

Italian connection to support Varroc expansion

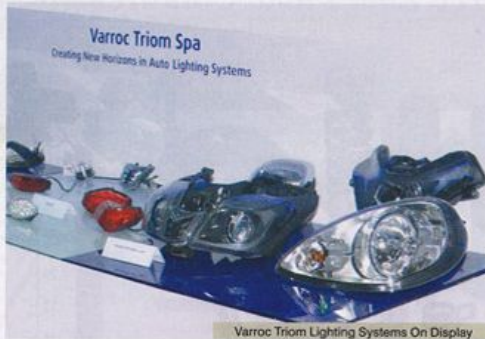
■ T Murrall
New Delhi

Aurangabad-based auto component maker, Varroc Group is all set to expand its global footprint as its electrical division has recently acquired a majority stake in Europe's largest automotive lightings maker, Triom Spa for an undisclosed sum.

Planting Growth

Speaking to *Auto Monitor*, Managing Director, Varroc Group, Tarang Jain said that currently Triom has two manufacturing plants—one in Turin and the other in Romania and it is in the process of setting up a plant in Vietnam in order to enter the ASEAN region. Later, it will set-up a plant in Indonesia. Triom also has technologies for lighting solutions for four-wheelers including LED daytime running lamps. It will help the Varroc Group expand its business in several new markets, in not only ASEAN but also the other parts of the globe.

Based in Turin, Italy, Triom has been offering lighting solutions



Varroc Triom Lighting Systems On Display

to a band of vehicle manufacturers in several countries in Europe and few other nations for the last four decades. It supplies several components including headlights, front and rear flashers, tail lamps, reflex reflectors and other accessories such as rear view mirrors, locks and others to leading global motorcycle manufacturers including Yamaha, Honda, Ducati and Piaggio. It holds close to 60 percent of the market share in Europe.

Developing Light Solutions

Varroc is already supplying lighting solutions to two-wheelers and LCVs. Recently, it supplied cabin lighting systems to a couple of OEMs and is now developing turn lights for few vehicle manufacturers. Jain said Triom is on the top of the recall for several global two-wheeler manufacturers including Honda and Yamaha. It has several technologies that the OEMs are looking for their future models and, "this is what we are

planning to bring to India. This will help us expand our customer base," he said.

The President (Electrical Division), Varroc Engineering, Vineet Sahni, who is responsible for Triom business, said, "The acquisition is vital since the technology that we get is the future of Indian and ASEAN automotive lighting markets."

Bridging The Gap

According to Jain, there is a huge gap in India in lighting technology in terms of design, style and understanding the technological requirements of customers in terms of LEDs and light guides. Currently most of this kind of work is done outside the country. Sahni said that Varroc is currently forming teams to interact with Triom's R&D centre in Italy. This way, the development activities will come to India to support local customers, he said. "Through this acquisition, we are bringing these technologies and services to India and provide support to our customers right from the concept stage; this is because lighting plays a

key role in styling," he said. The objective is to get the design skills and capabilities closer to Indian customers.

Forging New Models

"We will retain the basic DNA of Triom while supporting new markets. On the other hand, Varroc is planning to sell some of its products manufactured in India like instrument clusters and others, in Europe," he said. This is the first overseas acquisition for the electrical division of Varroc and it will pave the way for similar business models for other divisions of the company. The group already has a plant in Italy for forgings.

Triom has registered a peak sale of Euro 25 million in the past, however, its current annual sales is hovering around Euro 20 million. At present, the Italian plant has about 20 percent excess capacity, which is planned to be used to make few other products. The company also sees opportunities from several other OEMs in Europe, which will also help it utilise the remaining capacity, he said. **AM**