

## PRESS RELEASE

# Another feather in ANAND's cap; launch of new plant in Lucknow

***The new Spicer India plant in Lucknow, will supply Tata 'Just In Time' with direct delivery to the line, synchronising with the actual model mix production of the bus and truck lines***

**Lucknow, November 15, 2013:** Spicer India has today inaugurated its new facility, in Lucknow, its Sixth Plant. Mr M Venkatram, Sr Vice President, Purchasing and Supply Chain, Tata Motors Limited was the Chief Guest for the occasion and lighted the lamp along with other dignitaries including, Mrs Anjali Singh, Chairperson, Anand Supervisory Board, Mr Robert Pyle, President, Asia Pacific, DANA Holding Corporation; Mr Deepak Chopra, Chief Executive Officer, Anand Automotive Limited; and Mr Arul Kumar, Chief Operating Officer, Spicer India.

The new facility will supply propeller shafts to Tata Motors Lucknow and Jamshedpur. The set-up of this dedicated facility is in line with the expansion of Tata Motors Lucknow plant. Spicer India currently supplies drive shafts for buses and trucks, produced by Tata Motors Lucknow and Jamshedpur, from its facility at Satara. As there is a lot of transportation cost and associated increase in inventory in this model, the new plant will help reducing these carrying costs and others logistics involved, which are being passed back to the customer.

"Due to the current recessionary market, Spicer India has limited the capacity of the plant to just half of the intended capacity. Even with this, SIL can service twice the current requirement of both the Lucknow and Jamshedpur Plants of Tata Motors Limited. Further, with a minimal investment, the capacity can be expanded to 180,000 shafts per year (50% more) in a short span of time, still leaving a possibility of further expansion to 250,000 shafts.

Dana and Anand Group firmly believes in partnering with its customers. We would like to be not only where the customers are today, but also be present, where the customers are likely to be tomorrow, in terms of technology, capacity and location", said Mr Arul Kumar, Chief Operating Officer, Spicer India.

Spicer India will also replace its existing drive shaft models to a more advanced "Compact " models, which will deliver a better torque to weight ratio with also a price advantage to Tata Motors from this plant.

"The new plant set up by Spicer at Lucknow would ensure delivery of our products on 'Just In Time' basis to Tata Motors Lucknow plant and at the same time maintaining high quality levels and incorporating new technology", said Mrs Anjali Singh, Chairperson, Anand Supervisory Board.

Added Mr Robert Pyle, President, Asia Pacific, DANA Holding Corporation, “The opening of Lucknow plant marks another milestone in our collaboration with Anand Group and will help Spicer India enhance its reputation as a supplier that is committed to investing and growing to support the needs of its customers. I am confident that this plant will become a benchmark for driveshaft manufacturing in India.”

### **About Anand**

Anand is among India's leading manufacturers of automotive systems and components. An industry leader in automotive solutions, the group recorded a sales turnover of INR 58 billion in 2012.

Anand was established in the year 1961 with Gabriel India as its first venture, the group's flagship company in Mumbai for manufacturing shock absorbers. Today, with nineteen companies spread across 51 locations and nine states of the country, Anand is the country's leading OEM supplier.

The group is well known for its established and successful partnerships with a number of leading automotive component companies from around the world, each one being a world leader in its area of operation. Anand has a total of 21 Global Alliances, 15 Joint Ventures and 6 Technical Collaborations, all of which stand testimony to Anand's well recognised spirit of partnership.

The group firmly believes that business is 90 per cent people and proudly asserts its key asset to be its dedicated workforce of approximately 13,000 people. The group has pioneered a number of benchmark human resource practices in the industry. For more information, please visit <http://www.anandgroupindia.com>

### **About Spicer India**

One of the 19 companies of Anand Group, Spicer India was incorporated in 1993, with a mission to design, manufacture, assemble and contract to buy, sell, hire, export, import, distribute and deal in automotive components, namely, axles, transfer cases, universal joints, drive-shafts and components in finished or semi-finished forms.

Over the years, the company has grown from just being a manufacturing oriented company to a company which provides solutions and add value to OEMs, in the area of vehicle torque transmission. Today, almost all OEMs have stopped making their own axles and drive shafts and approach Spicer India for the same, given its superior technology, competent cost and on-time-delivery.

### **About Dana Holding Corporation**

Dana is a world-leading supplier of driveline, sealing, and thermal-management technologies that improve the efficiency and performance of passenger, commercial, and off-highway vehicles with both conventional and alternative-energy powertrains. The company's global network of engineering, manufacturing, and distribution facilities provides original-equipment and aftermarket customers with local product and service support. Based in Maumee, Ohio, USA, Dana employs more than 23,000 people in 26 countries and reported 2012 sales of \$7.2 billion. For more information, please visit [www.dana.com](http://www.dana.com)

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## **Agenda for the Lucknow Plant Inauguration**

**Date: November 15, 2013, Friday**

**Venue: Spicer India Ltd, Lucknow**

**Chief Guest: Mr M Venkatram, Sr Vice President, Purchase and Supply Chain,  
Tata Motors Limited**

9:45 – 10:00 AM	Arrival of Guest; Welcome; Pheta Bandhani (Turban)	Singh, Robert Pyle, Deepak Chopra and Arul Kumar
10:00 - 10:10 AM	Lighting of the Lamp and Inaugural Ceremony	M Venkatram, Anjali Singh, Robert Pyle, Deepak Chopra, Arul Kumar, Rajnish Jhulka, Sandeep Balooja
10:10 - 10:15 AM	Welcome Address	Arul Kumar
10:15 - 10:25 AM	Company Presentation - Dana Film; Anand Film	Video Film Presentation
10:25 - 10:35 AM	Spicer India Presentation	Arul Kumar
10:35 - 10:45 AM	Unveiling of Plaque and Ribbon cutting ceremony	M Venkatram, Anjali Singh, Robert Pyle, Deepak Chopra
10:45-11:00 AM	Plant tour	
11:00 – 11:20 AM	Address by Dignitaries	Speeches by : Anjali Singh Robert Pyle Deepak Chopra M Venkatram (in the same order)
11: 20 - 11:30 AM	Presentation of Memento to the Dignitaries	Arul Kumar
11:30 – 11:35 AM	Vote of Thanks	Ezhil Rajamanickam Plant Head
11:40 - 11:50 AM	Tree Plantation and Group Photograph	M Venkatram, Anjali Singh, Robert Pyle, Deepak Chopra Rajneesh Julka + Dana and Anand members
12:00	Lunch	