

ANAND Group and Korea's HL Group launch HL Anand Automotive Parts Pvt. Ltd. for auto aftermarket

- The partnership will broaden both enterprises' aftermarket portfolios by adding new products largely for passenger vehicles, and entering new markets
- JV to double ANAND's aftermarket sales in five years
- ANAND to build on HL's sourcing expertise and global aftermarket network to increase exports while HL Group will strengthen India presence

New Delhi, September 13, 2023: The \$2-billion-plus ANAND Group, a leading manufacturer of world-class auto systems and components, has signed a JV with Korea's \$8.1-billion HL Group. The JV will increase the size of the Indian conglomerate's aftermarket business two-fold while building the Korean entity's presence in India.

The JV will expand the aftermarket portfolio with products manufactured by ANAND's existing JVs with HL Group's Mando Corporation, an automotive components leader based in Korea. These existing partnerships are HL Mando Anand Automotive Pvt. Ltd., which makes steering, brake, and suspension systems, and ANAND Mando eMobility Pvt. Ltd. that manufactures motors and controllers for EVs.

The partnership will be called "**HL Anand Automotive Parts Private Limited**" and provide a wide range of aftermarket components for the passenger vehicle segment in domestic and international markets. Two dedicated distribution centres will be set up for the new company in the next two years.

The Seoul-based HL Group consists of 44 companies across Asia, North America, Europe, the Middle East, and South America.

Speaking about the new JV, **Mr. Mahendra Goyal, Co-COO of ANAND Group**, said: "At ANAND, we have a special focus on the aftermarket business and want to grow ahead of market. This strategic JV with HL Group will significantly expand our aftermarket business in both domestic and international markets. The JV will capitalise on the strong ANAND Group aftermarket ecosystem in India and **HL Group's** sourcing expertise and well-established global network.

With this alliance, we expect our aftermarket business to grow at a CAGR of 15% over the next five years. The company will focus on the core products manufactured by the existing JV entities

and will be free to source other products, as feasible, for growth. This JV will be selling **HL MANDO** and **ANAND** co-branded products, building on the brand strengths of both partners.”

ANAND Group’s basket of aftermarket products comprising of around 6,000 SKUs are well distributed by over 2,500 industry-leading channel partners and nine distribution centres located across the country. The JV further plans to add around 1,200 new SKUs in the next two years.

Speaking about the JV, **Mr. Joon-Bom Kim, CEO of HL Holdings**, who signed the agreement at ANAND’s New Delhi corporate headquarters late on Tuesday, with Mr. Goyal, said: “ANAND Group is a highly respected auto leader in India. The coming together of HL Group, a visionary industry leader in Korea with an extensive global presence in auto and other sectors, and ANAND, with its India-wide aftermarkets network, will be a positive for both businesses and help expand the opportunity-rich Indian aftermarket sector overall.”

India’s auto aftermarket, which is growing at around 10% annually, is approximately ₹85,000 Cr (\$10.6 billion), while the global aftermarket is estimated at around \$408 billion, according to industry reports.

About ANAND Group

ANAND is a \$2-billion-plus Group that has a legacy of over six decades and is a leader in manufacturing world-class products and systems for the automotive industry. ANAND has 21 group companies of which 13 are joint ventures. It has also formed six technical collaborations. The ANAND Group creates, designs, and manufactures the most technologically advanced products and solutions in ride control products, motors, drive trains, climate control products, engine cooling products, brake systems, sealants, electric motors, safety products, and electric power steering wheels, among others. It has an increasing focus on e-mobility with the complementary ANEVOLVE platform. The Group is spread across 60 locations and employs over 19,000 people. It also has a sizeable exports and aftermarket presence.

About HL Group

HL Group has 44 Companies: HL Holdings, HL Mando Corporation, HL Klemove, etc. It has 12 companies in Korea and 32 overseas, including the US, China, Europe, India, and other regions, with 18,800 employees. HL Holdings, the holding company of HL Group, was established in 1991 and is the majority shareholder of various affiliate companies, including HL Mando corporation.

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