

REDEFINING PASSION
WITH EXCELLENCE



INDIA'S FIRST PREMIUM AFTERMARKET
FLOW FORGED ALLOY WHEEL BRAND

ADVANTEC WHEELS PVT. LTD.

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DESIGNED AND MANUFACTURED IN INDIA

Designed by Sterco



Advantec Wheels will be the most reliable manufacturer of global quality alloy wheels meeting the needs of the discerning Indian aftermarket.

With a collective experience of over 5 decades in the automobile sector, we commit to developing world class alloy wheels, because we know that apart from their aesthetic appeal, alloy wheels play a key role in the car's performance, the quality of ride and the safety of the passenger.

Led by a team that truly enjoys ushering in the best from world over, and in the spirit of Atma Nirbhar Bharat, Advantec wheels are superior than most OEM manufactured ones in both designing and manufacturing aspects because of how they are made, the expertise that goes into making them and the commitment to the aftermarket customer wants and needs.

And that's how we aim to develop wheels for Indian aspirations and conditions.

Capacity to produce **200,000+** wheels per annum



Mission

Passionately designing artistic wheels along with the knowledge and wisdom gained from years of automotive wheel manufacturing experience is what we aim at Advantec Wheels.

Moreover we aim to be the first Indian Aftermarket-Alloy Wheel manufacturing company to perform all processes including Styling, Designing, Simulation, Tool as well as Manufacturing and Testing/Validation under one roof; and achieve a truly Designed & Made-in-India product competing against brands of international repute!

Leadership Team



Mr Sukhbir Singh
Founder/ Director

An experienced and qualified professional with a masters degree in Tool Design & Mfg. He currently owns and manages a plastic mold making business of international repute Acme Drinktec Solutions (since 2017), and priorly owned/managed Acme Disys (2003- 17). His previous experience encompasses wheel and tooling design/ business development at Steel Strips Wheels for 11 years.



Mr Ravinder Arora
Founder/ Director

A qualified professional with graduate degree in Electrical Engg. & PG Diploma in Project Management. Along with the experience of total 32 years in top management positions in automotive component sector (Steel Strips Wheels and Vibracoustic), the company's excellence rests on the experienced shoulders of its President and Director, Mr. Ravinder Arora.



Mr Jasneet Singh
Founder/ Director

A young/dynamic entrepreneur along with being a passionate self-taught automotive designer, is currently pursuing his masters degree in Marketing Management. With a unique design philosophy approach to his wheel designs, he envisions to benchmark the global automotive alloy wheel brands.

1st
company in Indian
aftermarket to

introduce **Flow Forged** Technology
bring **16 to 24 inch wheel sizes**
introduce **Element Painting (EP)**
have a **fully automated** production line



Products

A comprehensive range of perfect alloy wheels, flow forged for exceptional strength and designed to dazzle. Even better than most OEM-manufactured ones!



P-Series

for mid segment

Penta or P-Series signifies 5-bolt hole wheel pattern designs, ideal for mid segment SUV's and Sedans. Will be manufactured in 16, 17 and 18 Inch wheel sizes.

SPYDER



PX-Series

for premium segment

Penta Exclusive or PX-Series signifies exclusive 5-bolt hole wheel pattern designs, ideal for premium segment SUV's and Sedans. Will be manufactured in 18, 20 and 22 inch wheel sizes.

KOHINOOR

Q-Series

for compact segment

Quad or Q-Series signifies 4-bolt hole wheel pattern designs, ideal for compact segment SUV's and Sedans. Will be manufactured in 16 and 17 inch wheel sizes.



BLACK WIDOW

Our Capabilities



State-of-the-art, environment-friendly center of excellence conforming to **BIS/ ISO standards.**

Styling

Original, conceptual, and with **deep rooted design philosophy**, our styling is all from genuine inspirations.



Product Design and Simulation

A 3D model is created on CAD software with precise dimensions and features with 1:1 ratio. It is important to ensure that the designs are safe and robust enough to withstand Indian road conditions, and hence **FEA (Finite Element Analysis)** is carried out to validate the designs.



Prototyping

The prototype of the design is created using **3D printers with ABS plastic** as the raw material. This 3D printed wheel supports the process engineers in assessing the feasibility of wheel manufacturing from the production process perspective as well as for the tool design and manufacturing.



Tool Design and Development

One of the key USPs of Advantec Wheels is its extraordinary **in-house tool design and development facility** along with its years of proven tool manufacturing experience, which is used to cater for all wheel designs and sizes.



Testing and Validation

After production, the wheel goes through various testing measures including **CFT, RFT and Impact Testing.**



Manufacturing

We are the first company to have **fully automated foundry line in the country.**

Our foundry lines are of international standards and we cast our wheels in automated **Tilt Gravity Die Casting** machines which enables us to produce much better and consistent quality Alloy wheels.

To fortify the rim, we employ **Flow Forging**, a process unique to our wheels. The process gives our wheels their flawless global quality- wheels with equally strong spoke and rim.

Our machining section deploys machines of International repute to cater to the most complex of machining requirements. Our centre of excellence also has the capability to render mirror cut alloy wheel finishes.

Element Painting

Element Painting is a distinct aspect of our wheel production, allowing us to create up to **25 unique customized finishes per design** like never before as per each and every customer's unique styling desires!

