Tata plots new strategy to ride out M&HCV crisis

Even as the M&HCV market in India bears the brunt of a recession, Tata Motors is hard at work beefing up its R&D and product portfolio to take on growing international competition Page 38

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Faurecia eyes chunk control technologies

Global player in emission control technologies targets 30 percent of the growing Indian market.

As India gradually moves towards improved automotive emission norms, a host of companies from developed countries are eyeing good business opportunities in the country. Faurecia, the world’s sixth-largest automotive equipment supplier, is taking concrete steps to stay ahead of the curve. The company, which opened its new plant at Biddadi, near Bangalore, on December 7, 2012, to cater to the captive requirements of Toyota Kirloskar Motor, is in the process of opening another greenfield facility in Chennai later this year.

Faurecia specialises in the design and manufacture of automotive equipment through its four key business groups: Automotive Seating, Emissions Control Technologies (ECT), Interior Systems and Exteriors. Under the ECT division, it has four plants in India, two in Chennai and one each in Bangalore and Pune.

Faurecia is the single-source supplier of emission control products for all Toyota models manufactured in India. "Our expansion is synchronised with the expansion of Toyota which is adding capacity in its Plant 1 and 2 in Biddadi," Mahendra Kiledar, country general manager of Faurecia.

Emissions Control Technologies (FECT), says: "The company has been supplying emission control products to Toyota’s Indian plant from its Kumbalgodu facility near Bangalore since 2004."

As Toyota gears up to increase its vehicle production volumes, Faurecia has set up the new facility closer to TKM’s manufacturing operations to match the increased demand and also provide just-in-time supplies. "Our expansion is basically synchronised with the expansion of Toyota which is adding capacity in its Plant 1 and 2. So we wanted to make sure that we are right in time."

Faurecia supplies cold end, hot end and Integrated Panel Reinforcement Tube (IPRT) products to all the models manufactured by Toyota in India. The company supplied 2,15,000 car sets (cold end, hot end and IPRTs) to TKM in 2012. TKM rolls out the Innova and Fortuner from Plant 1 while the Etios, Liva and Corolla are manufactured at Plant 2.

Faurecia is ready to supply around 300,000 units this year to TKM from its new Biddadi plant, which has an installed capacity to manufacture the same number of units per annum, Kiledar says.
of India’s emission market by 2017

market as tougher norms come into play. Jaishankar Jayaramiah reports.

Operations at the older plant in Kumbalghod have been closed. Of the total five-acre plot in Bidadi, the company is currently using 7,000 square metres for the new plant and reserved another 3,000 metres for future expansion.

**Big supplier to Toyota**
While cold and hot ends are part of the emission control system fitted under the vehicle, the dashboard on Toyota vehicles is built around the IPRT.

The Bangalore unit is the only plant producing IPRT, claims Kiledar. “IPRT is not connected to the emission control system but still Toyota asked us to manufacture it as we have the capability in that segment,” he adds.

The exhaust and IPRT systems that

Faurecia makes are are manufactured to Toyota specifications. While the cold and hot ends are made using stainless steel with TIG or MIG welding technology, the low carbon steel has been used to produce IPRT mostly with spot welding. Overall, the plant manufactures 31 varieties of parts to bring out these three major products for Toyota vehicles. These systems are supplied to all locally manufactured Toyota models in India like the Innova (both BS III and IV versions), Fortuner, Etios and the Liva.

The hot ends are part of the exhaust system fitted near the engine and are manufactured with the technology engineered by Toyota to filter the