

Titan Engineering & Automation to set up a plant in Chennai; expand presence in Hosur

TE Raja Simhan
Hosur

Titan Engineering & Automation Ltd (TEAL), a 100 per cent subsidiary of Titan Company of the Tata Group, is planning to set up a plant in Chennai, and expand its presence at Hosur.

"At Hosur, the company has three units and the fourth unit will come up in Chennai for electronics. We have identified the land, which will be a leased premise. It will manufacture electronics components, support and proximity to customers," said NP Sridhar, MD & CEO, TEAL. "In Hosur, we have bought 10 acres for expansion," he told *businessline* at the company's plant in Hosur.

The expansion will be part of the five-year ₹430-crore capex plan that the company committed at the GIM 2024. The investment includes ₹200 crore for the wafer fab — used in manufacturing

semiconductors — equipment manufacturing facility. Sridhar said TEAL hopes to achieve revenue ranging between ₹830 crore and ₹900 crore in the current financial year. Last fiscal, the company reported revenue of ₹761 crore. We are aiming at 20-25 per cent annual growth in the years to come," he said.

"We began as a watchmaking unit for the company in the 1990s and later went on to function independently, offering manufacturing and automation solutions," said Sridhar.

HIGH-PRECISION

"TEAL was born as an in-house engineering team dedicated to high-precision component manufacturing and designing, manufacturing and automation machines. The team now boasts of a full-fledged machine building and automation and component manufacturing businesses catering to the global markets," he said.



NP Sridhar, MD and CEO,
Titan Engineering &
Automation Ltd

Automation Solutions involve creating modular assembly lines for machine construction for various industries, with demand primarily from the auto industry, energy, life sciences, engineering and consumer products. For example, the company will manufacture an entire assembly line for a client at the Hosur plant and test the product; dismantle the line and install the same at the customer's premises for mass production. While

it will take nearly nine months to install the line at TEAL, it will take a couple of months at the client's location, he said. "In the past, we used to procure machines from Germany, France and Italy. However, today, we export machines to them," he said. The turnkey assembly and testing solutions include solar wafer, watches, shaving blades and pencils, he added.

On revenue from the Tata group, he said it was less now but has the scope to grow in future. Tata Electronics, which makes iPhones at Hosur, is one of TEAL's customers.

The aerospace and defence business builds precision components and sub-assemblies catering to the global aerospace and defence customers. Aircraft manufactured by Boeing or Airbus have TEAL's components such as impellers, diffusers and turbine discs, he said.

This writer was in Hosur at the company's invitation