

**Spark Minda, Ashok Minda Group launches new advanced product line
for two and four wheelers**

**Unveils Oil Dipped- Ready to install Clutch Plates, Brake Shoes for 2 Wheelers and
Automotive Filters, Glow Plugs for 4 Wheelers for Indian Market**

Editor's Synopsis:

- *Introduction of 'Oil Dipped- Ready to install' clutch plates ensuring minimum power transmission loss & better pickup*
- *Superior Quality Brake Shoes for power braking under all weather conditions*
- *Deep Groove Ball Bearings & Racer Bearing Kits providing high load carrying capacity & high reliability for smooth running & long life*
- *Unveiling complete range of Oil, Air & Fuel Filters for the Euro IV environment friendly engines which give high filtration efficiency in cars and SUVs*
- *Aims to begin production of Glow Plugs at Pant Nagar plant with a special alloy raw material & dual coil technology ensuring instant heat & longer life for all diesel engine car models*

New Delhi, 13.10.2015: Global Automotive Component manufacturer "**Spark Minda, Ashok Minda Group**" has announced the launch of new product line for 2 wheeler and 4 wheeler segment. The new product line will include '**Oil Dipped- Ready to install' clutch plates**, advance technology enabled **brake shoes**, range of **Ball Bearings, Racer Ball Bearing Kits, Glow Plugs** and **automotive filters** for the Indian market. The products are being launched through its After Market Company, Minda Automotive Solutions Limited which is the 100% subsidiary of Minda Corporation Limited, the flagship company of Spark Minda, Ashok Minda Group.

Mr. Ashok Minda, GCEO, Spark Minda, Ashok Minda Group said, "It gives us immense pleasure to introduce such mega product range for the Indian users. Our new product range is at par with international products both in functionality and technology aspects. We have attempted to actively pursue the government's 'Make in India' initiative. Our venture will act as a catalyst for the future growth of Spark Minda, Ashok Minda Group. Our pursuit of perfection and assurance of safety underlie our famed quality & reliability."

Minda Automotive Solutions Limited plans to launch the products through its well established pan India distribution network. The company intent to organize 60 meets with retailers and mechanics across the country in the upcoming quarter plan.

In the new **Clutch Plates**, the friction material used for manufacturing is tested as per IS-10686 & IS-3649 standard which ensures minimum power transmission loss & better pickup. Spark Minda has a distribution channel of more than 400 business partners which ensures availability at more than 15,000 Retail outlets across all Tier I, II and III cities of India.

The **Brake Shoes** produced by company will ensure power braking under all weather conditions. Friction material for manufacturing them is tested as per IS-15708 & IS-11852 standard. Along with this, Spark Minda is ready to introduce **Deep Groove Ball Bearings & Racer Bearing Kits** for 2 wheelers in the Indian market which will provide high load carrying capacity & high reliability for smooth drive & long life.

Automotive filters for four wheelers and SUVs also forms a part of this exclusive product launch. After producing 2W & Tractor range of filters, company is ready to unveil complete range of **Oil, Air & Fuel Filters for Cars & SUVs** for Indian market. These filters being manufactured at Baddi plant gives not only surety of the best filtration, but also confirms purity to environment. The complete range is designed for the Euro IV environment friendly engines which give high filtration efficiency & hence Engine Life is improved.

Along with this company is set to begin production of **Glow Plugs** at their Pant Nagar plant which will be produced with special alloy raw material & dual coil technology. These glow plugs will ensure instant heat & longer life for all diesel car models running on Indian roads. **Window Regulators** will also be available for both manual and power window application across all dealers in the country.

The recent product launch is an addition to company's previous endeavor which supplies varied product range for 2 Wheelers which includes auto electrical systems (CDI/RR/Relays/Ignition coils/Flashers), control cables & automotive filters.

About Spark Minda, Ashok Minda Group

Spark Minda, Ashok Minda Group is one of the leading manufacturers of automotive components for the OEMs. The US \$500 Million Group, with 14,000 employees is catering to the leading two and four wheeler vehicle manufacturers in India & overseas markets including Europe, CIS & ASEAN countries. The Group has significant presence with 26 plants in India and 6 plants in overseas locations including Germany, Poland, Czech Republic, Indonesia, Vietnam, Uzbekistan & offices in Russia and Japan.

• Safety, Security & Restraint System

Electronic & Mechanical Security Systems, E- Bike Controllers, Immobilizers, Latches, Striker, Door Handles, Electronic Body Controllers, Start Systems, Power Closure Systems, Fuel Lid Actuator, RCCL, ESCL, PEPS, Hood, Tail Gate, Seat Latch, Hinges, LED Soft Touch, Camera Modules, Keys & Key Duplicating Machines & Die Casting

• Driver Information & Telematics System

Instrument Cluster, Dashboard Assemblies, Digital Clocks, Tank Units & Gauges, Chime Bells & Relays, Speed Sensors, Temperature Sensors, Position Sensors, Pressure Sensors, WIF Sensors, Wiring Harness, Coupler & Terminals, Relay & Junction Box, Steering Roll Connector.

- **Interior System**

Injection Moulding, 2K Moulding Process: Kinematic Component & Premium Surfaces, Garnish & Trims, Dashboard, Consoles, Parcel Shelf, Air Vent, Air Duct, Ash Tray, Arm Rests, Cup Holder, Glove Box, 5th Door Application, Truck Oil Housing, Cylinder Head Covers, Rear Sheet Structure, Coupling, Transmission, Coolant Tanks, Interior Steering, Tool Production

- **Aftermarket**

All Group Products under Safety, Security & Restraint Systems, Driver Information & Telematics Systems, Interior Systems

Four Wheelers: Gear Shift Locks, Wiper Blades, Auto Rollup Relays, Flashers, Filters (Tractors)

Two Wheelers: Wheel Locks, Helmet Locks, Control Cables, CDI, Regulators, Rectifiers, Ignition Coil, Igniters, Relays, Flashers, Filters

The Group has a fully integrated state of the art in house Product Designing Cell, Tool Manufacturing, Manufacturing Engineering and Test labs facilities. Many patents have been registered in each category of the systems. All Group manufacturing facilities are ISO/TS-16949 & ISO-14001 certified.

The Group is also actively involved and focused towards Corporate Social Responsibility. Under this initiative various programs at Societal and Business level are undertaken.

Please visit www.minda.co.in or www.mindaasl.com for more information.

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