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mechatronic assemblies. Beyond this, our Joint Venture with Edscha GmbH which was setup in 2020 is bringing advanced safety critical body systems to the Indian market with multiple launches planned over the next 2-3 years.

What has helped Aditya Auto scale production while maintaining the quality and delivery standards expected by global automotive customers?

Largely by striking a good balance between vertical integration and building robust supply chain systems. On the quality front, we have put in significant efforts to shift the focus from defect detection to defect prevention. This proactive approach through advanced DFQ (Design For Quality) approaches and investments in automation & training have given us significant benefits helping us maintain a world class quality track record for both domestic and export supplies. Aditya Auto has 12 manufacturing plants across Karnataka, Haryana, Maharashtra and Tamil Nadu which are backed by a captive tool room, in-house stamping, fine blanking, cold forging and moulding, and assembly lines, end-of-line testers and special purpose machines that we design and build ourselves. Controlling that chain is what allows quality to hold as volumes rise, because a correction is made where the part is produced rather than two tiers away. Our facilities are certified to IATF 16949, ISO 14001 and ISO 45001, and are audited regularly

against stringent customer specific quality systems such as VDA 6.3, ASES and VSA. On delivery, exports to 14 countries are served through JIT warehouses in Europe and the USA and front offices in six countries, which keeps our response local to our customers.

Which technologies and market opportunities will shape Aditya Auto's growth over the next five years?

Three opportunities, running in parallel. The first is the overall push in the automotive industry towards using significantly higher content of motors and actuators in passenger and commercial vehicles. We are currently supplying more than 4 million Brushed DC motors & actuators to customers in India and across the globe. The second is the push towards energy efficiency & electrification. Through our subsidiary, Aditya Avartan where we hold multiple patents in switched and synchronous reluctance technology, a rare-earth + magnet free motor architecture; we are going to market for specific consumer goods and industrial applications. The third opportunity is the global realignment of sourcing. Safety-critical mechatronic assemblies and precision components are being sourced to India. Electronics integration, energy-efficient motors, automation of production lines and product light-weighting sit at the intersection of these opportunities, and that is where our focus & investment is going. ■

How is Aditya Auto adapting its engineering capabilities to meet the changing needs of the automotive industry?

The automotive industry is moving fast into the era of CASE (Connected, Autonomous, Shared & Electrified). Over and above this, there is a strong focus on vehicle premiumization and safety. Building on our expertise, we have doubled down our focus on mechatronics and motors around this market shift. Aditya Auto runs three product development centers in Bangalore and Stuttgart with 102 engineers, a world class R&D center, and a centralized validation lab that takes a product from concept to sign-off in-house. We deliberately built electronics and embedded software alongside mechanical design, so a full automotive product now arrives with its motor, controller and control algorithm integrated. Sixteen patents, most of them in motors, reflect that change. In addition to further bolster our product design expertise, we have our Engineering Center at Stuttgart, Germany which has over 3 decades of expertise in crafting complex