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Localisation has many advantages; it's time India becomes world manufacturing hub

PRODUCTION LEVELS We restarted operations in all our 30 plants since the last two months now. The recovery in May was at 5-10 per cent, in June about 35-40 per cent and in July it was at 70 per cent of pre-COVID levels. We anticipate that in September we will be able to reach pre-COVID levels.

HOPES ON RECOVERY We are hopeful that the festive season will bring cheer and we will be able recover to pre-COVID levels.

MORALE-BOOSTERS People are our biggest assets and we recognise the efforts they have made during these tough and challenging times. It was imperative that we stood by them and continued to have clear communication and stay connected. Our focus has been to ensure no job loss due to the COVID19 crisis. Our employees voluntarily contributed towards salary cuts and worked diligently towards cash conservation. The important thing is to ensure our bonds remain strong, we continue to engage with our people and help them navigate the uncertainty with the assurance that we are all in this together. We have organised virtual meetings, virtual town halls, addressed our teams and stayed connected through various platforms.

SAFETY MEASURES As mentioned before, safety is undoubtedly most important especially, in today's situation. We have taken all the necessary measures from sanitization of vehicles, deep sanitisation of premises, regular check of employee at the plant gates and maintaining all social distancing protocols at the facilities. We have also created an in-house quarantine facility with seven beds, equipped with necessary medical support required under a doctor's supervision in NCR and Pune. We have maintained all the obligatory protocols laid down by the Government.

SECTORAL GROWTH We had embarked on our journey towards self- reliance and we have made efforts to localise and build our own competence with the support of our partners. However, there is need to build competence for electronics as most of the electronic buying is imported. We as the auto component fraternity need to put thrust on electronics manufacturing locally.

CVs AND TRACTORS The tractors have been on the recovery path; the good monsoon has led to improvement in farm equipment demand. However, we can't say the same for the commercial vehicles. We are hopeful that in the coming months we see some green shoots of growth and recovery.

BS-VI AND EV PUSH No, there won't be any brakes being applied to this. With Supreme Court and the Government directing the BS-VI transition, it will be implemented. Also, EVs are the future and we are moving in the right direction. Although, for the import of some components we are dependent on China, it is an opportune time for the auto component industry to focus on alternatives and put thrust on developing domestic local capabilities and make - Atmanirbhar Bharat.

SUPPLY CHAIN CHALLENGES Yes, imports have been a challenge for the industry. It is also not very different for us. We are working on it and ensuring that supply chain is not disrupted. At Lumax we have a design office in Taiwan and have strong import linkages with other countries so our dependency on China is not so high, however, we are exploring alternatives to reduce dependency on one particular country such as China but it can't happen overnight.

ATMANIRBHAR BHARAT We have been focusing on localisation for the last five years, there are lot of advantages associated with localisation and we encourage everyone to align with the vision of the Prime Minister and make in India and therefore, make for the world. It is time that India becomes the world's manufacturing hub. One major example of this is the components such as on-board antennas which will be first time manufactured in India. Before Lumax partnered with Yokowo, Japan it was being imported. So, things are changing.

ANTI-CHINA RANT It is actually good. It is an opportune time for India to showcase its manufacturing capability and innovativeness, we have everything in our favour, the Government is supporting with policy changes, abundance of skilled labour, demographic dividend. All major economies are looking for an alternative to China.