



PRECIHOLE ARMS PVT. LTD.



*With relentless perseverance and the support of Hon.® Development Commissioner (Industries) and JDI, Konkan Region, we have not only overcome challenges but also placed Indian innovation on the global map. This is just the beginning of our journey toward worldwide recognition.*

*- Shri. Ayaz Qazi, Director, Precihole Arms & Sports Pvt. Ltd.*



## Precihole's Global Leap: A Success Story of Export Promotion from Thane District

### Problem Statement

► Precihole Sports & Arms, a pioneer in the air guns industry, faced significant barriers in expanding to international markets. Regulatory challenges, particularly misclassification of their air guns as firearms, delayed exports for over a year. Additionally, navigating the complexities of international trade and compliance was a daunting task for this MSME.

### Key Intervention

With the handholding support of JDI, Konkan Region, Industries Department, Precihole Arms & Sports overcame critical export challenges:

- **Regulatory Support:** Officials, including Hon. Development Commissioner & Joint Director of Industries, Konkan Division worked tirelessly to resolve SCOMET issues, enabling Precihole to export their products to 40 different countries.
- **Market Access:** Support from JDI, facilitated the successful shipment of air gun samples to a reputed UK-based company, Air Arms, leading to potential global distribution agreements.
- **Global Exposure:** Through their participation in global events like the IWA exhibition in Germany, supported by government initiatives, Precihole Sports & Arms showcased their products on an international stage, marking a historic moment for Indian air gun manufacturers.

### Impact

- **International/National Recognition:** Precihole became the first Indian air rifle manufacturer to display products at the prestigious IWA exhibition, Germany, marking the first time an Indian air gun manufacturer participated in this event and Maharashtra MSME Defence Expo 2024, Pune.
- **Export Agreements:** The company is on the verge of signing an agreement with Air Arms, a significant step towards global market penetration.
- **Economic Growth:** Strengthened its position as India's leading air gun manufacturer and expanded its market presence internationally.
- **Innovation Leadership:** Diversification & collaboration with DRDO's unit and recognition for advanced barrel manufacturing reinforced Precihole's status as a technology leader.
- Support from Govt. initiatives helped position Precihole as a global leader in its domain.