

Subros continues growth with strong customer connect



Ms. Shradha Suri Marwah, Managing Director

Subros Ltd., a joint venture public limited company with 40 per cent ownership by Suri family of India and 13 per cent each by Denso Corporation and Suzuki Motor Corporation of Japan, is a leading manufacturer of thermal products for automotive applications in India, in technical collaboration with Denso.

The company's product range covers auto air-conditioning and engine cooling systems for passenger as well as commercial vehicles. The company also manufactures compressors, HVACs, pipings and heat exchangers to suit different vehicle configurations. Its products are backed by technology from its JV partner

Denso, the world leaders in the domain.

Subros attained a consolidated sale of Rs. 1,334 crores, an increase of 1.4 per cent over the previous year, and an EBIDTA of 11.45 per cent. The focus last year was to sustain performance by improving operational efficiencies and material cost down realization as sales were expected to be stagnant. The company made an operational profit of Rs. 137.08 crores during the year under review and has sold 9,62,603 units of A.C. systems as against 9,17,349 the previous year.

“Our company started the year on a positive footing with renewed relations with our long-standing partner, Denso Corporation Japan, with more joint developments underway as well as joint business to optimize capacities. We have also been able to tie up business at the customer end with several orders being confirmed across our customers for various new launches starting this year and going up-to 2017-18”, said Ms. Shradha Suri Marwah, Managing Director.

Subros provides a complete range of air-conditioners ranging from 4 KW to 36 KW capacity suitable for ambulances and buses (4m to 12m). High cooling performance and air flow volume have been achieved by the introduction of highly efficient evaporator and condenser and lowering air flow resistance. Fuel saving has been achieved



by increased refrigeration cycle efficiency with the introduction of new multi-flow condensers. All Subros ACs use environment friendly R-134a refrigerant.

Thrust on technology

The company has consistently delivered quality products and achieved significant milestones in the 30 years of its existence. Last year was no different. It saw the inauguration of Subros Tool Engineering Centre (STEC) in Noida, solely dedicated to address the demands of captive tools and molds requirements. It specializes in high technology, niche tooling to meet specialty tool requirements for import substitution and exports. The company has always invested time and sustained efforts to enhance and further its research capabilities. Innovation being a watchword at Subros, the company has recently developed and unveiled a new category of compressor 10SL09.

Subros has invested in the implementation of IT system (SAP) in supporting important business processes of production, logistics, upstream and downstream supply chain operations, finance and accounts system of the company. Strong IT deployment is essential for efficient business processes. Systems like SAP, PLM, CAD, CAE, Project Management Systems and Vendor Management Systems have helped generate process efficiencies and manage complexity and scale at internal and vendor levels.

The company continues to successfully absorb the expertise of engineers from its collaborator Denso Corporation Japan, with the acumen of Indian talent to develop high technology solutions for the Indian market.

The joint venture company, Denso Subros Thermal Engineering Services (DSEC) is responsible for application design and allied services for new models to be launched by its OEMs. Its newly operational engineering application centre at Chennai focuses on addressing product development in the commercial vehicle segment.

In view of fluctuating foreign exchange scenario, the company continued its efforts to improve the level of localization of various imported parts. Various VA / VE activities were initiated along with active participation of suppliers. During the year, the company localized piston and swash for compressor parts for long term cost competitiveness, further local RS Evaporator are now being sold to Denso Subsidiaries in India to improve capacity utilization. Few other localization projects are in implementation stage.

New products

Subros has developed the new 90CC Compressor (10SL09) which has an integrated thermal fuse in magnetic clutch. Tooling up product delivery for Renault-Nissan has commenced while the company is developing a new high capacity 10SL15 compressor which will be used for bus A/C and refrigerated van applications. The compressor has MOS2teel swash for high compressor ratio. The company has also successfully launched ultra slim (12 mm) step-4 condenser with supplies already underway for customers. A new technology group is also working in water cooled intercooler and charge air cooler, application engineering for up-coming projects of new programmes for Mahindra & Mahindra, Volvo-Eicher, NALT, TML & MSIL and other aftermarket applications.

