TT Electronics to expand product range

Starting out its India innings as a two-wheeler centre of excellence, TT Electronics is now eyeing clients in passenger vehicles, commercial vehicles and tractors. Brian de Souza has the details.

UK headquartered TT Electronics, which makes sensors for a variety of automotive functions, is close to finalising two programmes for the India automotive sector and also tying up a key deal with a leading international CV company that has operations in India.

Country head, India, Lokesh Payik. Payik made these comments in an interview to Autocar Professional that coincides with the silver anniversary of the company’s India footprint. The company’s manufacturing plant at Manesar, which was shut down out of a JV with a small India player, has now been successfully re-launched and is a fully-owned unit.

Supporting this unit is an engineering company in Bangalore dedicated to developing product applications for India. TT Electronics is among the youngest players in the country to cater to the auto sector, but in India its point of entry was the two-wheeler sector and as Payik explains, the company is now envisaging its vistas and tapping into the market for passenger vehicles and commercial vehicles in a big way.

On a recent tour of its India facilities, TT Electronics’ executive vice-president, Sensing & Control - Transportation, TT Electronics, says the company wants to produce locally in India, not ship in from Europe.

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Lokesh Payik, country head, TT Electronics, says the company has accumulated good experience and exposes and understands the demands and challenges of the Indian market.

Drechler said that the company’s focus on India is propelled by the potential growth. “While China is slowing down, India will grow and catch up,” Drechler added.

Explaining the essence of TT philosophy, she says, “We want to produce locally, not ship in from Europe, and we aim to bring in proven technology and cater to local customers.”

The on-ground plans has already kicked off thanks to its Bangalore-based engineering centre that is tasked with developing local applications. The centre, along with a few other India initiatives, is staffed by over 200 engineers with diverse competencies in electronics, mechanical and simulation engineering.

TT Electronics India is now gearing up to expand the product portfolio and will soon be making pedal sensors here for its first clients. “We are positioned at the high-end, performance segment of the market,” says Payik.

With the company close to finalising key deals here, what is clear is that from its base as a two-wheeler base, it is gearing up for much more in auto market. According to Payik, the company is now at the prototype stage for pedal sensors and will aim at not only the passenger car segment but going forward tractors as well. The pedal sensor, he adds, is Euro 5-compliant so the company is preparing for these requirements in the Indian economy.

Apart from pedals, one product that TT Electronics India sees significant demand for is fuel sensors. With Bharat Stage IV norms set to kick in by 2017, TT Electronics wants to be positioned well to leverage this opportunity. In addition, all mechanical EGRs will have to have sensors in them which will create a major business opportunity for TT Electronics.

TT Electronics’ Bangalore centre has competencies in mechanical, electronics and simulation engineering. TT Electronics India has an extensive network of over 3,000 authorised distribution partners and over 1,000 authorised service workshops that are engaged in the service industry better.

According to Guenter Weber, regional president, Bosch Automotive Aftermarket, “The rally also works to enable greener mobility through its ‘Genius Parts’ drive, which aims to educate the automotive aftermarket division’s stakeholders on the environmental effects of using spurious parts in vehicles. It also spreads awareness on the statutory implications of selling these spurious components.”

Bosch will also use the campaign to introduce its core strategy of ‘Parts, Bytes & Services’ and present its complete range of innovative technologies and solutions in the segment, said Strohla.

Andreas Weber, Head, Bosch Automotive Aftermarket, Bosch Ltd, “Taking advantage of both, the extended offering, the activities planned as part of the rally would enable work shop technicians and mechanics to offer technology-driven and more effective services to customers. This will equip them to meet the demands of the Indian automotive service industry better.”

Bosch’s Automotive Aftermarket division’s product range is the largest consolidated under one India brand, which finds extensive applications in two- and three-wheelers, cars, MUVs, LCVs, HDVs, buses, tractors, off-road applications and stationary engines with a presence of more than 1,000 strong distribution network.

The service network is spread across 1,280 towns and cities with around 3,070 outlets comprising Bosch Car Service, Diesel Service Workshops, Electric Modules, Express Car Service, Express Bike Service, Bosch Diesel Service Workshops and Optimus Diesel Partners, which ensures widespread availability of both products and services.

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