



Press and Corporate Affairs

Media Information

7 May 2015

BMW participates in 'Make in India' with upto 50 percent local content in cars assembled at BMW Plant Chennai.

Legendary sportsman Sachin Tendulkar makes cars along with the engineers at the assembly lines of BMW Plant Chennai.

Chennai. Celebrating the 'Make in India' initiative, BMW has further strengthened its commitment to the Indian market by increasing the level of localisation at BMW Plant Chennai upto 50 percent.

Legendary sportsman Mr. Sachin Tendulkar marked the occasion in a unique way by assembling a BMW 5 Series using parts from Indian auto component suppliers. Mr. Sachin Tendulkar said, "I am an avid BMW enthusiast and have been driving BMW cars since a very long time. But the experience of making a BMW with my own hands was unique and unforgettable. I am impressed by the high quality standards followed at BMW Plant Chennai that ensure the impeccable performance of a BMW. I got the opportunity to go through the tiniest details and efforts that are put into making a BMW. Next time I take my BMW out, I can proudly say – I have made one!"

BMW Plant Chennai started operations on 29 March 2007. Since then, the BMW Group has strengthened its commitment to the Indian market and has continuously increased the number of its locally produced car models. Upto eight car models can be locally produced on two assembly lines at BMW Plant Chennai. Presently, the BMW 1 Series, the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3 and the BMW X5 are locally produced at BMW Plant Chennai.

Mr. Philipp von Sahr, President, BMW Group India said, "The BMW Group has always looked towards India with a long-term perspective and our strategy is based on an inclusive approach. We have continued to build our operations in India in a systematic way. With a strong portfolio of locally produced cars, the time was appropriate to partner with major

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Indian auto component suppliers. This decision benefits BMW in terms of cost optimization and value addition while at the same time it creates business and profitability for our suppliers – a win-win situation.”

Some of the major auto components sourced for local production of cars at BMW Plant Chennai are: Engine and Transmission from Force Motors; Axles from ZF Hero Chassis; Door Panels and Wiring Harness from Draexlmaier India; Exhaust Systems from Tenneco Automotive India; Heating, Ventilating, Air-conditioning and Cooling Modules from Valeo India and Mahle Behr and Seats from Lear India.

Mr. Robert Frittrang, Managing Director, BMW Plant Chennai said, “BMW Plant Chennai takes pride in producing cars that have the same international quality standards as any of the BMW production and assembly facilities worldwide. Highly skilled employees, advanced manufacturing processes along with state-of-the-art machinery and technology provide all the necessary ingredients to achieve these tough standards. The cars locally produced at BMW Plant Chennai now feature very strong local content. We are confident that through our partnership with Indian auto component suppliers, we will set even higher benchmarks in quality standards and supply chain management.”

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date, the BMW Group has invested INR 4.9 billion (69 Million Euro) in BMW India. The wide range of BMW activities in India include a manufacturing plant in Chennai, a parts warehouse in Mumbai, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centers of the country. Currently, BMW India has 40 sales outlets in the Indian market.

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