

Old Friends: Desi SMEs bolster Land Rover's drive

Sachin Dave
MUMBAI

THERE was an Indian connection to Land Rover's global business even before the Tatas bid for it. Hosts of some small and medium scale auto companies in India produce and export to Land Rover parts like suspensions, shafts and pinions, among others, to customers in US, Europe, Middle East and Africa. These products are targeted at the after-market, where technology changes fast and spares for old vehicles are difficult to find and also where Land Rover parts are expensive.

These parts are sold under their respective brand names like Adhunik and Super Saini, in auto retail outlets in India as well as abroad. India's exports in the replacement auto parts market is estimated to be worth around Rs 2,000 crore a year and is growing.

Says Anil Sawhney, director, Adhunik Sales, a Delhi based company, "We manufacture several parts for many automobile companies, including Land Rover. Our products are on a par with the branded ones

manufactured by the OEMs and we have been seeing a gradual rise in our turnover over the years."

According to exporters, Europe is the biggest replacement market, followed by the US and Africa. "You may not find a Land Rover spare part in Mombasa in Africa or suburban Philadelphia but you could find our products there. That's because we have wider reach and our prices are on the lower side," says Saini Exports head of

manufacturing RK Sharma. "Europe and the US are the biggest markets as far as spare parts of Land Rover are concerned. We are now also focusing on the Middle East where the car has become very popular," said Punjab

STRONG TIES

Hosts of some small and medium scale auto companies in India produce and export to Land Rover parts like suspensions, shafts and pinions, among others

Beul Gears MD Sudhir Sinha. This Noida-based company makes transmission gears, hypoid gears and straight bevel gears for various models of Land Rover, and other manufacturers like GM, Toyota Isuzu, Nissan, Renault and Daihatsu.

