

We are focusing on providing higher comfort and safety: Amit Dey, CEO TM Seating

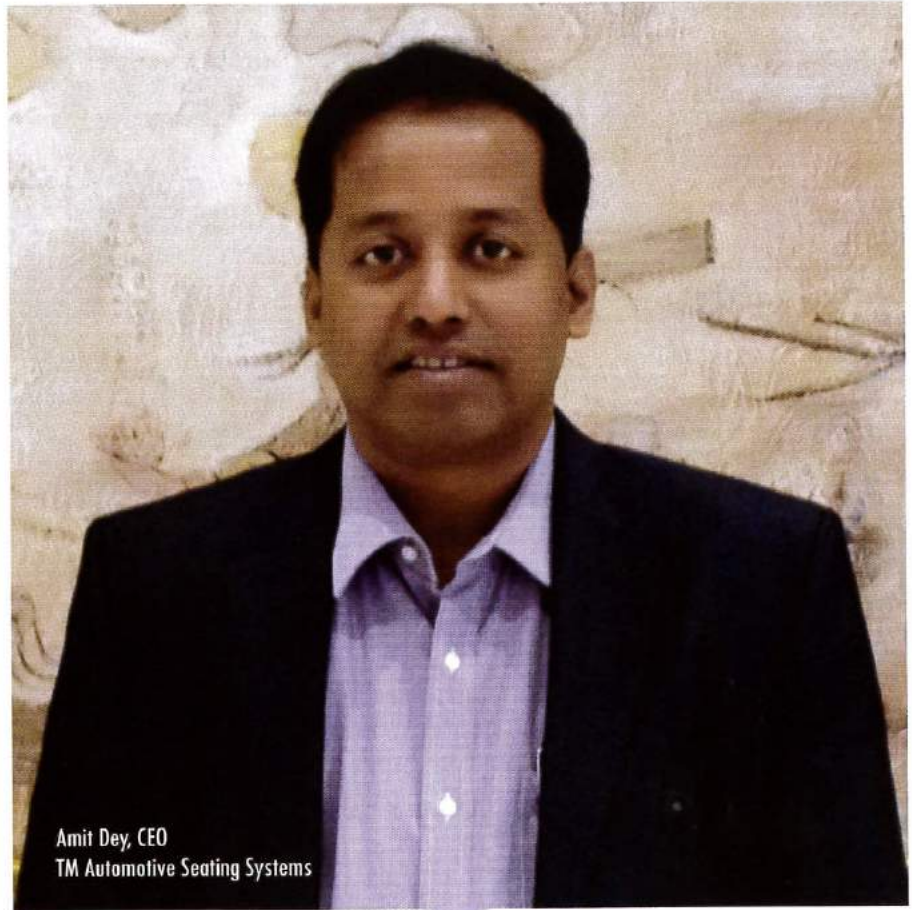
Amit Dey currently works as a Business Unit Head/CEO at TM Automotive Seating Systems (A joint Venture company between Tata Autocomp & Magna Seating US) and studied at University College of Engineering Burla. He had earlier worked with TATA AutoComp Systems Ltd, M/s Tata Johnson Controls Automotive Ltd, TVS Logistics Services Ltd, Mahindra and Mahindra Ltd, M/s RSB Transmission Ltd.

In 2013, he had moved to Tata Auto Components Systems Ltd from Tata Johnson Controls after separation of TACO & JCI in the JV and joined as Senior General Manager. He had been working on long term strategies of the Group to add new product line in existing companies and also formation of new companies either through Joint ventures or by Merger & Acquisition. Edited by excerpts :

What is TM Automotive Seating System's market share in both bus as well as truck segments?

We are a young company in the segment having commenced operation in April 2017. TM has a clear strategy to secure and build brand on the home turf first and then venture to the Global market. However, in case of any export opportunity, we are always open. However, our team has a rich & vast experience into the Seating Systems. As stated, TM is young and energetic organization. We have our detailed business plan and would be sharing at the right moment. We have just commenced our operations and have ambitious plans. It is too early to define percentage share – we are confident that we shall be a company with a sizable business pie soon.

Can you talk about the slew of



Amit Dey, CEO
TM Automotive Seating Systems

products including the city bus applications?

Our first footprint is with the School & Staff bus. We are also working with few customers for the city bus – both regular & moulded seats. Going forward we are working on High end Luxury Bus Seats and Commuter Buses.

Who are all your customers in the Indian automotive horizon? Can you give the break up of bus, truck, passenger car and other segments?

As explained, we have already commenced supplies to Tata Marcopolo & ACGI while we are in discussion with the other OEMs also. We have business awards from Passenger cars and truck OEMs and

you would start seeing our products in vehicles from Q3 of 2018.

For the forthcoming Bus World, what are the new product TM Automotive Seating System is contemplating on introducing?

TM has a wide range of products under development and are under discussion with Bus manufacturers in India both for the running products as well as looking at the changing trends like EV within India and from the world over. We have not yet short listed the products to be displayed but would surely be coming up with trend setter range. Our prime focus is on the light weighting solutions. We are the first company to introduce the high strength steel and advanced technologies into the bus seat segment.



on few innovations that would be in the direction of Light weight solutions, more comfort, durable, to name a few from the consumer/user perspective. From the OEM perspective, we are also working on areas that offer modularity, durability, scalability & adaptability. This would reduce the inventory and change over from the complete supply chain stream.

Which are all your strong areas in India? What are the untapped areas you are now focusing on?

Our various market studies have revealed that very little attention has been focused in the area of seating. This is unique in bus & truck segment particularly for the reason being that the buyer/owner is not the user, quite unlike the passenger car seating. With the current government putting lot of emphasis on infrastructure and road developments, road corridors, GST, etc – with the objective of increase in the km coverage per day, it is imperative to exclude the driver & passenger safety & comfort. We have identified some areas of improvements in construction equipment industry & tractor segments as well.

What are advanced concepts akin to the ones available in advanced markets, that you want to introduce in the Indian market?

Our JV Partner Magna – a Global name in Seating is very strong in defining the future market trends and has a strong laid down process of innovations. They follow a process giving importance to very minute details in the scope of study and develop products and features that are unique.

The innovation process at Magna is continuous and even after the launch or introduction into the market, they are monitored very closely and form the base for evolving further innovations. All those technologies are



accessible to TM and would certainly be offering to the global and domestic OEMs present in India.

How important is innovation for TM Automotive Seating System?

Innovation may be defined as exploiting new ideas leading to the creation of a new product, process or service. It is not just the invention of a new idea that is important, but it is actually “bringing it to market”, putting into practice and exploiting it in a manner that leads to new products, services or systems that add value or improve quality.

It possibly involves technological transformation and management restructuring. Innovation also means exploiting new technology and employing out of the box thinking to generate new value and to bring about significant changes in society.

Innovation is our prime focus area. We believe this is the only way we can add value to our customer and be sustainable in long run. Larger part of our budget is allocated to Innovations. While having team with seating experiences, it is important to bring people from other fields in order to have an optimum balance between industry practice and out of box thinking to break barriers. ■

By : Santosh Sharma

Our products would be better in terms of comfort and durability. With the increasing traffic and car pool trending into India and the success stories of Uber & Ola, we feel the executives of future would be open to using the bus as their means of transportation providing the same comfort and convenience as their private transportation. We are focusing on providing the higher comfort and ease of communication means while on travel like laptop station, USB charging, recliner to relax, etc. These are some areas that we are working on.

What is the market TM Automotive Seating System has for its plastic seats, especially in the STU segment?

Current product is more of the generic seats as per the existing customers requirements. At the same time we are working on the plastic seats and would be introducing by 2018.

What are the other innovative products that are in vogue or in the pipeline?

TM is not here for completing on the existing range of products. Our various surveys have uncovered the need for advancements in the passenger and driver seating areas, much on the similar grounds as is being seen in the passenger car segment. We are working