

Tata AutoComp Hendrickson's sustained focus on reliable engineering

By Rajesh Rajgor

Tata AutoComp Hendrickson Suspension Private Ltd. (THSL) has chosen a specific area for operation since inception in 2006. "We have always believed in giving value-benefit to the end-user. There are three specific premises on which we achieve this – Lightweighting, Reliability and Durability," reveals Mr. Sanjay Sinha, CEO of the company.



Mr. Sanjay Sinha, CEO, Tata AutoComp Hendrickson Suspension

Over the last one year, the trends remain positive and the market is responding positively, especially in the M&HCV segment where THSL is operating. "Coming to our performance, we are in for a +35 per cent CAGR. Clearly this is the result of THSL's high level of penetration in the segment with more product platforms that the company is integrating into the vehicle system. We look at how many products we can introduce for a vehicle that can help us step up our growth vis-a-vis the industry. Our products, be it springs or rubber metal suspensions, help enhance the overall life of the truck by improving the life of supportive products like axle, chassis and tyres," beams Mr. Sinha.

“ We even have plans for 2025 and aspire to be at least 5 times the company we are today. These numbers are based on the products we are going to launch, the segments we are targeting and integration on the platform levels we are operating.

He cites various examples to stress his point. "We have a wide product range based on the above three specific premises across all the three mobility platforms of haulage trucks, tippers operating in mines and construction or long hauls like tractor trailers. Some products are air suspension, including lift suspensions that gives a better ride and comfort, while some are more durable and reliable like rubber metal

suspensions."

2020 and beyond

THSL has different products coded as per the OE requirements. Mr. Sinha asserts: "We have also enhanced the usage of conventional suspension products with advanced technology springs. Feedbacks are great from the fleet operators from field evaluation. For instance, a conventional product like leaf springs or the so-called parabolic springs at present in India have to be changed in 3-4 months in difficult operating conditions, whereas our products are doing very well even after 8-9 months and we are confident that it will continue till 3-4 years easily."

Having achieved decent sales number in

FY17, THSL wants to triple its growth by 2020. "We even have plans for 2025 and aspire to be at least 5 times the company size today. These numbers are based on the products that we are going to launch based on the segments that we are targeting and integration on the platform levels that we are operating," he adds. ♦