

- Auto Expo 2014: Rane Group to focus on lightweight components

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by Shobha Mathur Feb 03, 2014

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The Rane Group's stall at Auto Expo 2012.



Kar Mobiles will display its range of engine valves (above), guides and tappets.



Rane Brake Linings's comprehensive product portfolio comprising brake linings, disc pads,



Rane NSK Steering Systems

The Rane Group will be showcasing its comprehensive range of components and technologies, what with all its member companies coming out in full strength. Shobha Mathur reports.

Lightweight products that help enhance fuel efficiency in vehicles will be the highlight at the Rane Group's stall. The Chennai-based Group, which is a regular participant at the Auto Expo, will be exhibiting a host of new products spanning airbags, hydraulic products for steering applications and components made of lightweight materials and technologies with some customer-specific products.

Associate company SasMos Technologies is also participating along with the Rane Group companies at the Expo this time, said L Ganesh, chairman of the Rane Group. "Although SasMos Technologies' products cater to aerospace and defence applications, their participation will be in line with our aspirations to diversify our product portfolio and our theme of 'Expanding Horizons'."

Like many other component makers, this year around the Rane Group will be taking a larger stall (180 square metres) than at the last Auto Expo 2012. "We could not get the larger space we asked for, mainly due to huge demand from various auto components companies. The Defence Expo is also happening at the same time at Pragati Maidan," said Ganesh.

MARKETPLACE FOR NEW PRODUCTS

The Rane Group will focus on displaying new products that they have developed recently. "This is the first time

that the vehicles and components show will be at two different venues at the Auto Expo. We had to accept this compromise as there is a space shortage in Pragati Maidan for both events. The show has been growing and we were struggling to accommodate both, even in 2012. We will have to wait and see the impact on the general public. I still believe OEM representatives will visit the component show and that is more important to us than the general public,” said Ganesh.

Global partners like TRW of USA, NSK, Japan and Nisshinbo of Japan will participate as they have joint ventures in Rane TRW Ltd, Rane NSK Ltd and Rane Brake Lining Ltd. “We are already in touch with a few existing and new customers for various new products we developed and are expecting some new business enquiries for them as also the existing products we are showcasing,” he added.

The company feels overcrowding is less likely to happen this time at the show as the motor show, the biggest attraction for non-business visitors, is taking place at the India Expo Mart. Hence, this time only serious visitors and potential customers are expected at the components show and the Rane Group’s top management will also visit the motor show.