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Editorial Desk



Dear Readers.

Indian foundry industry is witnessing a very bullish as well as challenging period. As we know, a lot of emphasis is being given on infrastructure development of the country. Building roads is an important aspect of this strategy, which in turn will give a firm foundation to the growing auto industry in the

country. We have also seen that Indian economy is posting a decent performance for the last few years and is expected to continue this for at least a decade. All this has contributed to the expansion of 'Indian Middle Class' with a steep rise in the purchasing power of people. Also, the industrial activity has substantially increased which translates into more demand for commercial vehicles. Indian banking system is also quite strong and has adopted many customer friendly practices to facilitate the sale of passenger cars.

These are the major factors supporting the growing curve of Indian auto industry. Mind well, all this is in spite of recession in the western world and a slack in export demand. The global marketplace is shifting from developed world to the developing Asian region. One should adapt oneself to this new situation and change the business strategies accordingly.

Auto sector is undoubtedly the largest customer industry for foundries and a strong growing auto sector ensures a similar sentiments and prospects for foundries in the country. Foundries in India are doing well and if the auto sector continues to grow, this sector will also follow its customer. At the same time, one must not forget the challenges faced by the foundries. Most of the foundries in the country are quite small and cannot afford the high cost of technologically advanced equipment as well as automation. This compels them to produce substandard products and cater to local and replacement markets. Further, their marketing strength is also limited and cannot think of sustained presence in the global marketplace. In these aspects they have a very long way to go. Another big problem faced by the foundries is the lack of technically qualified manpower. This is also a big hindrance in the path of continuous growth.

It will be very interesting to see how Indian foundries capitalize on the growing markets and economy and at the same time how they respond to the challenges in front of them.

D. A. Chandekar

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