

## **Subros: Celebrating 30 year in partnership**

Subros Limited (a leading manufacturer of auto thermal systems in India) completed 30 years of partnership with Joint Venture partners Suzuki Motor Corporation, Japan and Denso Corporation, Japan.

To mark the milestone, Subros hosted a dinner at The Lalit Hotel, New Delhi on November 24, 2015.

The evening was graced by the presence of Mr. O. Suzuki, Chairman & CEO of Suzuki Motor Corporation Japan, Mr. R.C. Bhargava, Chairman Maruti Suzuki India limited and Mr. Y. Makino, Senior Executive Director of Denso Corporation, Japan and other senior dignitaries from Suzuki and Denso.

The gathering also included top officials of Maruti Suzuki, Denso subsidiaries in India, Tata Motors, Mahindra & Mahindra, and other select members from the auto- component industry. There were also dignitary representatives from the government, Administration and Banking present at the occasion.

Mr. Suzuki in his address congratulated the partnership. This partnership was established 30 years ago with a manufacturing capacity of 15000 units per annum, which is now at 1.5 million units/annum in line with the growth of the customer. This was reinforced by Mr. Bhargava who stated that the collaboration was visionary as it was established at a time when auto aircon systems were considered a luxury in India. On a lighter note Mr.

Bhargava said that this partnership was one of only two ventures signed by Mr. O Suzuki, the other being the Maruti one and both have turned out to be extremely successful.

Mr. Makino endorsed the relationship and spoke about how together Denso and Subros have grown in manufacturing capability and technology development over the years. He also spoke about future technology support and joint working both in design and product manufacturing.

On November 25, 2015, Mr. O, Suzuki, Chairman & CEO of Suzuki Motor Corporation, Japan, Mr. Makino, SED Denso Corporation Japan along with a senior delegation from Suzuki Motor Corporation and Maruti Suzuki, visited the Subros plants in Noida. They expressed their confidence in Subros and its capability to continuously deliver quality products at the right price. Suzuki san asked Subros to keep enhancing its capacities in line with the customer who in turn is planning to move to 3 million in 2 years. Both Mr. Suzuki and Mr. Makino assured support to Subros continuously.