

# ADVANTEC WHEELS ENTERS THE INDIAN AFTERMARKET

The New Delhi-based company with a state-of-the-art manufacturing facility in Jammu aims to be a fashion brand in the alloy wheels category.

**NEW DELHI-BASED** Advantec Wheels, which has set out to build a premium aftermarket alloy wheels brand in India, has entered the market with its unique range of flow-forged products. The company is betting big on the premiumisation trend in the Indian passenger vehicle market, and is ready to cater to the varied requirements of customers with its wide product portfolio.

Advantec Wheels which showcased its expansive range of alloy wheels at the recently-held Bharat Mobility Global Expo – Auto Expo 2025 – in New Delhi, has launched its products with prices starting from Rs 40,000, for a set of four wheels. The company

offers alloy wheels in the 16-inch to 22-inch size range, thus, catering to an array of cars and SUVs from categories, such as the premium hatchback segment, compact SUVs, mid- and full-size SUVs, as well as high-end models from luxury carmakers.

With a focus on offering high levels of customisation with up to 20 paint finishes on each design, Advantec Wheels aims to become a fashion brand in the aftermarket alloy wheels category in India. “We aim to be a fashion brand in the alloy wheels segment. Like how a good pair of shoes complements a suite, so do well-styled wheels to a car,” Jasneet Singh, Co-Founder and Director,

Advantec Wheels told Autocar Professional.

The company is targeting young car owners, automotive enthusiasts, and fashionistas with its premium range of products that lay emphasis on the extra dimension of personalisation, beyond its key focus areas of following a core design philosophy and ensuring quality-oriented manufacturing of its products. With ‘Spyder’ and ‘Kohinoor’ designs being the key highlights of its showcase at the Auto Expo 2025, Advantec Wheels says it takes to aggressively-styled elements in the nature as well as human-made objects to get inspiration for its modern designs.

## Three Design Series

Under its PX, P, and Q-series, the company presently offers highly-durable and lightweight wheels that fit a wide range of car models. To begin with, Advantec’s entry-level Q-series design range targets compact SUVs and sedans with its options that are available in 16- and 17-inch sizes, and feature a four-bolt pattern. The P-series range, on the other hand, is aimed at mid-segment vehicles and is available in the 16-, 17-, and 18-inch sizes, with a five-bolt pattern.

Advantec’s top-of-the-line PX-series features high-precision, intricate designs that targeted at premium SUV and sedan owners. This series is available in the 18-inch, 20-inch, and 22-inch size options and comes in a five-bolt pattern. According to Singh, the company’s in-house design team leverages advanced software solutions, simulation tools, and 3D printing to challenge conventional thinking and come up with captivating designs.

“We have a unique way of looking at wheels. We are not only targeting the enthusiasts, but we are focusing on the fashion side of things. It is becoming obvious that customers are looking at more sophisticated and personalised offerings that are an extension of their personalities. Therefore, the finishes of our products are a result of our philosophy of giving a unique proposition to our customers. We look at wheels as a fashion statement,” said Singh.

## Flow-forged Process

Unlike most homegrown alloy wheels present in the Indian aftermarket that are manufactured using the prominent gravity die-casting process, Advantec Wheels specialises in flow forging, which enables both lightweighting as well as high strength as key product attributes. As per Singh, while the Class-A surface of the wheel continues to remain casted, the rim area in its alloy wheels is produced by flow forging.

This enables Advantec’s wheels to be up to 15% lighter and more durable, compared to their conventionally-made counterparts, thus, pitting the company’s products against some of the premium global brands that are imported into the country. “We aim to create a homegrown brand that targets niche customers at a relatively affordable price tag,” Singh added.

To manufacture its high-quality products, Advantec Wheels has set up a state-of-the-art 200,000-unit annual capacity plant in J&K’s Jammu,



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wherein it has installed in-house foundry, machining, as well as paint shops. With an underlying focus on quality, the high-on-automation setup deploys advanced robots on its fully-robotic casting line.

According to Ravinder Arora, Co-Founder and Director, Advantec Wheels, “When we conceptualised this project, our thought process was to aim for international standards when it comes to quality. Therefore, everything at the plant is highly automated with the best of the equipment, and the entire value-addition is done in-house.”

Advantec Wheels has invested close to Rs 70 crore in this facility, and eyes 50% capacity utilisation in the next couple of years. The company targets registering sales volume of 90,000 wheels, and is targeting Rs 25 crore in

revenues in the first year of its market foray. With a clear focus, Advantec Wheels aims to be a leading aftermarket brand making a fashion statement, rather than becoming a commodity in the OEM-supply space.

In terms of certification, the company’s products undergo stringent tests under the BIS norms, thus making it the first BIS-certified alloy wheels company to locally develop and manufacture wheels of 20-inch-and-above diameter sizes in India. The company’s extensive simulation work ensures that its designs come through the validation process in the first go itself, and since these are safety-critical parts of a vehicle, they undergo rigorous testing and validation. Advantec Wheels has state-of-the-art in-house test rigs to rigorously test its wheels before they are sent for certification.

## Robust Distribution Network

Aiming to tap into the large market pool of potential customers looking for aftermarket alloy wheels, Advantec Wheels is setting up a robust distribution channel in place, in a phase-wise manner. While it has already set up a network in 7 Indian states, including Delhi-NCR, Karnataka, Maharashtra, and Punjab, among others, the company is betting big on the demand for these products from key Tier-1 cities in the country.

“The prime Tier-1 cities such as Delhi-NCR, Mumbai, Bengaluru, and Chandigarh, among others, are on the top of our radar as these are the markets which are more fashion-oriented, while also comprising several automotive enthusiasts as well. Having said that, the market is growing across all Tiers, and for that reason, we are offering state-wise distributorship across India,” Singh said.

Advantec Wheels plans to sign up both B2B (distributor-to-retailer sales) and B2C channel partners, while also exploring a direct-to-customer digital retail option. After launching its products in the Phase-1 markets, the company will quickly expand into a total of 13 cities, including Kochi, Hyderabad, Chennai, Ludhiana, Guwahati, and Ahmedabad, among others.

Furthermore, Advantec Wheels eyes strong potential for its products from mature overseas markets such as North America, Europe, and the Middle East. “In CY25, we will focus on developing new designs, and we will begin exports to these high-potential markets from CY26 onwards,” Singh pointed out the company’s global ambitions.

According to Sukhbir Singh, Co-Founder and Director, Advantec Wheels, “We want to become a global fashion brand in the alloy wheels industry. While we will be concentrating on the domestic market initially, eventually, our aim is to go global.”

