

Broses participation in Auto Expo 2010



Representatives of the Indian automotive manufacturer Mahindra were interested to find out more about the power seat systems we had on show at the Auto Expo in New Delhi.

New Delhi (12. January 2010).

International automotive supplier Brose participated for the first time in the Auto Expo, which took place from 5th to 11th January. Here Brose presented its product portfolio to Indian trade visitors and, during its press conference, it announced further plans for the company in India. More than 1,000 trade visitors from India, Japan and Europe visited the Brose booth to find out more about the company's competencies in door, closure and seat systems. Numerous automotive manufacturers expressed interest in working together with the automotive supplier in India. As Ashwani Aggarwal, President of Brose India, reported during the VDA press conference, the German family-owned company, which was founded over 100 years ago, is stepping up its activities in this emerging automotive region: Brose is set to establish a plant in Pune by the late summer of 2010. Initially, the new production facility will produce window regulators.

International automotive manufactures have already awarded contracts and series production is scheduled to start in 2011. Production will be extended to other products in the next few years.

The goal is to serve both export business and the Indian automotive market from the new factory in Pune, and to be an efficient and reliable supply partner for carmakers. Moreover, the plan is to cover the entire value chain in India, from development to procurement of components right through to final product assembly.

Brose India was set up in 2006. At present, some 45 employees are working there to develop electronics, electric motors, window regulators, seat adjustments and closure systems for the Indian market and other Brose Group locations. Regional procurement and IT services are also carried out here on behalf of the corporate group.

Steadily building up activities in Asia

With the Asian automotive market on a steep growth curve, the Brose Group has steadily built up its activities in this emerging region over the past 15 years. Today, the company is present in Asia with ten locations in China, Japan, Korea and India. The corporate group currently employs a workforce of more than 1,700 employees in Asia. In spring 2010, Brose is due to launch a joint venture that will manufacture window regulators and door systems in Thailand in order to supply the southeast Asian automotive market from there.