



SPARK MINDA, Ashok Minda Group announces Joint Venture with Shandong Beiqi Hai Hua Automobile Parts Co., Ltd, China

- **JV marks Spark Minda, Ashok Minda Group entry in China.**
- **JV to target China Market & Global Orders of leading OEMs such as VW, BMW, Daimler.**

New Delhi: August, 16th, 2016: SPARK MINDA, Ashok Minda Group, led by Group CEO Mr. Ashok Minda is pleased to announce that it has established a Joint Venture with a highly successful automotive firm in China.

Minda KTSN Plastic Solutions GmbH & Co. KG (subsidiary of Minda Corporation Limited, a leading automotive component and flagship company - NSE: MINDACORP, BSE: 538962) will acquire 50% in the new venture which will be established with the aim of expanding business operations in China and target global leading OEMs companies such as VW, BMW, Daimler etc in future.

The partner firm **Shandong Beiqi Hai Hua Automobile Parts Co., Ltd – “SBHAP”** (subsidiary of BAIC Group, China) has signed a contract with Minda KTSN under which it will continue its existing business activities. SBHAP is located in Boshan District of Zibo City, Shandong Province.

The total investment amount of the JV shall be USD 12,500,000. The total registered capital of the JV shall be USD 5,000,000, of which, Minda KTSN & SBHAP shall contribute for 50 % of the equity interest in the JV from both parties.

The JV Company will be called **Minda China Plastic Solutions Ltd**, which aims to start production in 12 to 15 months and target to serve BAIC group and its companies at the start. BAIC group produces 2.5 million cars and 0.5 million trucks in 2016 for China.

Salient Features of Minda China Plastic Solutions Ltd Joint Venture:

- With entry into china market through this JV, Minda KTSN can deliver the parts across all the continents.
- Relationship with BAIC group / BHAP can give Spark Minda an opening to many new products.
- BHAP also want to enter into Indian market where in it could be an advantage for Spark Minda in the domestic Indian market.

- JV company initially to focus on following products within BAIC group companies (FOTON Cummins)
 - Oil Pan
 - Cylinder Head Cover
- In 2016-17 (2nd half)- To expand the product group marketing for other interior products of Minda KTSN within BAIC group
- JV has the rights for production and marketing of Minda KTSN products within China.

Speaking on the occasion, **Mr. Ashok Minda, Group CEO, Spark Minda, Ashok Minda Group said**, *“India and China are today the fastest growing large economies in the world. Much has been done, much has been achieved but I honestly believe the best is yet to come. Our two economies are becoming engines of economic growth and we must use our natural and human resources, technology and capital for the common benefit of our region and indeed the world as a whole. There are today enormous opportunities for both India and China to expand trade in services”*.

Mr N.K.Taneja, Group Chief Marketing Officer said *“ The Joint Venture shall initially focus on producing and selling products such as plastic oil pans and cylinder head covers along with other plastic under-bonnet / interior parts. The new JV shall also have the rights for production and marketing of Minda KTSN products within China. This Joint Venture actually marks the foray of Spark Minda, Ashok Minda Group in China with its products. We shall be targeting global orders of leading OEMs such as VW, BMW and Daimler as these OEMs have their manufacturing plants in China.”*

The Joint Venture will further strengthen our strategic presence as we reach out to OEs to supply quality automotive components and also offer state of art & future technological solutions to our esteemed customers in all continents. We hope to give our Customers the best of our services in the future as we always have been doing.

Successful JVs & Acquisitions of Spark Minda, Ashok Minda Group:

Spark Minda, Ashok Minda Group has entered into strategic alliances and technical collaborations with leading international companies and has taken major initiatives to be a global player in the domain by expanding footprints to other parts of the World. In the past, the group has made many fruitful and successful relationships with the best of the automotive industry players

around the world in the domain of designing and manufacturing namely; Stoneridge of USA, Vast of USA, SILCA of Italy, Furukawa of Japan and UzAvto of Uzbekistan as their JV partners. The Spark Minda, Ashok Minda Group also boast of its Customers it serve wholeheartedly, which are infact Global Lead Players such as VW Group, BMW, Daimler, Nissan and so on. The Indian Lead OEM's includes names such as TATA motors, Maruti Suzuki, Bajaj Auto, Yamaha, TVS etc. The group's growth oriented initiatives and relationships with some of the most reputed OEM manufacturers have enabled them to report strong growth over the year. Last year the turnover of Spark Minda, Ashok Minda Group was approx. Rs 3000 crs (US \$450 Million).

Over the past few years, Spark Minda have done strategic acquisitions in alignment with its Customers objective mainly in Europe and now have their plants in Germany & Poland along with a green-field project in Czech Republic. The Group has recently acquired 100% equity of Panalfa Autoelektrik Limited, a leading manufacturer of Gear Reduction Starter Motors and Alternators for Tractors OEM's at Bawal, Haryana. The Group is also in the process of setting up another green-field plant at Queretaro, Mexico for plastic interior parts.

About Shandong Beiqi Hai Hua Automobile Parts Co., Ltd
(<http://www.beiqihaihua.com>)

Shandong Beiqi Hai Hua Automobile Parts Co., Ltd. is located in Boshan District of Zibo City, Shandong Province, the predecessor is the Shandong Haihua Auto Parts Co., Ltd. On August 26, 2015 there was overall change in Shandong Beiqi Haihua Auto Parts Co., Ltd. In January 2016 "the new Sanban" got listed. The company Beiqi Group shareholding enterprises, is the production base of Beijing Automotive Group Automotive suspension. With existing staff of more than 400 people, the registered capital is 54 million yuan, and has manufacturing facility area of 150 acres. The Holding Company, a subsidiary of Beijing Beiqi Xinghua Automobile Spring Co., Ltd is located in Shunyi District of Beijing City. It was founded in April 2007, with registered capital of 100 million yuan. The main business is of automobile steel plate spring, air suspension product design, manufacturing, sales.

About Spark Minda, Ashok Minda Group:

<http://www.minda.co.in>

Spark Minda, Ashok Minda Group is one of the leading manufacturers of automotive components for the OEMs with Headquarters in India, Gurgaon-near to New Delhi. The Group was founded in 1958 by Late Shri. S.L. Minda and today has over 58 years of legacy as an automotive component manufacturing company. It is rated as one of the leading manufacturer of automotive components under these three Systems– Safety, Security & Restraint System, Driver Information & Telematics System and Interior System. The Group caters to major two, four-wheeler, commercial, Tractor and off-road vehicles manufacturer in India and Overseas market including Europe, CIS & ASEAN countries with 32 state of the art manufacturing plants. We also serve to after market segment.

For further information please contact:

Mr N.K Taneja

Group Chief Marketing Officer

Email: nktaneja@minda.co.in

Mob: 98181-27010