



## PRESS RELEASE

### **ANSYS CO ANAND signed a Technical Assistance Agreement with SEIKEN, a Japanese Company**

**January 17, 2017, New Delhi:** Ansysco Anand, a Group company of ANAND Automotive, India and Seiken Chemical Industry Company Limited, Japan announced today that they have entered into a Technical Assistance Agreement (TAA) catering primarily to the Indian automotive sector. The signing ceremony was held at ANAND Group Corporate Headquarters in New Delhi.

The objective of this TAA is to manufacture and sell Coolant and Brake Fluids to Japanese OEMs in India. This will enable Ansysco Anand to access latest technology on Coolants and Brake Fluids from Seiken. This collaboration will ease the entry of Ansysco Anand into Japanese OEM's who contribute nearly 60% SOB in the Indian automotive market.

Mr. Yukio Maekawa, President, Seiken Chemical Industry Company, Limited said "our 'Seiken' brand is famous for reliable products not only in Japan but also all over the world. 'Quality First' is our motto. For better customer satisfaction, we are continuously researching, developing, and supplying good quality products at a reasonable price. In Ansysco Anand, we see a reliable partner with whom we can collaborate to supply good quality coolants and brake fluids in India".

"ANAND Group is an established leader in the Indian automotive sector with significant presence among major Indian OEMs. For the last two decades, Ansysco Anand has been one of the leading manufacturer and supplier of Radiator Coolants, PVC Adhesives, Brake Fluids and Filter Compounds to important OEMs in India. Ansysco Anand is excited to enter into a Technical Assistance Agreement with Seiken. This collaboration will open new opportunities for us to tap into the Japanese OEMs present in India ", said Mr. Deepak Chopra, CEO, ANAND Group.

**About SEIKEN CHEMICAL INDUSTRY CO., LTD.** SEIKEN CHEMICAL INDUSTRY CO., LTD. was founded in April 1959, which was originally Brake & Brake Fluid Laboratory of Meiji Sangyo Company. Since 1933 Meiji Shokai, earlier name of Meiji Sangyo Company, was importing brake parts, and then started manufacturing them. It is headquartered at Akasaka, Tokyo, Japan. It has 2 manufacturing plant in Japan. It is one of the major suppliers of coolants to Suzuki Japan. Besides coolants, it is also into the manufacture and sale of brake fluids, brake parts & other accessories to leading Japanese car makers. The company develops brake cups, piston seals, and brake fluid. It supplies rubber cups and seals to car makers. It also supplies various kinds of aluminum parts, such as cylinders, pistons, compressor parts, etc. Seiken has one JV partner in Indonesia for manufacture and sales of coolants and brake fluids. It had a sales turnover of 3.6 Billion JPY in 2015 with a paid up capital of 90 Million JPY.

**About ANAND Group** ANAND Group is India's leading manufacturer of automotive components. With an annual turnover of 84 Billion INR in 2016, it supplies the widest range of automotive components to most of the OEMs and aftermarket, with a substantial portion exported to world markets. The ANAND Group consists of 19 companies, 23 global alliances and 14000 people spread across 61 locations. Over the last six decades, the Group has forged many successful partnerships with leading global automotive companies and brought the best of the world into India, like CY Mytec, Korea; Dana Holding Corporation, USA; Faurecia Emissions Control Technologies, France; Federal-Mogul, USA; Haldex AB, Sweden; Henkel Teroson GmbH, Germany; MAHLE Behr Holding GmbH, Germany; MAHLE Filtersysteme GmbH, Germany; Mando Corporation, Korea; Takata Corporation, Japan and Valeo, France. The group's foray into luxury hospitality started with SUJÁN in 2009. The globally acclaimed SUJÁN hotels have created new benchmarks in luxury travel in India, and are among other things, environmentally and socially responsible.

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