

Advantec Wheels to be the first Indian company to bring Premium Flow Forged Alloy Wheels

Kenneth John | Published: January 31, 2023, 01:37 PM IST



Sukhbir Singh, Ravinder Arora, and Jasneet Singh launched the Delhi-based start-up company Advantec Wheels with the goal of producing visually appealing, high-quality Flow Forged Alloy Wheels for the India Aftermarket for passenger automobiles.



This action follows company-wide efforts to accommodate the nation's rising demand for trustworthy alloy wheels of the highest quality. Ravinder Arora, President and Director of Advantec Wheels, revealed this. The Auto Components Show in Pragati Maidan in New Delhi will feature the prototypes of the alloy wheels.

Speaking on this strategic foray, Mr Jasneet Singh, Founder-Director, Advantec Wheels remarked, "Advantec Wheels has been conceived with a single-minded objective to cater discerning customers in the Alloy Wheels in Aftermarket space. Our research has proved beyond doubt that Alloy Wheels are the bedrock for a smooth, safe and effortless performance of the car. Today the customers are looking for long-lasting products in the Aftermarket space. India's Aftermarket is an underserved market as customers have to compromise with products that lack trust, superior quality and class. With a collective experience of over five decades in the automobile sector, our aim is to play a role of a catalyst to introduce Hi-Quality Wheels that would have conformance to world-class standards on key parameters such as - aesthetics and performance. We intend to be a strong player in this segment in times to come."



He further added "We are excited to showcase our versatile product range at the Auto Components Show. We have made a substantial investment in our venture and are geared to launch our product range in August this year. We have chalked out an ambitious game plan for us. A dedicated and professional team is on board,"