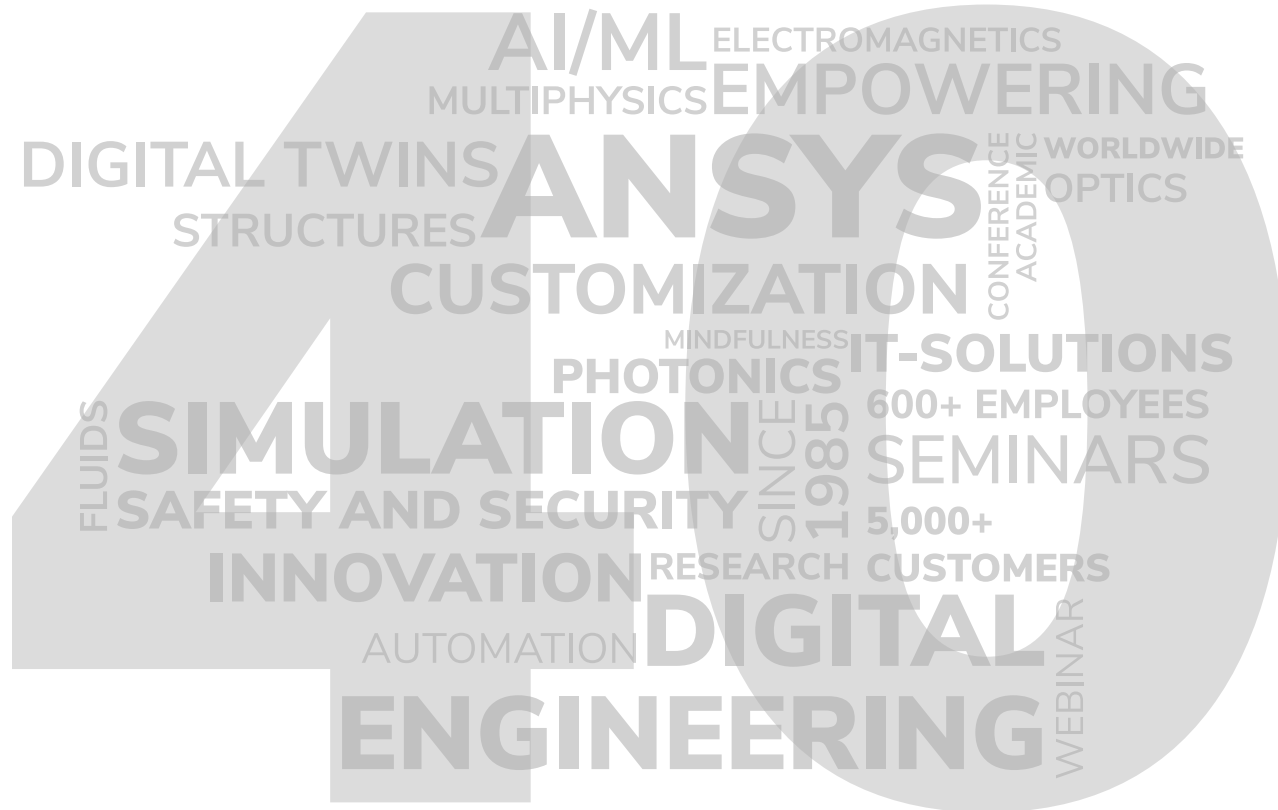


CADFEM APAC

Culture Book

Culture at CADFEM





Every journey has a beginning

What began as a two-person venture in Germany in 1985 has evolved into CADFEM, a global leader in digital engineering and simulation. Founded by Günter Müller—driven by a deep fascination with the Finite Element Method and shaped by academic roots at the University of Stuttgart and UC Berkeley—CADFEM grew alongside the early rise of simulation technology. Building on this legacy, CADFEM India was established by four pioneers in 2007 to extend this vision to one of the world's fastest-growing engineering ecosystems.

CADFEM APAC Today

A growing presence across:
India | Singapore | Malaysia | Vietnam | Thailand | Indonesia | Philippines

With a 300+ member team and 700+ customers, we bring world-class simulation, consulting, training, and support to diverse industries — automotive, aerospace, semiconductors, healthcare, electronics, energy, and more.



40 Years of Innovation. ONE Global Story.

ATPAC.

VISION.

GOAL.

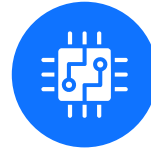
TEAM.



Our Vision

To be the leading AI-augmented digital engineering solutions partner in the APAC region, empowering businesses and individuals through trusted simulation-driven innovation, seamlessly aligned with our digital transformation strategies from silicon to systems.

Leading the **AI-Powered** Digital Engineering Revolution in **APAC**



Enable innovation from silicon to full system integration



Transform engineering with AI/ML-driven simulation



Accelerate digital transformation across industries



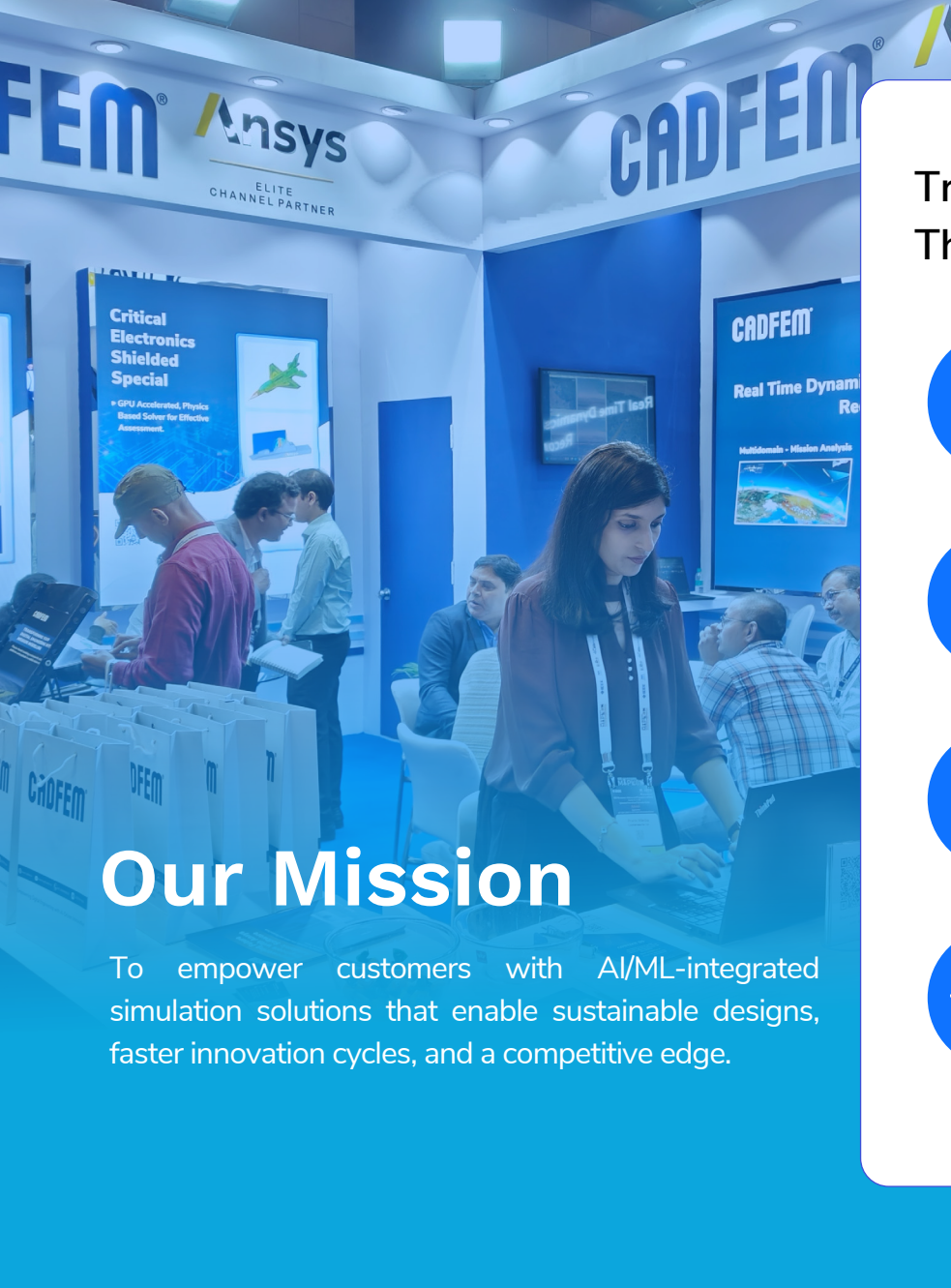
Deliver trusted, end-to-end engineering solutions built on expertise and excellence



CADFEM DIGITAL ENGINEERING

Integrated Simulation Solutions and
Services, that make companies and
engineers most **successful**

We empower companies with AI/ML-integrated simulation solutions that enable sustainable designs, faster innovation cycles, and a lasting competitive edge.



Transforming Product Development Through **AI-Infused** Digital Engineering



Advanced software, services, training
& support



AI/ML-enabled workflows that boost
accuracy and speed



High-quality solutions from
professionally accredited experts



Scalable engineering platforms that
help customers excel in a digital world

Our Mission

To empower customers with AI/ML-integrated simulation solutions that enable sustainable designs, faster innovation cycles, and a competitive edge.



We equip every customer with the right tools, intelligence, and capabilities to innovate with confidence and consistently achieve engineering excellence.



Our Values

To build on trust, respect, excellence, integrity and prioritizing customer and employee success, ethical practices, process compliant and a thriving work culture.

Guided by **Integrity**. Driven by **Excellence**.
United by **Culture**.



Trust & Respect - The foundation of every customer and employee interaction



Excellence - Delivering measurable value in everything we do



Balance & Well-Being - Enabling people to thrive professionally and personally



Ethics & Governance - 100% compliance, transparency, and accountability

A group of ten men, likely a team, are standing behind a long table. The table is covered with a dark cloth and has several clear plastic water bottles, a white hand sanitizer bottle, and a laptop on it. The men are dressed in a mix of business casual and casual attire, including polo shirts, button-down shirts, and a suit. In the background, a large screen displays several Ansys award certificates for the year 2022. The certificates include 'Award for Technical Support Excellence' awarded to Shakhmel T.S., 'Sales Rookie of the Year' awarded to Shakhmel T.S., 'Top Gun Sales Achievement Award' awarded to Andy Tan, and 'Top Gun Sales Achievement Award' awarded to Gilang Pradiptyo. The overall atmosphere is professional and celebratory.

We are a team united by purpose and responsibility, committed to doing the right thing—always.

Our Identity

To being more than a trusted Ansys partner, providing end-to-end simulation capabilities, fostering a winning culture with ONE VISION, ONE GOAL, ONE APAC.

More Than a **Partner**. A Complete Digital Engineering Ecosystem.



End-to-end simulation solutions built on Ansys + complementary technologies



A winning culture driven by mastery, ambition, and integrity



One unified force under ONE VISION and ONE APAC



A commitment to accelerate engineering, innovation, and customer success



We act as a catalyst for digital engineering excellence, helping organizations push boundaries, adopt future-ready technologies, and succeed with confidence.

Our Culture & Work Ethic

Where Work Feels Meaningful

- Openness & Collaboration
- Empathy and people-first leadership
- Ethical practices and transparency
- Customer-first mindset
- Respectful and inclusive communication
- Trust, respect, fairness
- Ownership & accountability
- Work-Life balance
- Health and Wellness
- Future-Focused skill building

CADFEM

Diversity, Inclusion & Belonging

A Workplace Where **Everyone** Belongs

| Encouraging women in technology

| Zero tolerance for discrimination
or harassment

| Equal opportunity hiring

| Respect for individual culture, strengths,
identities, and perspectives

| A workspace where every employee feels safe,
heard, and valued



A photograph of three people, two men and one woman, standing in a grassy field with trees in the background. They are all wearing white polo shirts with the CADFEM logo. The man on the left is giving a thumbs up. The woman in the middle is also giving a thumbs up. The woman on the right is giving two thumbs up. There are three speech bubbles containing text, and a blue banner at the bottom with more text.

"At CADFEM, curiosity isn't just encouraged—it's our daily fuel. Every project is a chance to learn, explore, and push simulation beyond boundaries."

"What I love most about CADFEM is the culture of trust and teamwork—no silos, no hierarchy, just people working together to make complex things simple."

"CADFEM empowers us to grow while delivering impact, continuous learning, cross-APAC collaboration, and the freedom to lead from day one."

"Our people make CADFEM, CADFEM."

Creating a Winning Culture

Awards That Belong to
Our People

Not of software. Not of numbers.

But of people who care deeply about engineering,
integrity, and impact.

These awards reflect the passion our teams bring every day
collaborating across borders, solving tough problems, and
supporting customers with purpose and pride.

Shared Achievements,
Driven by People



A portrait of Dr.-Ing. Madhukar Chatiri, CEO of CADFEM APAC. He is a man with dark hair, wearing a dark suit jacket over a light-colored shirt, standing with his arms crossed against a dark blue background.

CADFEM

Our people are our greatest strength. Everything we achieve—every innovation we enable, every customer we support—begins with the passion, integrity, and expertise of our teams. I firmly believe that when people are empowered, respected, and trusted, excellence follows naturally.

Ethical business practices are non-negotiable for us. Integrity, transparency, and responsibility guide every decision we make, whether with customers, partners, or within our own teams. Doing the right thing—especially when it is not the easiest option—is what builds lasting trust and defines who we are as an organization.

Our **ONE APAC** philosophy reflects the power of collaboration beyond borders. By working as one unified team across regions, cultures, and disciplines, we combine local insight with global strength. This collective mindset allows us to learn faster, support each other better, and deliver greater value to our customers.

"Culture is Our Strongest Engine for Innovation."

Dr.-Ing. Madhukar Chatiri
CEO, CADFEM APAC

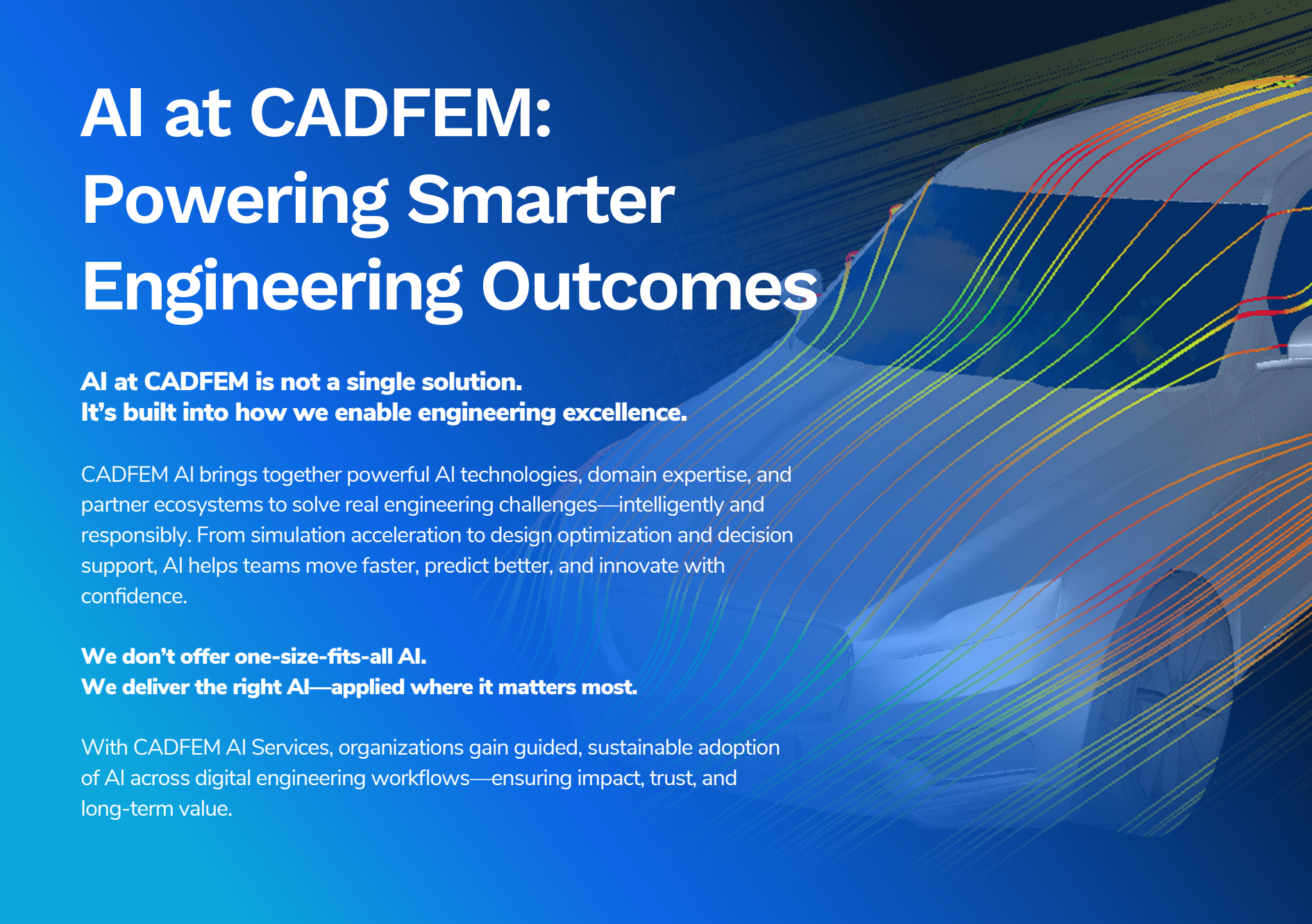


Celebrating Together



We celebrate every culture, every win,
every moment.

AI at CADFEM: Powering Smarter Engineering Outcomes



**AI at CADFEM is not a single solution.
It's built into how we enable engineering excellence.**

CADFEM AI brings together powerful AI technologies, domain expertise, and partner ecosystems to solve real engineering challenges—intelligently and responsibly. From simulation acceleration to design optimization and decision support, AI helps teams move faster, predict better, and innovate with confidence.

**We don't offer one-size-fits-all AI.
We deliver the right AI—applied where it matters most.**

With CADFEM AI Services, organizations gain guided, sustainable adoption of AI across digital engineering workflows—ensuring impact, trust, and long-term value.

AI at CADFEM: Built Into How We Work

**AI isn't a separate initiative.
It's part of our everyday thinking.**

Across CADFEM, AI supports how we design, decide, communicate, and deliver—helping us focus less on repetition and more on impact.

AI doesn't replace expertise at **CADFEM**.
It **amplifies it**.

We combine human judgment with intelligent tools—
so we can think deeper, move faster, and build better futures together.

This is how we work.

This is how we evolve.

This is AI—done the CADFEM way.



Our Commitment to a Sustainable World

We believe technology has a responsibility beyond performance: it should help create a healthier planet and a more resilient future. Our approach to sustainability spans both the solutions we enable for the world and the culture we build within our workplace. Sustainability is not an add-on, it's part of how we think, design, and operate.

Engineering a More Sustainable Future

- Build Virtually first and Physical prototype later
- Sustainability across energy, mobility & tech
- Reduction of carbon footprint
- Supporting clean energy initiatives

Creating a Sustainable Workplace Culture

- Responsible office operations
- Ethical resource use
- Sustainable and Economical Material Choices
- Zero Waste and Operations



Purpose Beyond Engineering

We believe engineering should uplift lives as much as it advances technology. Through purpose-driven initiatives rooted in empathy and responsibility, we support education, protection, and resilience in vulnerable communities. Together with trusted partners like **Bal Raksha Bharat (Save The Children)**, our collective efforts translate into meaningful, lasting impact on the ground.

Engineering with Heart

- Supporting **1,200+ children** through education access, life skills, and learning continuity
- Engaging **350+ adolescents and youth** through inclusive leadership and development initiatives
- Strengthening resilience for **800+ community members** through preparedness and protection systems
- Driving sustainable change through programmes like **Dream Accelerator, Pathshala, Right Start, and disaster resilience initiatives**
- Creating long-term impact through trusted, **purpose-driven partnerships**



**Bal
Raksha
Bharat**

Also known as **Save the Children**

