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To mark the India visit of the President, H. E. Dr. H. Susilo Bambang Yudhoyono

"The relations between the two countries have always been friendly with mutual admiration"

When and how did Minda foray into Indonesia?

Minda being a dominant supplier in the automotive components especially for Motorcycles and Scooters decided to enter Asean region in 2001 as part of their going global strategy. After building the business with OEMs like Yamaha, Suzuki, Kawasaki and Honda selected Indonesia to build its first factory overseas in 2005. We chose Indonesia for its market size and potential growth. Soon Minda parts were exported to the OEMs in other Asean countries like Thailand, Malaysia, Vietnam and Phillipines.

How has been the experience of doing business in Indonesia?

Our experience has been very good right from the beginning of getting the approvals for the company formation and then running the company. We have found the environment to be friendly and supportive. We have found the work culture to be good and especially the opera-



SUDHIR KASHYAP, EXECUTIVE COMMISSIONER, PT. MINDA ASEAN AUTOMOTIVE

tors in our company have been very diligent because of this.

What were the reasons that attracted you to establish base in Indonesia?

Although we benchmarked Indonesia, Thailand and Malaysia on various parameters but decided on Indonesia due the market size and growth potential.

Is the company looking for local partners in Indonesia?

At this moment we are a

100% Minda company but are looking for associations for expansion and business growth.

What is your perspective on bilateral relations between India and Indonesia?

The inception of Indonesia and India relations goes back to the time of Nehru and Soekarno. The relations have always been friendly with mutual admiration. Recently there has been a lot of interest from the automotive industry in India for investments here. There is a lot of potential for the two countries to work together in industry and agriculture.

What is your current market share in Indonesia and what will be your projections for and strategies in Indonesia market.

Minda invested about Rs 35 cr in the first phase of entry in 2005 and will be expanding with new investments of about Rs 30 cr in 2011 and 12. This will be our base not only for Indonesia but also for the Asean region.



Right from the beginning, our experience of getting approvals for company formation to running the company has been very good in Indonesia.

We have found the environment to be friendly and supportive for establishing new set-ups. The well-defined work culture has made the operators in our company very diligent.

SUDHIR KASHYAP

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