

All parts, great and small, lightweight but also strong

The A-Z of exhibitors at the 15th Auto Expo Components Show is a veritable who's who list of suppliers from all over the world, keen to make the most of the immense business potential that India offers. We profile some of the companies that will be showcasing products developed for both IC engine vehicles and EVs and using new lightweight materials that can show their mettle to traditional metal.

Having displayed its resilient side in a difficult year, the Indian auto component industry is gearing up to face the challenges of 2020 and beyond, having already come to terms with the tech upgrade to BS VI norms, developing parts for EVs, the increased focus of OEMs on in-vehicle connectivity and on latest safety technologies. All of these also translate into new business opportunities and the first Auto Expo of the new decade will be ample proof of that. We take a look at some companies showcasing their latest portfolio.

GOLDSEAL-SAARGUMMI INDIA Hall 4 A-FF, Booth No. 295A

The overall theme of GoldSeal-SaarGummi India, a JV between Gold Seal of India and CQLT-SAARGUMMI of Germany, at this year's Auto Expo is 'Active innovations for sealing the future'. The company says its 'full focus approach is to showcase to auto OEMs our new innovative sealing profiles using innovative raw materials, innovative processes and innovative technologies to give the customers what they really need to seal cars in the future.'

At its 36-square-metre stall in Hall 4 A-FF, the company is displaying its 'Vario' section, where the extruded profile cross-section is automatically

changed in the ongoing extrusion process. Vario Proof is the innovation when a permanently elastic sealant is added to the sealing profile during the extrusion process at specific appropriate required points in the profile.

By participating at the Expo, GoldSeal-SaarGummi India aims to increase its market share with domestic OEMs and get export orders from new customers for the international independent replacement aftermarket and get additional business from new OEMs, new Tier 2s, new bus body builders, and new EV makers.

Commenting on the emergence of EVs and the impact on the IC engine parts industry, Urvaksh C Aga, CEO, GoldSeal-SaarGummi India, says: "EVs are entering the market in a big way and they require lighter components so that the total weight of the car is kept to the minimum. Hence, the challenge for our EPDM rubber extruded sealing profiles is to have lightweighting, which we are already working on by making profiles of 'Solid Light' and 'Foam Tight' which has solid rubber properties but made with lightweight innovation."

Urvaksh Aga is a strong proponent of the Auto Expo series. "We have participated in every single Auto Expo when it was a fledgling exhibition with only a few members. Since we were ACMA members on the ACMA executive committee,



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FoamTight foamed low-density material replaces butyl as sealing agent in weather strips.



Vario Proof: Permanently elastic sealant is added to the sealing profile within the extrusion tool at specific points.



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we have always supported the Auto Expo to bring it to the level it is today from our original participation of 9 square metres to 36 square metres today."

"It is necessary to participate and showcase our products to the customer. You get a chance to meet the maximum number of decision makers from the OEMs' various departments of design and development, quality, sourcing and the key

personnel who are at the Motor Show and also visit the Auto Component Show. So, participation has a four-pronged benefit – to get new customers, new business, new additional business from current customers, new Tier 2 customers supplying to current OEMs, domestic aftermarket and bus body builders and also for other users in the mobility and transportation industry," he concludes.