

SITE

"India has the capabilities to be the nerve centre for automobile design and engineering, and Pune is in the thick of things."

Prashant Nayak, VP, Corporate Planning, TACO.

Pune sets the pace in industrial design

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Geeta Nair

Pune's industrial design is beginning to capitalise on the foundations built by the likes of Tata Motors and a host of other automotive and engineering companies in the city. And the city is building a critical mass that threatens to run away with the status of India's industrial design centre.

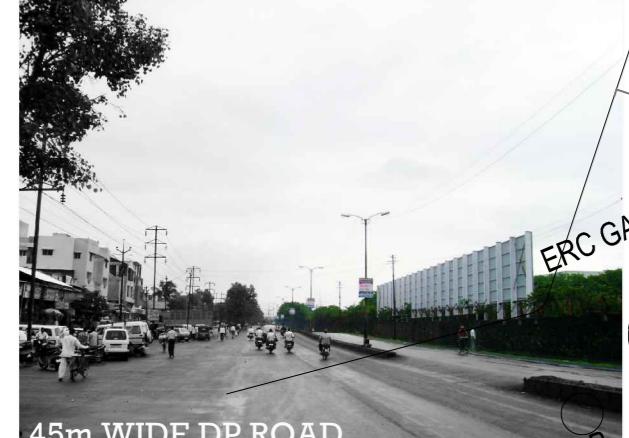
Tata Motors have one of the largest teams working on R&D, new product/aggregates development and technology upgradation at its Engineering Research Centre in Pune with over 900 scientists and engineers. This activity is no longer restricted to Tata Motors. Realising the potential of this business, Tata Technologies was carved out of Tata Motors and positioned as a high-tech supplier to the global automotive community.

Tata Technologies provides engineering and design and IT services to Tata Motors and to automotive companies worldwide for vehicle development. With a team of close to 1,500 people, Tata Technologies is serving GM, Ford, DaimlerChrysler, Toyota, Volkswagen and Honda from a dedicated facility in Pune.

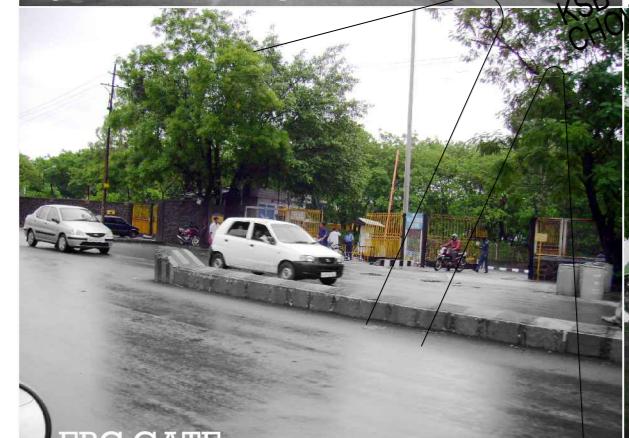
This success is now being replicated at Tata Auto Comp Systems (TACO). TACO has already set up three design and engineering centres in Pune and two more are in the pipeline. Four of them are captive centres while one is a third party engineering centre. This third party design and engineering services player offers services to player across the globe.



MATERIAL GATE



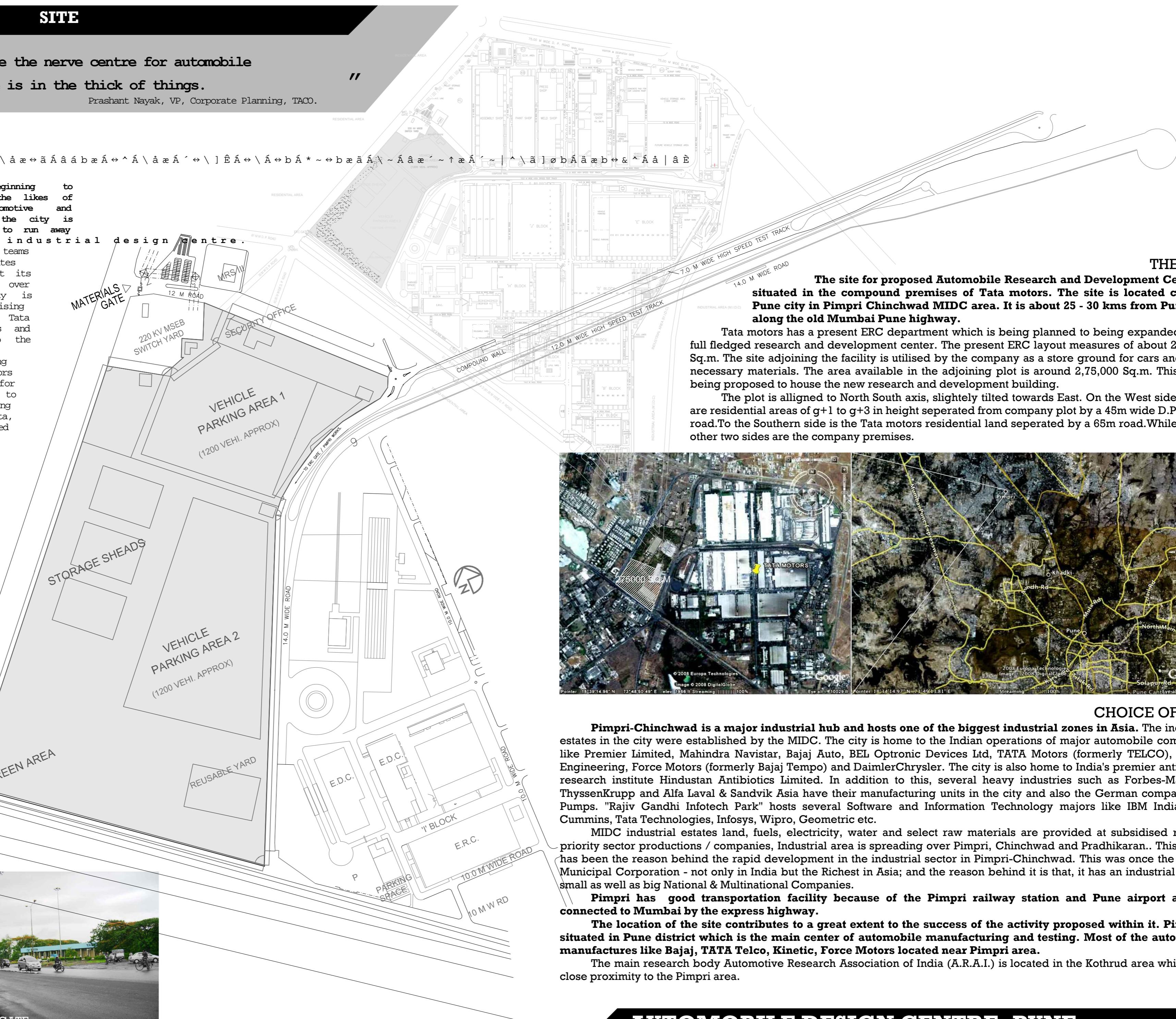
45m WIDE DP ROAD



ERC GATE



MAIN GATE

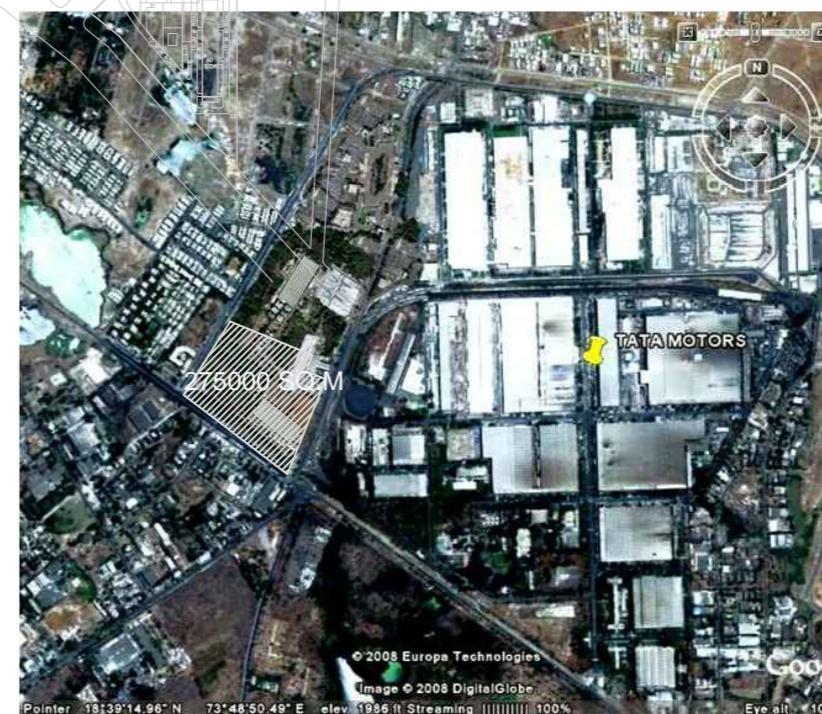


THE SITE

The site for proposed Automobile Research and Development Center is situated in the compound premises of Tata motors. The site is located close to Pune city in Pimpri Chinchwad MIDC area. It is about 25 - 30 kms from Pune city along the old Mumbai Pune highway.

Tata motors has a present ERC department which is being planned to be expanded into a full fledged research and development center. The present ERC layout measures of about 2,03,500 Sq.m. The site adjoining the facility is utilised by the company as a store ground for cars and other necessary materials. The area available in the adjoining plot is around 2,75,000 Sq.m. This site is being proposed to house the new research and development building.

The plot is aligned to North South axis, slightly tilted towards East. On the West side of plot are residential areas of g+1 to g+3 in height separated from company plot by a 45m wide D.P. road. To the Southern side is the Tata motors residential land separated by a 65m road. While on the other two sides are the company premises.



CHOICE OF SITE

Pimpri-Chinchwad is a major industrial hub and hosts one of the biggest industrial zones in Asia. The industrial estates in the city were established by the MIDC. The city is home to the Indian operations of major automobile companies like Premier Limited, Mahindra Navistar, Bajaj Auto, BEL Optronic Devices Ltd, TATA Motors (formerly TELCO), Kinetic Engineering, Force Motors (formerly Bajaj Tempo) and DaimlerChrysler. The city is also home to India's premier antibiotics research institute Hindustan Antibiotics Limited. In addition to this, several heavy industries such as Forbes-Marshall, ThyssenKrupp and Alfa Laval & Sandvik Asia have their manufacturing units in the city and also the German company KSB Pumps. "Rajiv Gandhi Infotech Park" hosts several Software and Information Technology majors like IBM India, KPIT Cummins, Tata Technologies, Infosys, Wipro, Geometric etc.

MIDC industrial estates land, fuels, electricity, water and select raw materials are provided at subsidised rates to priority sector productions / companies. Industrial area is spreading over Pimpri, Chinchwad and Pradhikaran.. This policy has been the reason behind the rapid development in the industrial sector in Pimpri-Chinchwad. This was once the richest Municipal Corporation - not only in India but the Richest in Asia; and the reason behind it is that, it has an industrial belt of small as well as big National & Multinational Companies.

Pimpri has good transportation facility because of the Pimpri railway station and Pune airport and is connected to Mumbai by the express highway.

The location of the site contributes to a great extent to the success of the activity proposed within it. Pimpri is situated in Pune district which is the main center of automobile manufacturing and testing. Most of the automobile manufactures like Bajaj, TATA Telco, Kinetic, Force Motors located near Pimpri area.

The main research body Automotive Research Association of India (A.R.A.I.) is located in the Kothrud area which is in close proximity to the Pimpri area.