

Aluminium Die Casting Industry to Grow Globally



- PRASAN FIRODIA
Trustee & President, ALUCAST

Prasan Firodia is the Trustee and President of the Aluminium Casters Association of India (ALUCAST), and is on the executive committee of SIAM.

He is the Managing Director of Force Motors and Jaya Hind Industries. Firodia is a graduate in Business Administration from the European Business School and Regents College, London, UK.

He joined Jaya Hind Industries (a Group Company) in 2002 as Director Operations. Jaya Hind Industries has climbed the ladder of success under his dynamic leadership, and has won the “Best Foundry in India– Large Sector” Award in 2008, 2010 and 2014. At Jaya Hind, he focused on harnessing the latest die casting technologies from world leaders, setting up world class manufacturing facilities, and implementing total quality management. He has been instrumental in transforming the company to be a preferred supplier to almost all leading national and international automobile manufacturers.

Under his leadership, Force Motors entered into the field of personal vehicles with Force One and more recently launched Extreme Off-Roader; Force Gurkha, which is the newest addition to the Personal Vehicles Division. It is under his helm that the association with

Daimler has been further strengthened and now Force Motors produces engines for all cars and SUVs made by Mercedes Benz in India. The portfolio has also grown to include the production of rear and front axles for the cars and SUVs made by Mercedes Benz India.

He has been instrumental in the formation of the new strategic partnership with BMW India for the production of the engines for its cars and SUVs in India. Force Motors is the only company globally to produce engines for top two European luxury cars manufacturers.

“Modernization of the die casting Industry is an ongoing process with varying levels of investments. Indian die casting industry has over the last few years added approximately 50% capacity, in terms of its casting tonnage produced. Out of these a few of the large die casters have grown by over 100%.” In an exclusive interaction with Editorial Assistant, Trupti Jagtap of Metalworld, Prasan Firodia proclaims, how Alucast provides the Indian casting producers a global platform where they get an opportunity to meet several internationally acknowledged experts in the casting industry and learn about the newest technologies and advances in the world.

Over the past decade the Indian Die Casting industry has seen modernization and increasing production capacities, how do you see the growth in the coming years?

- Modernization of the die casting Industry is an ongoing process with varying levels of investments. Indian die casting industry has over the last few years added approximately 50% capacity, in terms of its casting tonnage produced. Out of these a few of the large die casters have grown by over 100%.

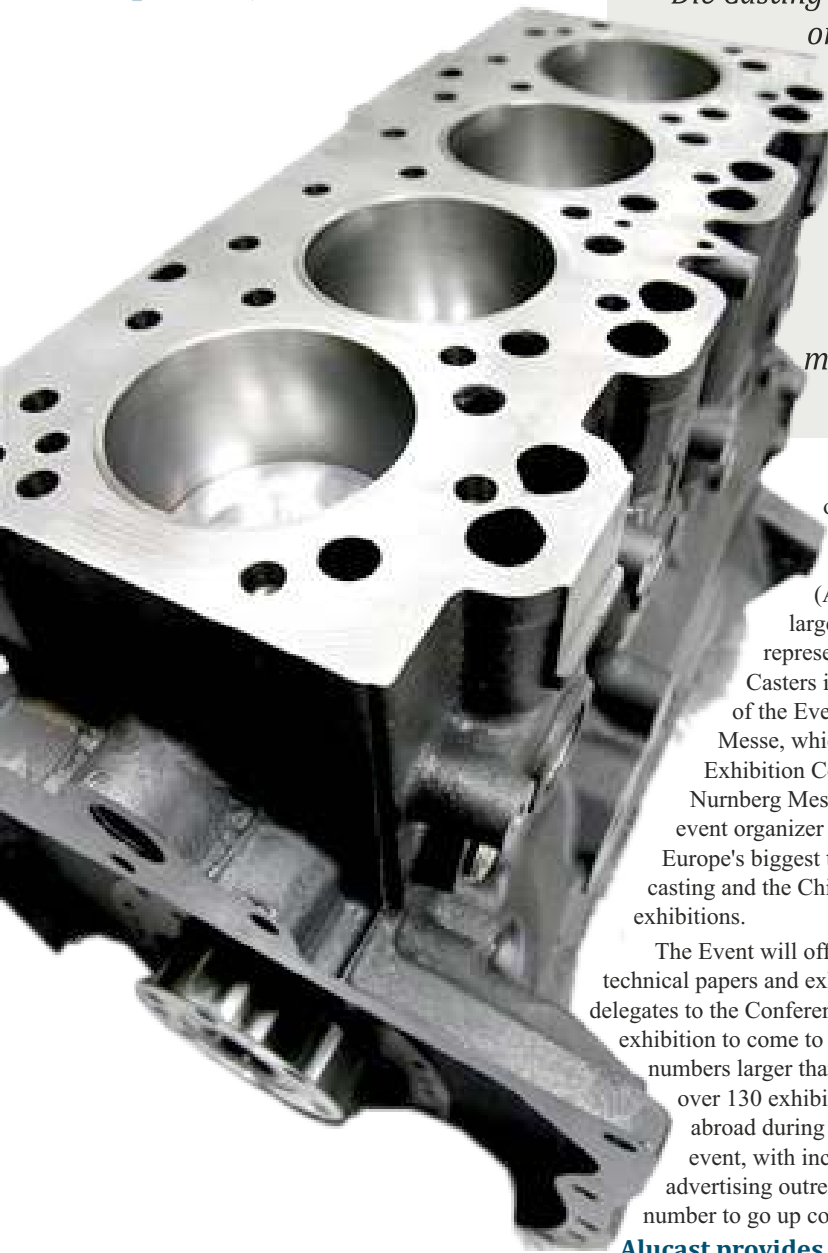
While the growth has been spectacular, as of today, quite a few die casting units are actually working at approximately 60% capacity utilization.

Out of the total castings produced, about 70% are consumed by the Automobile industry. With this, growth in castings output is closely interlinked with the growth in the automobile industry. SIAM expects the industry to grow at 6-8 % in India which in turn will mean that the auto components will also grow at approximately 8-10%.

What kind of response is anticipated from your prospective members in the upcoming event of Alucast 2016 and why?

- Visitors and Delegates to the earlier Alucast International

Exhibitions and Conferences have always had a positive feedback on the quality of Technical Papers presented and the latest technologies in machines, processes, equipment and materials showcased at the exhibition. In Alucast International Exhibition and Conference 2016 the Technical Papers will deal with a wide spectrum of challenges faced by the industry and its resolution. There is an immense practical use of this to the Indian Die casting industry.



“The modernization of the Die Casting industry not only enhances production capacities but, also enhances capabilities of any component manufacturer.”

This event is being organized by the Aluminum Casters' Association of India (Alucast), which is the largest registered body representing Aluminium Die Casters in India. Management of the Event is by Nurnberg Messe, which is one of the largest Exhibition Companies in the world. Nurnberg Messe is also the main event organizer for the Euroguss; Europe's biggest trade fair for die casting and the China Die Casting exhibitions.

The Event will offer the best of both technical papers and exhibits. We expect delegates to the Conference and visitors to the exhibition to come to Alucast 2016 in numbers larger than everbefore. We had over 130 exhibitors from India and abroad during the 2014 ALUCAST event, with increased marketing and advertising outreach we expect this number to go up considerably.

Alucast provides a global forum for Indian die casting producers, how does it help the Indian industry ?

- Alucast provides the Indian casting producers a global platform where they get an opportunity to meet several internationally acknowledged experts in the casting industry and learn about the newest technologies and advances in the world.

The event promotes networking and peer interaction as well as serious discussions on technology transfers, collaborative agreements and tie ups for manufacture of castings and auto components.

Events such as these give an opportunity to Indian Die Casters to prepare themselves both operations wise as well as qualitatively to become Tier 1 suppliers to Global OEMs by adopting latest technologies, processes and systems.

Alucast Exhibition and Conference encourages its members to improve the quality of casting, so to what extent has quality been improved ?

- The modernization of the Die Casting industry not only enhances production capacities but, also enhances capabilities of any component manufacturer. As a result of this enhancement, the quality of castings will meet not just Indian but also global customer expectation levels.

Several Indian die casting units with modernized plants have gone on to obtain International

Quality Certifications including the coveted Deming Award for Quality.

Global OEMs demand quality at zero ppm levels and also benchmark quality levels within the die casting industry globally. Many India Die Casters have achieved these levels consistently and have established credibility as suppliers to OEMs.

Events like ALUCAST 2016 help the industry adopt latest technologies and learn about the best practices thus helping improve the quality of castings being produced.

Alucast 2016 is coming up with a Theme “Challenges Ahead for Aluminium Die Casters”. What challenges do you think speakers are going to discuss about ?

- The theme “Challenges Ahead for Aluminum Die Casters” will cover not just the technical aspects of manufacturing and production but will also look at the industry at a macro-economic level. There will be discussions on the light weighting of auto components for increasing vehicle fuel efficiencies.

A few papers would also address the sustainability and the impact of the newer and more stringent environmental regulations by the Government of India.

Over the last several years, Alucast has been supporting the die casting industry in its endeavor to compete at a global level meeting quality expectations.

For our members, many of whom are auto component manufacturers, it is of critical importance to keep up with the new trends while maintaining competitiveness.

All this is now more amplified as each OEM is also impacted by global economic and sales conditions. This platform offers the members and participants expertise on an India and Global level to address challenges and access its resolution.

What kind of steps is taken by the die casting industry to enhance technology & ensure better quality products ?

- Visits to events connected with die casting technology, such as national and international exhibitions, and conferences in India and abroad help captains of the industry in India to keep abreast of latest technologies, prevailing practices and customer requirements. There is no substitute to upgrading technology as and when it becomes commercially available.