

Advantec Wheels to roll out alloy wheels from Jammu factory in Q3 FY24

The alloy wheels are fully engineered, perfected and validated in-house using state-of-the-art manufacturing processes, quality and performance matching the levels of the international suppliers, the company said.



ETAuto

Updated On Apr 6, 2023 at 11:51 AM IST

Read by:

595 Industry Professionals



The alloy wheels market in India is estimated to be at 7 lakh units a year and the market is dominated by the Chinese and South-East Asian suppliers

Delhi-based Advantec Wheels will be rolling out its range of alloy wheels in the third quarter of the current fiscal from its state-of-the-art factory in Jammu, according to Jasneet Singh, Founder-Director of the company.

"We are entering the market with our own alloy wheels that are fully engineered, perfected and validated in-house using state-of-the-art manufacturing processes, quality and performance matching the levels of international suppliers. Lately, we have seen a huge surge in the passenger cars segment with increased use of alloy wheels," he said.



Advt



The alloy wheels market in India is estimated to be at 7 lakh units a year and the market is dominated by the Chinese and South-East Asian suppliers, he said.

"As a growing market, over 50% of the market demand is catered to by imported wheels without BIS certification. The quality and finish of the products are highly suspect, leaving customers with no choice. In 2021 alone, it is estimated that approx. 310,000 4-wheeler after-market alloy wheels have been imported to India, registering an yearly growth of approx. 12.5%. In the last three years there had been a huge influx of imported alloy wheels into the country. Hence, we see a latent need to tap this category," Singh said.

EVENT

World EV Day 2023



Tomorrow, 11:00...
Virtual

Register Now >

EVENT

Smart Factory Summit 2023



2023
Hyatt...

Register Now >

EVENT

ETAuto 2023

Wed, 2
Register Now >

"Customers are demanding value-added products with high quality finishes that lend more durability to the car's performance. We are poised to play the Numero Uno position in serving these cars with our robust alloy wheels. We are equipped with Wheel Rim domain knowledge of more than 50 years. With our new range, we are hopeful of capturing about 25% share for the domestic market with focus on the niche segment of high quality and value-added wheels," he said.

"Our research indicates that Alloy Wheels are the bedrock for a smooth, safe and effortless performance of the car. Our single-minded objective is to introduce Hi-Quality Wheels that would conform to world class standards on key parameters such as – aesthetics and performance, and an added customization option called Element Painted (E.P) allowing customers to choose from a wide variety of finishes per design! We intend to be a strong player in this segment in time to come. We will be the first company to have a fully-automated foundry line in the country," Singh said.

Advt



Detailing the product specifications, he added, "We will have some key firsts to our credit. As the first company to have a fully-automated foundry line in India, our foundry Lines will be of international standards wherein casting of wheels is done in automated Tilt Gravity Die Casting machines to make consistent and better quality of wheels. Our first in class processes like "Flow Forging" will lend our products extra strength and edge in flawless quality. Another Industry's first process at our factory is the introduction of Element Painting (EP) which makes our products distinct, unique with customized finishes as per customer's requirements like never before. Our CoE (Center of Excellence) would conform to BIS / ISO Standards and have the capability to offer Mirror Cut Alloy Wheel Finishes."

"Importantly, one of the USPs is the in-house Tool Design and Development that would deliver all kinds of designs and sizes for wheels with great speed to market. What's more! All these come with a proven track record of industry's veterans and professionals. We expect to achieve a maximum sales volume of approx. of 200000 in upcoming years. We will have manpower of over 125 people at peak capacity of the plant," he said.

"We have a well-entrenched marketing strategy in place. We propose to target the niche premium segment of the young automotive enthusiasts in India who are desiring value-added products. Our Social Media campaign is in place which has evoked a lot of response and enthusiasm. We will be participating in major automotive exhibitions and events throughout the country and and distribution strategy includes establishing contacts with major dealer networks in the initial targeted metro cities as well as direct sales through our e-commerce website," Singh said,