

## DCC Group acquires Grafica

By [PrintWeek Team](#) 12 Aug 2020

Textile printing specialist DCC Group has announced the acquisition of the Grafica range of printers from Vasai-based manufacturer of screen print equipment Grafica Flextronica to boost its new entity 3Q Printing Technologies.



Narendra Dadia: We are working to establish a strategic alliance based on DCC and 3Q's combined strengths

According to DCC, the brand purchase is in line with its aim to make India a global manufacturing hub for printing machines and related products. The company is set to expand its existing facility and launch a new product line of printing equipment manufactured by 3Q.

Narendra Dadia, group chairman of DCC companies said, "We are working towards establishing a strategic alliance based on DCC and 3Q's combined strength. It is a historic moment for us and we're committed to delivering unique value through our solutions."

As part of the agreement, Grafica's Bhargav Mistry will lead the team at 3Q as managing director. The acquisition will also see the merger of the Kaizen Institute of DCC and the Dhirubhai Mistry Institute of Grafica to be known as 3Q's Kaizen Institute for Print Education, Research and Training. With these combined resources and infrastructure, Kaizen aims to boost its services such as consulting, auditing and training.

Bhargav Mistry, managing director at 3Q said, "With an intent to make India self-reliant, the company will live by the highest global quality standards. Our mission is to achieve a powerful manufacturing space in printing equipment for the textile, commercial, graphic and industrial printing. We also aim to live up to the phrase "Be Vocal about Local" and ensure the strengthening of Indian resources while eyeing the global export market."

Dhaval Dadia, managing director at DCC Group said, "Our eco-system will be greatly enhanced with the expansion of business activities in 3Q. This will allow us to enrich the customer experience by providing greater services and a new generation of value-based products." The company's ecosystem comprises five companies with a total infrastructure spread over 240,000 Sq/ft backed by a team of 540 members.

DCC's 3Q manufactures printing equipment, Design Canvas offers creative services and Fresh Print offers printing services. In addition, the company has created an Xperience Zone facility for the research, development, training and promotion of screen, sublimation and digital printing.