



IS PROUD TO PRESENT

## E R AUTOMOTIVES

AS ONE OF THE

TOP 10

**AUTOMOTIVE COMPONENTS  
MANUFACTURERS IN HARYANA**

2024

*in acknowledgement of its unwavering focus and dedication  
to achieve excellence in quality and delivery in this field.*

*Sudhakar Singh*

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Managing Editor  
Industry Outlook

## E R AUTOMOTIVES

ENGINEERING SUCCESS THROUGH PRECISION & GLOBAL EXPANSION



Saurabh Gupta  
Managing Partner

Haryana has emerged as a vital center for the automotive industry in India, hosting numerous manufacturers of automotive components. Renowned for their precision engineering and commitment to quality, Haryana's automotive component manufacturers produce a wide range of products, including engine parts, shock absorber parts, transmission systems, brake systems, and electronic components. The major challenges for Indian automotive component manufacturers are high production costs and maintaining product quality compared to China's large-scale, low-cost production. Started in 1995, E R Automotives is a trusted partner in precision engineering and manufacturing for the automotive and general allied industries. With a legacy of excellence spanning decades, the firm has established itself as a premier provider of high-quality precision machined, turned, and forging components.

### Strategic Technology Adoption

E R Automotives effectively bridges the industry's gap by adopting advanced machinery and benefiting from government import relaxations, which significantly reduce production costs and enhance quality. By importing high-end machines from Japan and other countries and leveraging local manufacturing of these machines, E R Automotives can produce precise components that meet global standards. Additionally, the firm focuses on tailor-made solutions to cater to specific customer requirements, overcoming the limitations of bulk

production. This strategic approach enables E R Automotives to compete with China, balancing both cost and quality to meet the demands of the automotive industry.

"We stand apart in the precision manufacturing segment through our commitment to continuous technological evolution. We have a comprehensive setup that includes advanced machining and testing facilities tailored to meet specific customer requirements and technological accreditations. Our infrastructure is regularly upgraded, ensuring we stay at the forefront of industry advancements. We update our technology annually or biennially, reflecting our dedication to innovation", speaks Saurabh Gupta. Currently, the firm is integrating AI technologies to optimize its operations, reduce manpower costs, and guarantee the highest quality products.



**E R Automotives' commitment to precision & diversification propels it towards future growth & global partnerships**

### Advanced Manufacturing & Quality Assurance

The firm ensures the highest quality standards through a combination of advanced computerized machinery and rigorous quality control measures. The company's state-of-the-art machines minimize the possibility of defects during the manufacturing process. Each critical product undergoes optical testing to detect and eliminate any minor defects before dispatching to customers. "While we don't have an in-house R&D department, our Value Addition



Seema Pathak  
Managing Partner

and Value Engineering (VAVE) team collaborates closely with customers' R&D departments. By optimizing manufacturing processes, reducing operational steps, and sharing innovative solutions, we help enhance production efficiency and reduce costs, ensuring we meet and exceed customer expectations", shares Saurabh Gupta. Over the past 29 years, the firm has built strong associations with renowned automotive brands such as Hero, Honda, Mitsubishi, Hitachi, and Munjal Showa.

E R Automotives, having served domestic customers for nearly three decades, is now expanding its reach to global markets. "We have begun supplying samples to international clients and have become a channel partner for Xometry, a global supplier based in the UK and US. While we have primarily catered to the automotive industry, we are now diversifying into the general allied and home appliances sectors. Our ambitious target is to grow the company by at least 150 percent by March 2027, reflecting our commitment to broadening our market presence and product offerings", adds Seema Pathak. E R Automotives, with a firm foothold in domestic markets, is now set to conquer global frontiers. The firm's commitment to quality is validated by successful audits from Japanese headquarters and international offices, cleared in one attempt. With minimal parts per million (PPM) rejections, the company consistently surpasses OEM criteria, earning certifications and awards from diverse quality programs and government bodies.