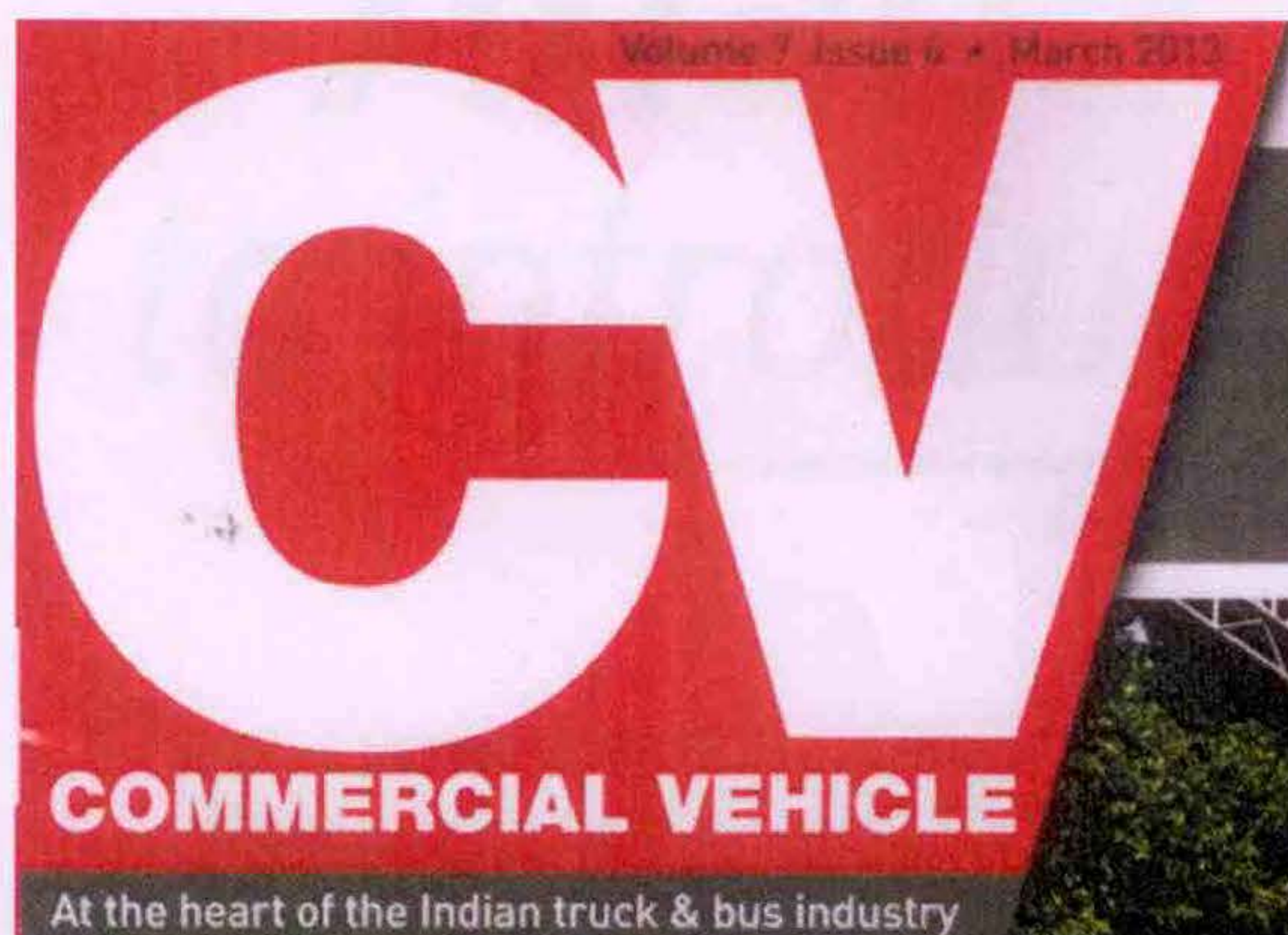




MEDIA TRACKING SHEET

CLIENT: ANAND

PUBLICATION	EDITION	DATE	PAGE NO
Commercial Vehicle	National	March 2013	78



www.commercialvehicle.in

₹ 100



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Anand Automotive to introduce IT-enabled MIS



Delhi headquartered leading OEM supplier Anand Automotive is currently working to leverage IT-platform to optimise the supply chain for its aftermarket business. Towards this end, it has invested about Rs 1.5 crore to develop a new platform that will bring together internal and external stakeholders relevant to the production, sales and distribution functions

The concept has been suitably named 'Project WWW' – short for 'What the customers Wants and When he Wants'. The system is attuned to the tracking of product movement in real time, on-line and on time. 'We will know what is being consumed thus eliminating stock outs at warehouses. We will know what to produce and where to move stock,' explains Sachin Puri, Vice President – Corporate Aftermarket. The project

will automate the entire supply chain process. 'Once the system is installed, our sales and production personnel will at the touch of a button be able to access information about orders, stocks and despatches made by our 800 dealers.' Since the system is phone-based, it can also help rope in dealers who may not have computers. A greater predictability in the demand-supply cycle is expected to help Anand rationalise its field force by up to 50 percent or deploy some in newer areas, thereby expanding geographies. Puri says that the prototype will be introduced in June and the system will be rolled out a month thereafter.

Anand Automotive has displayed a range of products from almost all its 15 group companies at ACMA-Automechanika. Puri informs us that the company is witnessing 20 percent growth in its aftermarket business, though it contributes only about 10 percent of the group's overall turnover. Several group companies including Gabriel (shock absorbers), Haldex (brake adjusters), Spicer (axles and propeller shafts), Mahle (air, oil and fuel filters), Valeo Friction Material (clutch facings) and Federal-Mogul (engine bearings and

bushes) play a key role in catering to the aftermarket commercial vehicles. In order to strengthen its aftermarket initiatives, Anand Automotive has recently established Valeo Service India Auto Parts, a joint venture with Valeo, France to market Valeo products in India and provide an additional distribution channel for products manufactured by group companies. Through this initiative, the company intends to modernise its warehouses and introduce global best practices in marketing and distribution. ●●●

➔ Haldex, part of the Anand Group, specialises in the manufacture of brake adjusters.

