



Continuously working towards expansion

Abhishek Jain, Executive Director, PPAP Automotive Ltd speaks to The Machinist about the company's past, present and future.

By Swati Deshpande

Q Please tell us about PPAP Automotives' journey so far.
The company was originally incorporated in the year 1978 to manufacture custom made extrusion products. We commenced the automotive parts business in the year 1985 with the start of production of the first Maruti cars in the Indian market. The firm was converted into a public limited company in 2008.

Today, we are a leading manufacturer of automotive sealing systems, interior and exterior injection moulded parts. We are currently working with three Japanese companies for our technology requirements. For the sealing system we work with Tokai Kogyo, we have a very long and healthy relationship with them, spreading over more than 25 years now. They own a small equity of our company and in 2012 we have also set up another company with them which is a joint venture company having equal equity partnership — to further enhance our product range for our customers. We have started a relationship in 2015 with their sister company to produce special toolings as well.

For the interior and exterior injection moulded products, we are working with Nissen Chemitec Corporation, Japan, an Ichimiyu Group Company. The relationship started in 2007.

With both our technology partners, we continuously work to enhance the capabilities of local operations and our endeavour is to provide better value of products and services to all our customers.

Over a period of time PPAP has expanded its customer base and today supplies parts to most of the passenger vehicle manufacturers in India viz. Suzuki, Honda, Toyota, Renault



Nissan, Isuzu, Tata Motors, GM and Mahindra & Mahindra. Today we manufacture over 500 different products for our customers and continuously target to achieve zero PPM in quality and delivery performance for all our customers.

Q Can you please elaborate on manufacturing capabilities of PPAP Automotive?

PPAP is a leading manufacturer of automotive sealing systems, interior and exterior injection moulded automotive parts in India. The company's state-of-the-art manufacturing facilities are located in Noida (UP), Greater Noida (UP), Chennai (Tamil Nadu) and Pathredi (Rajasthan). All the plants are TS 16949, ISO 14001 and OHSAS 18001 certified. All the facilities are equipped with the latest technology available today for plastic extrusion as well as injection moulding.

The Automotive Sealing Systems are manufactured by the continuous Extrusion process. The company has Extrusion lines which are capable of processing Engineering polymers like PVC, PP, TPO, TPE and TPV materials. The company has Co-Extrusion facilities which are capable of extruding up to four different hardness materials into a single profile based on the customer's requirements.

The company has injection moulding machines ranging from 60 to 2500 tons. We continuously focuses on acquiring latest tech-

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nologies like Servo controllers, Electric machines, QMC, Magnetic platen, etc. to give a quality and cost effective product to the customer. These machines have been sourced primarily from the leading manufacturers in the world like Toshiba, JSW, Fanuc, Mitsubishi, Toyo, Nissei, etc. Moreover, we have also invested in robotic assembly technology for the assembly of the products.

The company also has a captive tool manufacturing facility which caters to the in house requirement of all tools, fixtures, moulds and dies. Additionally, we have EPDM rubber extrusion lines and TPV glass run channel line in our joint venture company. All the lines are fully automated and use the best and most cost effective technology.



Q Please tell us about some of your products that are leading the market.

We make two kinds of products, the first kind of product are the body sealing system. These include Outer belts, Inner belts, Roof mouldings, Windshield moulding, Skirt air damper, Trim door openings and Weatherstrip Partition. These products are made from plastics and thermoplastics. The basic function of all these products is to seal the vehicle from any water, dust, air or noise so that the passengers sitting inside the vehicle have a comfortable ride.

The other kinds of products that we manufacture are interior and exterior injection products. These parts are meant for the aesthetics and for functional purpose. We make parts like the complete inside door lining, pillar garnishes, rear tray assemblies, trunk linings, wheel fenders and side protectors.

Q Light weighting is one of the trends that can be observed in the automotive industry. How do you see this trend getting popular in India. What new products/solutions has the company introduced in this regard?

Light weighting is one of the key trends in the automotive industry and efforts are being made to make the vehicles lighter for achieving better mileage, while retaining all safety parameters. The company is continuously evaluating new materials as well as new design of the products to promote weight reduction.

Q Kindly tell us about the exports of the company.

We are exporting our products through our customers in India like Nissan, Honda and Toyota. The countries where CKD parts are exported are Japan, Europe, Mexico, Brazil, Venezuela, Argentina, Thailand, etc.

Q 'Make in India' seem to have given a boost to the Indian manufacturing industry, which was facing a sluggish market environment previously. How has been last couple of years for your company?

We strongly believe in the manufacturing capability of the In-

dian industry. There are certain roadblocks towards it, but we believe that the Government is working on all fronts to ensure that India remains a competitive manufacturing base.

In the last couple of years, our company has added two new facilities. One in Chennai and other one in Pathredi. Apart from these we have added capacity in our existing facilities as well. Going forward, we will continue to focus on adding new manufacturing facilities depending on the requirements from our customers.

Q What new trends do you see in the Indian automotive industry?

The Indian automotive industry is one of the most challenging industries in the world. The customer expectations are changing and due to the easy access to internet and information, today the end-user is very well informed about the choices available.

This fact is driving a lot of changes in the automotive industry. The vehicles will be getting more fuel efficient; the interiors of the car will have more technology and ultimately go towards a connected car concept. The government is promoting the use of clean fuel cars. We see a strong focus on developing Hybrid or Electric cars by many automobile companies, in the near future.

Q Lastly, please tell us about your expansion plans

We are constantly working towards expanding our product base and our customer portfolio. Our endeavour is to provide customers with a superior value added solution for their vehicles. We are constantly interacting with the customers for new avenues where we can add value to them. We are also looking at expanding the target customer by examining opportunities in the Non Passenger Vehicle segment viz. LCV market, etc.

We are also investing in upgradation of technology in our existing plants so that we can become more competitive for our customers.

We are also adding new capacities in Chennai in order to service our customers in Southern India. We are also deciding on our strategy to set up capacities in Gujarat since the new Auto hub is emerging in that area. 🚗