

ContiTech gets aggressive in India



Mr. Helmut Engel, Director (AAM), PTG Group, ContiTech AG



Mr. Mukul Sinha, Managing Director, ContiTech India P. Ltd.

ContiTech offers a complete line of power transmission products for cars, trucks and buses. ContiTech India (Private) Ltd. manufactures high-quality drive belts for the automotive industry and for industrial applications at its manufacturing facility in Sonapat near New Delhi.

ContiTech India is a fully owned subsidiary of ContiTech AG, a division of the Continental Corporation. In 2006, the ContiTech Power Transmission Group purchased the Roulunds Codan near Delhi, which produces V-belts for the automotive industry and machine construction.

For automotive industry Contitech manufactures V-belts and has recently launched a wide range of timing belts in the Indian market. Timing belts are now being imported from Germany, and very soon the company will start manufacturing these products in India.

ContiTech in India has a monthly capacity to manufacture 600,000 belts. It is now operating at 90 per cent capacity. Of the total production 36 per cent goes to exports and inter company business (sales to other Contitech entities worldwide) and 19 per cent to OEMs in India.

The ContiTech Group's foremost position in the automotive OEM business provides the platform for the corporation's intensive activities in the automotive aftermarket. This core competence also applies to ContiTech India, which has emerged from Roulunds Codan (India) Ltd. Contitech is a preferred supplier to major OEMs including Tata Motors, Maruti, Ashok Leyland, Eicher Motors and Cummins.

ContiTech India offers the right belt for virtually every

model vehicle in the Indian after-market. Alongside V-belts and multiple V-ribbed belts the product range now covers the ContiTech brand timing belts. Top-grade materials, design and workmanship give the Conti Synchrobelts for camshaft drives a high-quality standard. Optimal power transmission capability and service life measure up to the original equipment quality for which the company is famous.

In India, ContiTech decided to retain the Rofan brand for the time being adopting a dual brand strategy – Contitech and Rofan. In the aftermarket the company has established pan India presence with effective distribution systems, 6 regional offices and a team of 12 technical professionals for service.

"ContiTech is positioned as a premium brand with a high quality standard on the Indian market as well. Customer demand can be expected to profoundly reflect this and prompt us to offer our full range of ContiTech-brand power transmission products on the Indian aftermarket," said Mr. Manish Alagh, General Sales Manager for Automotive Aftermarket at ContiTech India.

Technical services as well as additional sales aids and other tools round off the range of services. To ensure that even experienced mechanics do not make any mistakes when changing belts, ContiTech provides installation tips for various belt types and engines.

ContiTech AG, Hanover, is the world's largest specialist for rubber and plastics technology in the non-tyre rubber sector. The company develops and produces functional parts, components and systems for the automotive



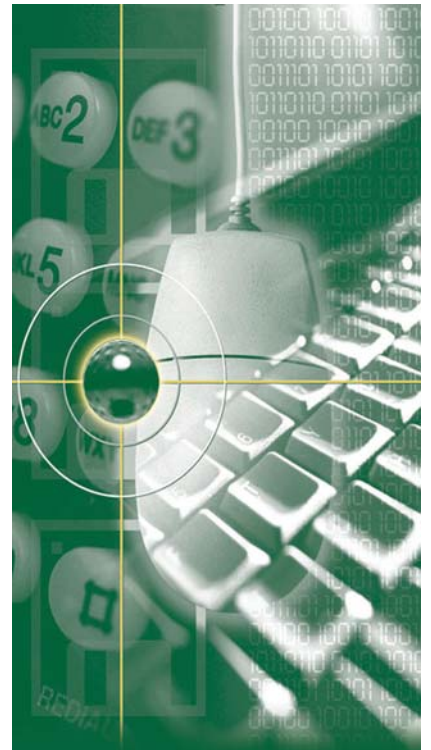
Mr. Manish Alagh, General Manager Marketing (AAM), ContiTech India P. Ltd.

industry and other important industries. With a workforce of around 22,000, it posted sales of more than EUR 2.8 billion in 2006.

ContiTech is a division of the Continental Corporation, one of the world's major automotive suppliers, with targeted sales of more than EUR 26.4 billion in fiscal 2008. As a supplier of brake systems, powertrain and chassis systems and components, instrumentation, infotainment solutions, vehicle electronics, tires and engineering elastomers, the corporation contributes to enhanced driving safety and global climate protection. Conti-

ental is also a competent partner in networked automobile communication. The corporation currently employs approximately 150,000 people at more than 200 locations in 36 countries.

Globally Contitech is an OEM to most of the major vehicle manufacturers including Daimler, Volkswagen, Skoda and many others and as all these brands are setting up their business in India they will definitely look to Contitech as a preferred supplier. This will further increase their business both in the OE segment and after-market. ♦



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