

IRIZAR-TVS plant commissioned • Takata India's flying start • Budget reaction

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## TATA MOTORS global sales zoom



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# Takata India with world class facilities off to a good start

By R. Natarajan, Managing Editor

Takata India Pvt. Ltd., a joint venture between Takata Corporation of Japan and Anand Automotive Systems, a most successful auto component manufacturer in India, is engaged in the manufacture and sale of safety systems for automobiles, including seat belts, air bags and steering wheels. While Takata Corporation holds 75 per cent equity in the JV, Anand Automotive Systems holds the balance 25 per cent.

It was an interesting experience for the *MOTORINDIA* Managing Editor during his recent visit to the Chennai factory of Takata to personally notice that the plant set up in India is on par with similar global plants in all respects. With 48 manufacturing units in 16 countries, the Chennai plant is the 49th unit of the company, and the 50th plant is also coming up in India, at Neemrana in Rajasthan, which will start production in May next.

In an exclusive interview, Mr. Toy-



*Mr. Toyoji Iwane, Managing Director, in a really jubilant mood*

oji Iwane, Managing Director of the company, told *MOTORINDIA* that it was on June 20, 2007, that Takata Corporation established its wholly-owned subsidiary in India, and in

December the next year, Anand Automotive Systems made an investment to the tune of 25 per cent of the equity. With the commencement of commercial production of the Chen-



*The front view of Takata India's modern plant in Chennai*





*The world class facility within the complex*

nai plant, Takata India has emerged the first company to offer real world-class safety systems in the country which has the dubious distinction of maximum road accidents. Both the Chennai and Rajasthan plants would manufacture seat belts, air bags and steering wheels catering to the needs of domestic automobile companies. The decision to have two plants closer to the OE customers in two different regions was based on the South and the North having a lot of automobile majors. The company has already invested around \$22 million, including for the upcoming Rajasthan plant.

### **Good synergy**

According to Mr. Toyoji Iwane, Takata is extremely happy over its partnership with Anand Automotive Systems, with its 42 manufacturing facilities, as also an extensive customer base both in the OE and aftermarket in India. With Anand's substantial manufacturing and sales knowhow and deep knowledge of the Indian automotive market, Takata India would hopefully be able to attain market leadership in manufacturing and supplying world class safety systems for

automobiles in India where demand is expected to grow, with increasing awareness on automobile safety and stricter enforcement of safety norms. While Takata will use its expertise on design, technology, etc., the Anand Group will back it up through its well-established marketing network, HR and administrative activities.

### **Lean system**

In order to provide effective service to the Indian customers, Takata has adopted lean manufacturing, and has already given thorough training to workers at the company's plants in Romania, Mexico, etc., where lean manufacturing is the order of the day. With its focus on automation for error-free functioning, the company has only a thin workforce of just 60. In order to ensure high standard of quality, the company has recruited only those with a minimum diploma qualification. All this has enabled the company to have a flying start of its operations in India, and also maintain Zero PPM from day one. The company management is extremely happy that the Indian workers are capable of absorbing any good system once proper training

is given to them. With complete air-conditioned facilities, a better work culture within the Chennai plant has been guaranteed.

### **In-house advantage**

Mr. Toyoji Iwane further disclosed that the Chennai plant, where operation is in full swing, also produces safety systems in-house as compared to sourcing from outside by the competitors in the field. The plant is already equipped with an advanced R&D set-up that ensures faster development of new products. It also gives a clear advantage for the company as well as OEMs to maintain world class quality. Takata safety products were earlier imported from its Thailand operation.

### **Safety the first**

Since the company produces safety products, the employees were given training on different safety aspects. The Chennai plant has also been equipped with a full-fledged medical service centre with all modern facilities. As part of Corporate Social Responsibility (CSR), the company has also undertaken assistance to nearby schools and villages by educating them on safety.