

Panchamirtham Elumalai: Defying Odds, Empowering Women, and Building a Legacy
Founder, Indo Tools & Dies Pvt. Ltd. | Tamil Nadu



Panchamirtham Elumalai's inspiring journey is a shining example for young women determined to overcome societal barriers. Hailing from a humble agricultural family in Madhurandhagam, Chengalpattu district, she showed immense grit early in life, walking 7 kilometers daily to pursue her education. Even after an early marriage and a move to Chennai, her dreams remained intact. Motivated by her husband's 16 years of experience in the tools and dies industry, she started her business in 2005 with just ₹50,000, founding Indo Tools & Dies in a small 100 sq ft rented unit in Kolathur.

Her venture grew steadily, employing 12 women by 2007, and evolving into M/s Indo Tools & Dies Pvt. Ltd. by 2012—becoming a trusted name in precision tools and dies manufacturing for the electrical and electronics industries. Financial hurdles, especially a high-interest loan, initially slowed growth, but support from the Bharatiya Yuva Shakti Trust (BYST) turned the tide. With mentorship from Mr. Kunjidhapatham, an experienced electrical engineer, Panchamirtham refined her marketing skills, strengthened operations, and built strong industry connections.

Today, her company operates from a self-owned facility in Tiruvallur, with specialized teams managing quality control, production, accounts, and stock. After her husband suffered an accident, she introduced strict safety protocols, underscoring her commitment to a safe and efficient workplace. Despite the challenges of the COVID-19 pandemic, Panchamirtham ensured business continuity and focused on empowering local women through employment and performance-based incentives.

With a vision to diversify into commercial laundry services and expand product offerings, she targets a ₹7 crore turnover and aims to enter global markets. Her story is a powerful message: marriage is not a limitation—it can be the foundation for success. "With determination and support, we can overcome any obstacle," she says with conviction.

Name of the Entrepreneur:	Panchamirtham Elumalai
Business Name:	M/s Indo Tools & Dies Pvt. Ltd.
Nature of the Business:	Manufacturing tools and dies
Type of Business:	Sole Proprietorship
Loan:	10 lakhs
Bank:	Bank of Baroda - Mogappair west
Year of Disbursement	2010
Email ID	Indotoolsdies@gmail.com
Website	www.itdipl.com
Donor:	JPM



Metal Pressed Pomponents

Indo Tools & Dies (India) Pvt. Ltd. is a leading manufacturer of precision-engineered sheet metal pressed components, tools, dies, jigs, fixtures, and insert moulding terminals and connectors. The company specializes in delivering high-quality components for the automotive, electrical, and engineering industries. Their product range includes progressive and compound dies, ferrous and non-ferrous metal parts, automotive electrical components, and custom die moulds. All products are developed using in-house tool design, high-speed press machines, and advanced inspection systems such as vision-based quality checks. With a strong focus on quality, accuracy, and timely delivery, the company operates under ISO 9001:2015 certified processes, ensuring reliability and consistency in every product.