

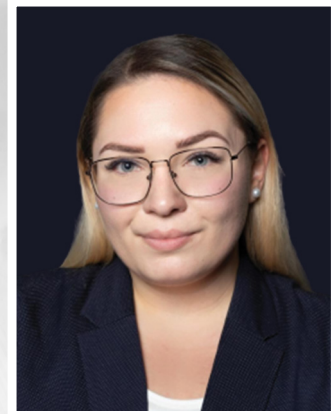


WÜRTH BUSINESS SERVICES

NEWSLETTER

ISSUE 01 / 2026

LETTER FROM OUR **NEW MD**



Dear Colleagues,

As we begin a new year, I am thrilled to address you for the first time as Managing Director of Würth Business Services. Stepping into this role on January 1st fills me with genuine excitement and gratitude for the trust placed in me.

My first weeks at WBS have already shown me something important: this team is motivated, committed, and truly excited for another year of strong collaboration with our fellow Würth Group companies. I've enjoyed reconnecting with colleagues I've worked with before and meeting many new faces, while getting a clearer picture of your needs and how WBS can support you even better. After spending the last few years as a WBS customer myself, I have to admit it's a fun shift to now be on the WBS side of the table. It certainly gives some conversations an unexpected twist.

January is a symbolic month: an opportunity to reset, refocus, and realign our ambitions. For WBS, it is also a moment to appreciate the strong foundations already in place. Our positioning within the Würth Group is solid, and yet, the opportunity ahead of us is even greater.

In this edition, we showcase how WBS supports operational challenges across Sales Operations, Product Article Master, and Quality & Designing. You'll also find a Trans4M Project update, a link to explore our YouTube channel, and details on our upcoming webinar on process optimization in Sales Operations. We hope you enjoy this edition and stay connected with our progress at WBS.

My ambition is clear: for WBS to continue growing into a trusted, high-performing, and innovative partner that delivers real value with simplicity and reliability.

We will continue strengthening our long-standing customer partnerships while expanding our reach across the Group. As we grow, our focus remains on broadening our service portfolio, enhancing quality, and deepening the relationships that allow our customers to focus on their core business while we take care of the rest. That is the mission behind our mindset: make it easy.

I am really excited to move forward on this journey together with all of you. Here's to a year of collaboration, growth, and meaningful impact.

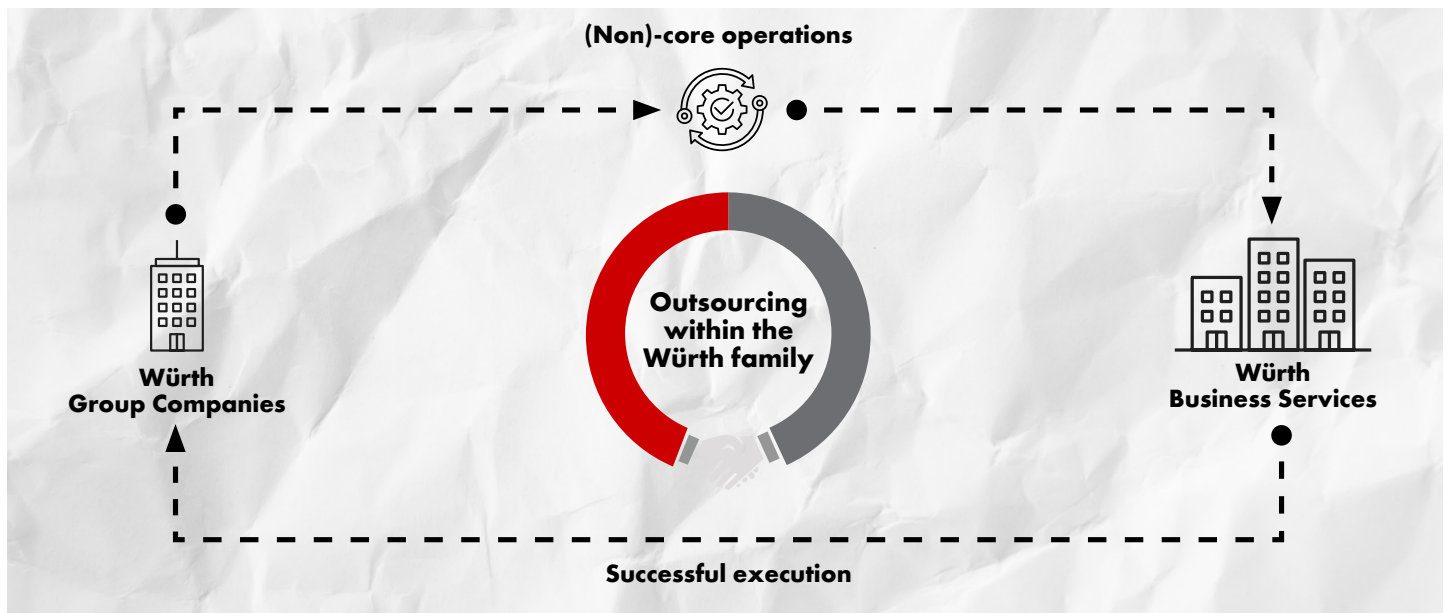
Warm regards,
Sina Brand
Managing Director
Würth Business Services

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.



Reliability

Streamlined and consistent support to rely on.



Accountability

Ownership of our support and execution.



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

SALES OPERATIONS

SALES ORDER BOOKING



CHALLENGE

Inaccuracies in sales orders slowed down order confirmations, order processing, and operational efficiency. Also, recording accurate information in the Enterprise Resource Planning (ERP) system consumed time that could have been used for core sales tasks.



WBS SOLUTION

The Sales Operations Team at Würth Business Services verifies the details in sales orders and enters accurate details in the ERP system. When we receive a sales order, we verify the order details, including the order number, customer's name, shipping address, requested quantity, price, expected delivery date, and other relevant information. Furthermore, we verify the article details, including article number, description, available quantity, price, and other relevant information. We verify that the details in the sales order and the details in the ERP match. Upon successful verification, we book the sales order, attach the sales order documents, and generate a sales order number in the ERP system. This also saves time for your sales teams for core tasks.

CUSTOMER CREATION



CHALLENGE

Entering customer details in the Enterprise Resource Planning (ERP) system takes a massive number of hours. To do this in a short time with limited manpower can be tricky. Also, it diverts the focus from core tasks.



WBS SOLUTION

The Sales Operations Team at Würth Business Services enters new customer profiles in the ERP system. Equipped with an ample workforce and technical knowledge, our professionals ensure the correct entry of data in a given timeline. We enter the customer details such as address, contact email & phone number, tax number, shipping conditions, currency, delivery priority, and others in the ERP system. Once we save them, you can access these details whenever required. We also work on different ERP systems such as SAP and others. This way, you can have all the customer details under a single platform.



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

Senior Manager - Operations

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PRODUCT ARTICLE MASTER

ARTICLE CREATION



CHALLENGE

Entering details and creating new articles in the Enterprise Resource Planning (ERP) system takes significant time and processing hours. Furthermore, there are many deactivated articles that need to be activated. All of these tasks need an investment of time and resources.



WBS SOLUTION

The Product Article Master team at Würth Business Services saves time to create new articles and projects. We create the S-tool project by entering the details of new articles. Once we receive the sheet containing article details from you, we carry out the transcoding process. This process involves identifying the existing Würth article number for each article description and specifications. If the Würth article number does not exist, we create a new article along with writing a short description for it. Based on the requirement, we create a new project for articles and activate the deactivated articles if necessary. This way, you can expand your article offerings for our customer base and maintain accurate data while focusing on core operations.

PACK SIZE CHANGE



CHALLENGE

The size of packaging units is already entered in the Enterprise Resource Planning (ERP) system before the supplier sends the shipment. However, owing to unforeseen circumstances, there may be changes in the system, and the lack of update may create chaos while sending the shipment.



WBS SOLUTION

The Product Article Master team at Würth Business Services helps in entering the correct pack size details once you update us. We receive old and new pack size details from you. Then we check the quality checklist and the status for the old pack size. Based on the new pack size and quantity, we update the information in the ERP system. Moreover, we add details such as buyer code & price for the newly created size. Following the updated pack size entry and details, we update the quality checklist (which is the same as the old pack size). The final steps involve changing the status of the new pack size to active and notifying you. This way, you can save time in updating and ensure the accurate knowledge of the pack size for the sender.



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

2D/3D DESIGNING



CHALLENGE

The 2D drawings and 3D models offer the best visualization of products before beginning the production. However, inaccuracies in design and specifications can lead to potential losses. The quality teams need to spend a huge number of hours on a large stock catalogue.



WBS SOLUTION

The Quality & Designing Team at Würth Business Services assists you in creating 2D drawings and 3D models based on various norms, reference drawings, and your specific requirements. By taking accurate dimensions and knowledge of norms into consideration, we create the designs. Then, our team reviews them to ensure that your requirements are met. In the final step, these designs are sent in the requested format to you for feedback. We incorporate your feedback, if any. Otherwise, the designs can be finalized to provide you with a better visualization and determine the usability of products. This way, any bottlenecks and shortcomings in products can be detected in early phases, and potential losses can be avoided.

TECHNICAL ITEM REVIEW



CHALLENGE

A thorough review of article descriptions helps reduce quality-related complaints and meets technical specifications. However, investing a huge number of resources in reviewing may slow down quality processes and the speed at which quality-related complaints are addressed.



WBS SOLUTION

The Quality & Designing Team at Würth Business Services assists in reviewing the article descriptions by referring to the reports, compliance requirements, drawings, and descriptions sent by you. If there are any discrepancies found in the description, we will coordinate with you to resolve them. If there are no discrepancies, we send the review report to you through email. This way, you can avail accurate article descriptions and save time in reviewing them. Moreover, you can maintain adherence to the standards and respond to the quality-related complaints promptly.



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

TRANS4M PROJECT UPDATE:

ENSURING A SMOOTH TRANSITION

As part of the Würth Group's ongoing digital transformation, the **tranS4m project** is moving toward its next phase, with a planned **Go Live is in May 17th, 2026**.

Our priority is to ensure **uninterrupted operations and seamless collaboration** during this transition. To achieve this, we emphasize the importance of **early and transparent communication** regarding any changes to **processes, workflows, interfaces, or data handling** resulting from the **S/4HANA implementation**.

Based on current insights, the most significant changes are expected within the **Finance System**.

WHAT THIS MEANS FOR YOU:



If there are changes impacting shared processes, please ensure **updated SOPs and training** are provided promptly to us.



Our teams are prepared to assess and address any potential implications efficiently.

At WBS, our commitment remains to deliver **high-quality, uninterrupted support** to your business throughout this transformation.



For any clarifications or coordination needs, please reach out to us:

Akshay Mastakar

Sales Manager

Würth Business Services | akshay.mastakar@wurthindustry.in

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

Thank you so much for a warm 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 Sales Operations Team functions. The team members, who execute everyday operations, explain the overall functionality and how they add value through various services.

Please go through the videos below. 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**



**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 service portfolio and avail our comprehensive support to optimize your business operations, kindly get in touch with us:

Akshay Mastakar

Sales Manager

Würth Business Services

| akshay.mastakar@wurthindustry.in

IDEAS, INNOVATION, AND INDUSTRY PROFESSIONALS: 2ND WEBINAR COMING YOUR WAY

WBS is excited to announce the launch of our second webinar, featuring seasoned industry professionals and experts as guest speakers.

This session will offer valuable insights into how WBS supports customers across various sales operations tasks. It will include in-depth discussions on optimizing processes, improving operational efficiency, and especially building systems that deliver performance.

By attending this webinar, you will learn:

- ✓ **Best ways to manage S&O customers to increase revenue**
- ✓ **Impact of efficient order management on customer experience**
- ✓ **Strategizing for growth with weekly/monthly reporting**
- ✓ **How WBS makes collaboration easy for you**

WEBINAR

CUSTOMER MANAGEMENT MASTERY: BUILDING SYSTEMS TO DELIVER PERFORMANCE

SPEAKERS



Gauri Dole
Team Lead -
Sales Operations



Kanchan Sharma
Associate Team Lead -
Sales Operations



Swaraj Deokar
Specialist - Sales
Operations



Tuesday, March 17, 2026



6:30 PM IST

REGISTER NOW

Fill up the form by clicking the link below or scanning QR code:

[Customer Management Mastery Webinar Form](#) 



To know more about our service portfolio and avail our comprehensive support to optimize your business operations, kindly get in touch with us:

Akshay Mastakar

Sales Manager

Würth Business Services

| akshay.mastakar@wurthindustry.in

RECOMMEND WBS

THOMAS GIERA

PPI Product Projects International

Würth Industrie Service GmbH & Co. KG

“ We have been working with WBS since 2018 and can look back on a consistently successful partnership. From the very beginning, WBS impressed us with its professionalism and reliability. Throughout our collaboration, we have had consistently positive experiences. Particularly noteworthy is the transparent communication and the quick response time to inquiries regarding the services provided. WBS has created tangible added value for our company – both through its technical expertise and its personalized support. The customized solutions developed in partnership with WBS have helped us optimize our internal processes. What we value most about our partnership with WBS is the mutual trust and collaborative approach. WBS acts not just as a service provider, but as a true partner in our thinking. ”

Like Thomas, if we have made a difference for you, help us do the same for someone you know.

We invite you to consider who else could benefit from our support.

Think about your colleagues in other departments, friends, or fellow professionals from Würth Group companies. Imagine their sighs of relief when you recommend us, and we offload their workload.

So share the word forward. Recommend WBS!

Or you can also share the contact details of colleagues requiring our support with us. We will swoop in to understand their requirements and provide necessary support.



Kindly share the details of your colleagues who need our support with our representative.

Akshay Mastakar

Sales Manager

Würth Business Services | akshay.mastakar@wurthindustry.in

WBS SUPPORTFOLIO

OUR INDIVIDUALIZED SERVICE PORTFOLIO AT A GLANCE



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.



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.



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.



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.



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.



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.



SUPPORT NINJA TALES



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our website



Click to visit our website



For any queries, reach us at:

 contact-wbs@wurthindustry.in

Follow us on social media:

