

Die Casting Industries to GROW GLOBALLY

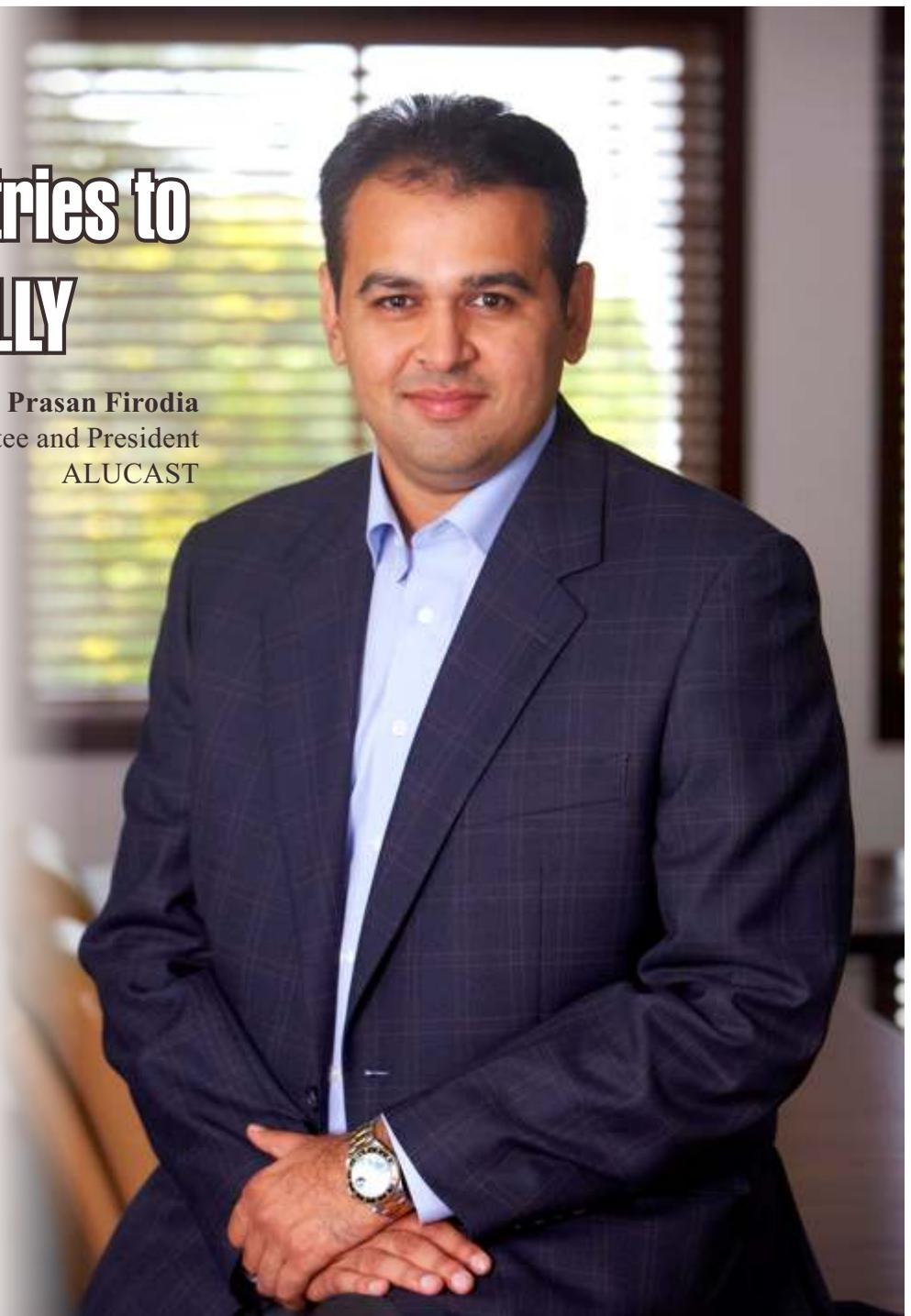
Prasan Firodia is the Trustee and President of the Aluminium Casters Association of India (ALUCAST), and is on the executive committee of AIAM. He is also actively involved in Shri Firodia Trust's various philanthropic social causes including setting up and funding hospitals, and educational institutions for the underprivileged in rural India.

Prasan Firodia, Managing Director of Force Motors and Jaya Hind Industries and Director of Jaya Hind Montupet Pvt. Ltd., is a talented young leader with an insight to success in the auto industry.

Prasan Firodia is a graduate in Business Administration from the European Business School and Regents College, London, UK. After completing his education, 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, 2014 and 2016. At Jaya Hind, he focused on harnessing the latest technology from world leaders in the field of casting, 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 for high precision and critical components like cylinder blocks, cylinder heads, bed plates, transmission cases, etc.

It is under his helm that the association with BMW and Daimler has been further strengthened and Force Motors has set up a dedicated facility in Chennai and Chakan respectively. With that Force Motors is recognized as the only company globally to produce engines

- Prasan Firodia
Trustee and President
ALUCAST



for top two European luxury cars manufacturers. Under his aegis, Force Motors launched the Force Gurkha, a sport utility vehicle targeted to exclusively cater to a niche market segment with varying degree of off-roading.

Prasan Firodia, in recognition of his leading-edge thinking and strategic planning has been listed in the "Top 100 CEO's in 2016" by Business Today magazine and amongst "India's Most Valuable CEOs in 2016" by Business World magazine.

Speaking to Sushma Upadhyay of

Metalworld, Prasan Firodia talks about 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.

Excerpts

What are the present activities and objectives of ALUCAST ?

The main objective of ALUCAST is to provide opportunities to Indian Die Casters to enhance their knowledge of Die casting Technology , develop their

capabilities, enabling them to become global suppliers of good quality castings at competitive prices.

ALUCAST organizes Training sessions, Conferences, Exhibitions, Table Top Displays on Die Casting technology. It provides an interactive forum where all participants can acquire knowledge and expertise. ALUCAST channelizes all efforts to create events and programs where knowledge sharing and training is inbuilt. Our major training events are in partnership with the North American Die Casting Association (NADCA). These are extremely comprehensive and attended by large number of delegates from all over the country. ALUCAST also organizes visits to International Exhibitions and Conferences in Europe and China.

What are your views on Global & Indian Metal Industry in the coming years ?

Demand for metals will generally follow the trends forecast up to 2030. As far as Aluminium production in India is concerned, one can expect resolving of certain contentious issues currently holding up or delaying major projects, at least in the next two years. This will open up prospects of more than doubling of virgin metal output and put India ahead of all other countries – except China. Hopefully, projections of lowest cost of production will also materialize, which might help improve cost competitiveness of Indian Die Casting Industry in the global market.

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

With about 60% of die cast aluminium parts being consumed by the automobile industry, demand for castings will closely follow the fortunes of the auto industry. Currently the demand growth rate is about 4 % per annum. But the scenario is likely to change soon..... but how soon cannot be



“ Projections of lowest cost of production will also materialize, which might help improve cost competitiveness of Indian Die Casting Industry in the global market. ”

predicted. There is an element of uncertainty as to type of engines that will power the automobile a few years from now. The conventional internal combustion engine is under threat of extinction. Alternative solutions are not yet in place to conclude the type of castings that would be required. Once this gets finalized, then the requirements of the process, the machinery, the metal (Alloy), Material (Composites) can be defined.

Industry needs to explore non auto sectors which have potential to use aluminium die castings in place of ferrous castings or on its own. Electric motor housings, Heat sinks and mounting brackets for LED lighting fixtures, textile machinery parts, are some applications worth exploring.

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 industry. 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.

Alucast Exhibition and Conference encourage 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 near zero ppm levels and also benchmark quality levels within the die casting industry globally. Many Indian die casters have achieved these levels consistently and established credibility as suppliers to OEMs.

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

Membership to the Industry Association, ALUCAST, participation in the programs organized by ALUCAST, understanding and adopting appropriate technology to suit individual case, Training and retraining of operators and personnel critical to optimizing processes, use of problem solving tools and above all, a commitment to Quality are some of the steps taken by the industry.