honored the teams with the "Team of the Month – December 2025" award. Our teams thrive on challenges, go the extra mile, and adopt the strategic approaches to overcome them.



Leverage our expertise and experience in executing different processes and focus on core operations. Kindly get in touch with our representative.

Prajakta Patil

Associate Manager – Product Article Master, Sales Support - Germany
Würth Business Services | prajakta.patil@wurthindustry.in

LIGHTS, CAMERA, WBS! – A MINUTE (OR SO) WITH LOGISTICS TEAM

Thank you so much for the immense response to our official YouTube channel!

We continue to share insightful and engaging videos. These videos highlight the services we offer, how our teams function, and the benefits for your organization.

Continuing our series, A Minute (or so) with the Team, we showcase how our Logistics Team functions in a minute. The team members, who handle everyday operations, explain the overall functionality and how they add value through various services.

Please go through the videos below and note that WBS is the door to open if you are looking for a trusted and reliable partner for (non)-core task execution.

Click on the thumbnail or scan the QR code below to watch the full video.



**SCAN TO WATCH
FULL VIDEO**



**SCAN TO WATCH
FULL VIDEO**



Stay tuned for regular updates and enriching content.

Please remember to subscribe to our channel to stay informed about our latest videos and initiatives.



To know more about our these initiatives and how they align with Würth Group values, kindly get in touch with us:

Akshay Mastakar

Sales Manager

Würth Business Services

| akshay.mastakar@wurthindustry.in

WBS SUPPORTFOLIO

OUR INDIVIDUALIZED SERVICE PORTFOLIO AT A GLANCE



FINANCE

With an extensive service portfolio under the Accounts Payable and Accounts Receivable departments, our competent and well-trained Finance Team helps accelerate accounting processes and enable efficient financial management for your business.



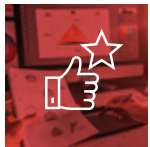
PURCHASING

Ranging from material requirement planning to pricing & sourcing, our Purchasing Team executes many (non)-core as well as major tasks to help you ensure a smooth procurement process while saving costs.



PRODUCT ARTICLE MASTER

With a comprehensive service portfolio, our Product Article Master Team aims to manage article data, maintain product hierarchies and ensure smooth data management while you focus on core operations.



QUALITY & DESIGNING

To ensure the highest quality standards and compliance with regulations, our Quality & Designing Team supports in maintaining error-free documentation, certifications and drawing specifications along with solving quality issues.



BUSINESS SUPPORT

Ranging from market research & support for human resource operations to SEO & translation services, our Business Support Team helps handle different (non)-core operations, connect with your target audience and provide leads to optimize the possibility of sales conversion.



SALES OPERATIONS

Aiming to help your sales teams reach their highest potential and accelerate operations, our Sales Operations Team handles (non)-core operations ranging from booking sales orders and creating daily reports to processing backorders and S&O customer management.



LOGISTICS

Catering to various logistical operational needs and ensuring smooth operations, our Logistics Team executes different (non)-core tasks ranging from transport damage management & documentation to determining country of origin and shipment tracking.



MARKETING

Ranging from social media & email marketing to campaign management, we provide marketing services based on your requirements. We focus on engaging your audience, building a strong online presence, and expanding your brand outreach.



WÜRTH COMIC



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✉ contact-wbs@wurthindustry.in

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