

Brose in India: Competence in Mechatronics at Auto Expo Delhi 2012



The international automotive supplier presented its innovative portfolio to the Indian automotive market at Auto Expo.

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Under the heading "Brose – Competence in Mechatronics", the international automotive supplier presented its innovative portfolio to the Indian automotive market from 7th to 11th January 2012. The focus was on the high standards the company sets for its systems: selected exhibits clearly demonstrated Brose's expertise in perfectly integrating mechanics, electrics and electronics in its components and systems. The company has in-depth expertise that spans its whole range of products, enabling Brose to develop and manufacture its entire portfolio in-house, from individual components to complete systems. Furthermore, all products are available in all regions with tailor-made processes and technologies for the global platforms of customers worldwide.

Drawing on decades of know-how in the field of door and seat systems as well as electric motors, the mechatronic specialist and international supplier Brose provides tailor-made solutions to suit the carmakers' individual requirements – for the Indian market, too. "We have intensified our development activities in India considerably over the last two years and opened a production plant. We also continue to invest in the advancement of our local suppliers to establish an efficient and quality focused supplier base. This enables us to offer OEMs a reliable partnership and ensure that international quality standards are met with cost-optimized

products," said Ashwani Aggarwal, President Brose India during the press conference in Delhi.

Products for the Indian market: high quality standard implemented cost-effectively

The supplier showcased solutions from its closure systems and window regulator range of products that have been specially developed for the Indian market. The benefits: cost-effective products are adapted to suit the environmental and climatic regional conditions, thus meeting the local requirements of Indian OEMs. Furthermore, they comply with international quality and safety standards and are therefore suitable for use in export vehicles.

Innovations: weight reduction without sacrificing comfort and safety

The mechatronic specialist's development efforts focus on lightweight design without sacrificing safety or comfort. The supplier demonstrated this at the Auto Expo with its lightweight seats, weight-reduced window regulators, door systems and intelligent holistic solutions for the vehicle rear.

Pune location: development expertise reinforced considerably

The supplier tripled its development capacity in India last year and currently employs some 150 people in Pune engaged in the development of electronics, electric motors, window regulators, seat adjusters and closure systems for the Indian market as well as for international customer projects of the Brose Group. The location also manages regional procurement and provides IT services for the corporate group.

2011: successful production start for window regulator systems

Aiming to serve both the Indian automotive market and export business from Pune, Brose opened a production facility at Hinjewadi, Pune in February 2011, which currently produces around 600,000 window regulators annually for an international OEM. This enabled the German family-owned company to map the entire value chain in India, from development and procurement to final assembly and delivery. The company plans to localize the entire product portfolio in this growth market in the long term.

Plans to expand production capacities

To become even more efficient in India and meet the rising demand, Brose will continue to invest in the location at Pune: "We plan to triple our production capacities by 2014," said Aggarwal.

Continuous growth on the cards

Two more production contracts from internationally operating Indian automakers are almost ready for industrialisation and production is planned to start in the second quarter of 2012.

Brose will also start production of the first manual seat height adjuster in India for an international Tier-1-supplier in early 2012. Series production of side door latches in Pune will commence in first quarter of 2014.

Ashwani Aggarwal sees great potential still for other products of the international supplier: "I note that the demand for safety features and electronic systems such as anti-trap systems for window regulators and doors is increasing in the Indian market. Moreover, the focus will be increasingly on weight reduction and improving efficiency – as has been the case for many decades in the development efforts of the Brose Group. We are thus well equipped for this market. We commence cooperation with the carmakers already early during development and offer reliable, cost-optimised solutions."