



NIRANJAN KIRLOS KAR

Managing Director, Fleetguard Filters

Q. Can you share Fleetguard Filters' journey since its inception in 1987 and its collaboration with Cummins Filtration USA? How has the company evolved in the automotive business over the years?

» Since our inception in 1987, Fleetguard Filters (FFPL) has embarked on a remarkable journey of growth, innovation and commitment to quality. Founded as a joint venture with Cummins Filtration USA (now Atmus Filtration Technology), this partnership has been a cornerstone of our success. Over the years, our company has consistently evolved achieving significant milestones that underscore our dedication to excellence.

All our manufacturing facilities are IATF 16949 Certified, and our products are tested in NABL-accredited labs that continuously raise the bar in providing the best quality filtration products. Implementing the Theory of Constraints (TOC) management principles in 2007 enhanced our operational efficiency, and the ISO 14001 Certification in 2008 highlighted our focus on environmental responsibility and sustainability. From expanding our manufacturing capabilities and market presence to Pune in 1992 and establishing operations in various geographies like Hosur (2005), Sitarganj (2010) and Dharward (2016) to inaugurating advanced facilities like the one in Jamshedpur (2022), the trajectory of our growth is ever-increasing.

Achieving a remarkable turnover of ₹22 billion in 2023 signifies our on-going journey and the success of our collaboration with Cummins Filtration USA (Now Atmus Filtration Technology). As we move forward, we remain dedicated to advancing the automotive filtration industry, meeting the dynamic needs of our customers and contributing to a cleaner, more efficient and sustainable automotive sector.

“Advanced customer solutions, embracing constant technological progress”

Q. How do you manage strategic decisions towards business success?

» At FFPL, we believe in having sustained business growth now and in the future. The basis of our strategic decisions towards business is as follows: our business priorities are regularly evaluated internally, to ensure the set goals are achieved. We use various internal data tools and follow stringent processes for all our operations. We also leave enough scope to keep pushing the envelope, constantly innovating solutions that will always provide our customers with technologically advanced solutions. We also live by the Theory of Constraints (TOC) principles, which helps us optimise and streamline our resources and anticipate upcoming market needs to develop future-ready solutions. Ultimately, the end goal is to ensure our customer is always delighted and maintains a long, fruitful relationship with us.

Q. The automotive industry has witnessed rapid technological advancements in recent years. How do you define the role of highly efficient filters in heavy-duty commercial vehicles?

» Indeed, the automotive industry has witnessed rapid technological advancements. In fact, we have been pioneers in partnering to deliver many such advanced solutions setting new standards in the industry. At FFPL, we adhere to manufacturing filtration solutions that meet the most stringent requirements of filtration solutions. As the global standards get more demanding, our preparedness with constant innovation and R&D has always kept us ahead of the market curve and adaptable to the evolving market demands.

Q. Can you throw some light on your company's diverse manufacturing capabilities? How does your business line set itself apart from the rest in the competition?

» FFPL has a diverse manufacturing capability across multiple plants, producing various automotive and industrial products. The company operates multiple manufacturing facilities, each specialising in distinct aspects of various types of filter production and related components. These facilities collectively produce a comprehensive range of filter products. The range includes air, fuel, lube, hydraulic filters, air oil separators, crankcase ventilators, coolants and chemicals and automotive spares. Some of the segments we cater to are Automotive, Power Generation, Construction and Infrastructure, Mining, Industrial, Defence, Agriculture and many more.

The company differentiates itself by providing high-quality filtration solutions on time every time. We ensure the same by always being located in close proximity to the customer. This network allows the company to cater to a wide spectrum of customer demands and maintain a strong presence in the filtration industry.

Q. Fleetguard Filters' impact is not limited to India; it has a global presence. Could you discuss the company's international operations and its efforts to cater to the filtration needs of diverse markets worldwide?

» Certainly, our impact extends beyond India, as the company has a notable global presence. FFPL's international operations play a crucial role in addressing the filtration needs of diverse markets worldwide. FFPL's international reach allows it to serve customers in different sectors and regions, adapting its filtration solutions to meet specific requirements and environmental regulations. Some of the countries FFPL exports to are USA, Belgium, Singapore, France, South Korea, Brazil, China, Australia and South Africa via Cummins Filtration USA (now Atmus Filtration Technology).

Q. Looking ahead, what are Fleetguard Filters' plans and aspirations? How does the company envision its role in shaping the future of filtration solutions in the automotive sector?

» At FFPL, we manufacture high-quality filters in adherence to prescribed regulations. This, in turn, improves not only the efficiency of the engine but also significantly contributes to the reduction of pollution in the environment. Our R&D and test labs work diligently to be technically prepared for the ever-evolving new emission norms and cater to customers' stringent requirements with the shortest delivery lead time. Thus, the company's commitment to innovation and sustainability results in more efficient and eco-friendly filtration solutions, reducing emissions from industrial processes, vehicles and power plants, emphasising the crucial role of corporations in addressing this pressing global challenge. □