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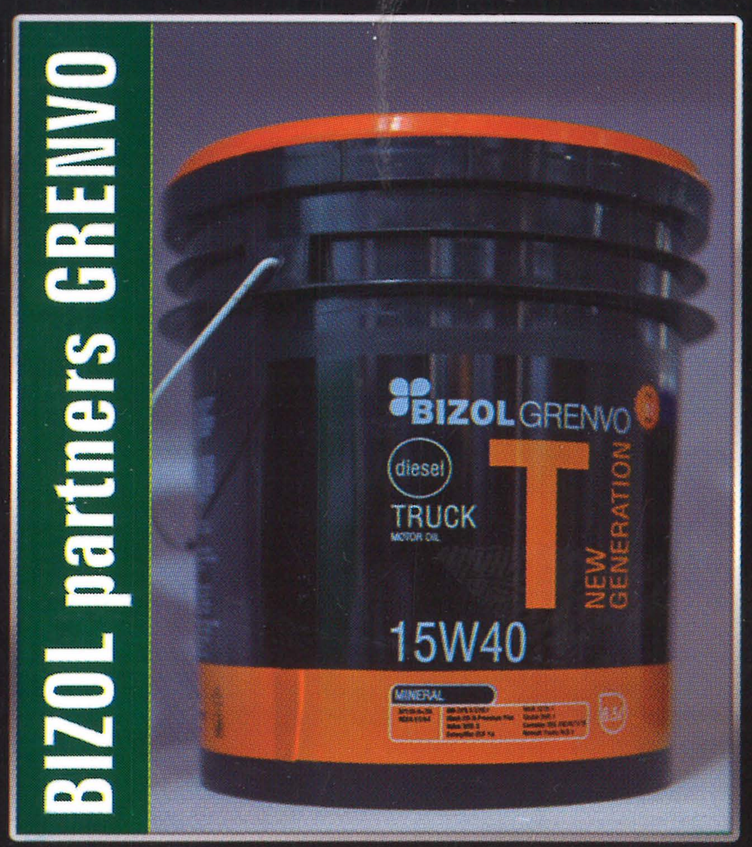
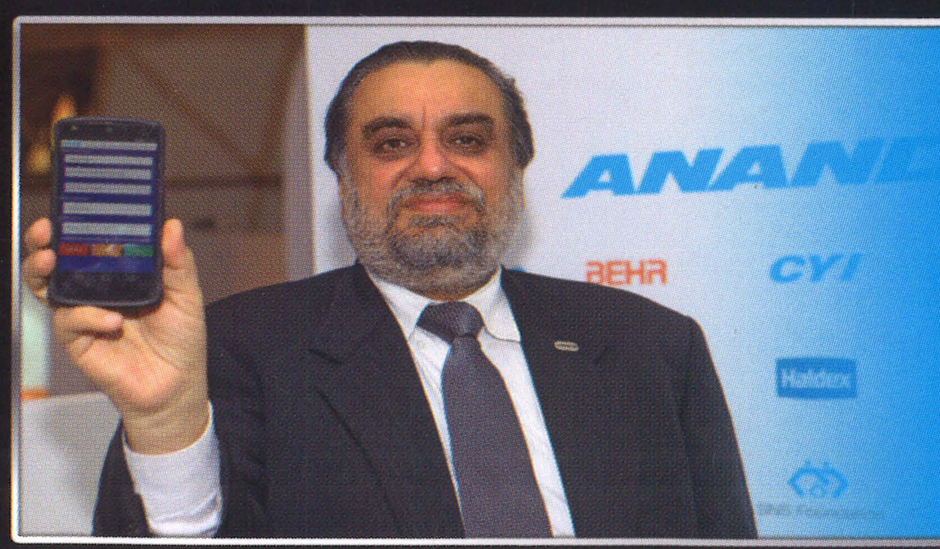
TATA MOTORS

Speeding ahead with new-gen vehicles



BIZOL partners GRENVO

JBM forays into bus manufacturing



PERFECT CIRCLE goes tech-savvy

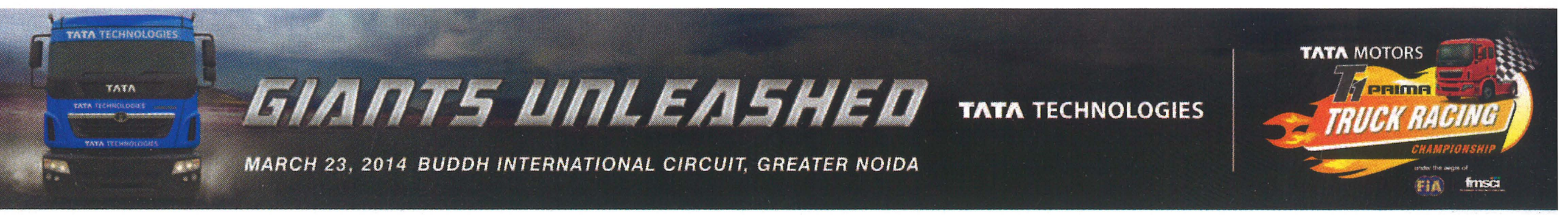
AUTO EXPO Review sponsored by TATA

ANAND Automotive's attractive range of exhibits

The winning Anand Group team at the Auto Component show

ANAND Automotive Ltd. has strengthened and expanded its customer base by launching and exhibiting a new product range at the Auto Expo 2014 Components Show. The products on display included the EGR cooler by Behr India, brake linings by Valeo Friction, electronic power steering by Mando, clutch products by Spicer, cabin air filters by MAHLE and composite lightweight solution for replacing leaf spring by Henkel, besides the existing array of products by its respective group companies. Additonally, Gabriel and the KONI Group have collaborated for suspension products for the HCV/luxury bus segment in the areas of design, development and manufacturing of high-end shock absorbers.

Its stall at Auto Expo showcased ANAND's focus on supplies to OE, aftermarket and exports. Currently, the Anand Group exports eight per cent of its total turnover, of which 90 per cent of the exports



From left, Mr. Yogesh Limaye, General Manager - Business Development, Mr. S. Raghavan, General Manager - Business Development, Mr. Tsutomu Miyama, Managing Director, and Mr. Suresh Mylsamy, Asst. General Manager - Engineering, R&D, Takata India Pvt. Ltd., which has a joint venture with the Anand Group

are to the ANAND collaborators and the balance 10 per cent to the aftermarket in Sri Lanka, Bangladesh, Singapore, Australia, etc. "For exports, ANAND's target is to touch 15 per cent figure of its turnover by 2017. Additionally, the focus is to explore new markets globally through IPOs in India," said Mr. Sandeep Balooja, President, Group Business Development, ANAND.

On display at the Anand stall were shock absorbers, drive train components, gaskets, heat shields, piston rings, brakes, electric power steering, visco fan drive system, synchroniser rings, and filters, which are also a focus for Exports. "We are displaying all Anand products. Some of the new products on display are already being supplied to OEMs. Others have won businesses and will soon start the supply", said Mr. Balooja.

Said Mr. P. Arul Kumar, COO, Spicer India: "Spicer India Ltd. has launched a range of clutch products, which has a synergy with the existing Spicer product portfolio (under the brand Spicer Value Line) for the medium and heavy commercial segment. Apart from clutches, Spicer has plans of launching other products like CV joints (drive shafts) and Gears in 2014".

While MAHLE Filter Systems India is all set to introduce cabin air filters for passenger cars in the Indian market. Cabin air filters, also known as A/C filters, are an extremely common filtration product in Europe, North America and Japan, and are becoming increasingly popular in India as well. "The filters are set to hit the market in March and will initially be introduced in a select range of applications for vehicle manufacturers like Maruti, Toyota, Volkswagen, Skoda, Fiat, Ford, M&M, Nissan, Renault and so on. The filters will be distributed through MAHLE's aftermarket network", said Joaquin Martori, Head, Aftermarket, MAHLE Filter Systems India.

Citing the current industry status, Mr. Balooja said: "These are tough times, margins are under pressure, as also the profits, and reduced sales with the same fixed cost affects the bottom-line. It is time to take intense measures to reduce costs and concentrate on maximising operational efficiencies. This is being done by improving the cost of quality, VAVE projects, etc." ◆

GIANTS UNLEASHED
MARCH 23, 2014
BUDDH INTERNATIONAL CIRCUIT, GREATER NOIDA
TATA MOTORS T1 PRIMA TRUCK RACING CHAMPIONSHIP
under the aegis of FIA fmsci