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AAA's new manufacturing facility



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to drive
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AAA's new plant inaugurated



Dr Jamshed J Irani, Director, Tata Sons, addressing the gathering at the inaugural function.

Adithya Automotive Applications Private Ltd. (AAA), a joint venture between TRF Ltd. (51%), Jasper Group (29%) and Tata Capital Ltd. (20%), has established a new manufacturing facility in Lucknow. The new facility was inaugurated by Dr. Jamshed J. Irani, Director, Tata Sons.

AAA has been constituted with the objective of developing and manufacturing fully built end-solutions for truck applications such as tippers, cargo bodies, garbage compactors, refrigerated vans, etc.

TRF Ltd., a Tata Enterprise, is a pioneer in solutions for bulk material handling/processing systems

and equipment and port and yard equipment. Jasper Industries of Hyderabad is a major dealer of Tata Motors' commercial vehicles and passenger cars in Andhra Pradesh

for the last 50 years. Tata Capital is a wholly-owned subsidiary of Tata Sons Ltd., the apex holding company of the Tata Group.

AAA commenced business with



Tata Motors in November 2009, by way of integrating tipper bodies with the latter's chassis. The new manufacturing plant, spread over an area of 54,000 sq.ft. started production in August 2010. In 2009-10, AAA supplied over 120 tipper bodies and the target for the current year 2010-11 is over 3,000 bodies.

Speaking on the occasion, Dr. Jamshed J. Irani said that AAA should aspire to match the best in the business of developing and manufacturing fully built end-solutions for truck applications.

Mr. Sudhir Deoras, AAA Chairman, and Managing Director, TRF Ltd., was confident that the new manufacturing plant would become a show piece in the world. He said that the company would soon develop new fixed-body products in response and in anticipation of the customers' needs. He urged the employees of the company to uphold the Tata brand name by ensuring leadership with trust.

Mr. S. Borwankar, Manufacturing Head, Tata Motors, said that the company must aim to provide cost effective solutions to its customers. Mr. KC Girotra, Managing Director, Dutch Lanka Trailer Manufacturers Ltd., acknowledged the support given by Tata Motors. He was confident that the company would aspire to become a one-stop solution in its business by ensuring quality, constantly innovating new products and showing sensitivity to customers' expectations.

The inauguration ceremony was attended by the board of directors



of the company and guests, a large number of stakeholders, customers and suppliers, and employees of the company.

TRF Ltd. is a pioneer in engineering and supply of material handling equipment and systems for five decades. TRF has recently acquired Hewitt Robins Fraser Ltd. of the UK to enhance its scale of bulk material equipment and make a more meaningful presence in both European and Indian markets and the sub-continent. It also has business interest in automotive applications. The company's subsidiary, York Transport Equipment (Asia) Pte Ltd. of Singapore is engaged in the

business of production and distribution of trailer undergears, with market presence in 27 countries.

York Transport Equipment (Asia) has four manufacturing facilities worldwide, including one in India. TRF has also set up Adithya Automotive Applications, an automotive applications unit under a joint venture in Lucknow. More recently, TRF acquired the Dutch Lanka Trailer (DLT) Manufacturers Ltd. of Sri Lanka. DLT is a world-class trailer manufacturing company and has manufacturing facilities in Sri Lanka, Oman and India. It exports trailers to as many as 30 countries.

