

# MOTORINDIA

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**IMPACT  
FEATURE**



- Ishaan Sarine, Managing Director, Auto Ignition Ltd.

# AUTO IGNITION

***COMPLETES 50 SUCCESSFUL YEARS***



Mohan Narayanan, President & CEO

Using the 5 decades of success as a launch pad, the company is set to translate this pedigree into the sunrise industry of electric mobility.



Rajendra Abhange, President & CEO elect



# LOOKING FORWARD TO AN EXCITING FUTURE AHEAD!

With two plants, one in Haryana and another in Uttarakhand, Auto Ignition manufactures one of the widest range of starter motors from 1 KW to 9.5 KW and alternators from 23 amps to 150 amps and is now set to enter a new and exciting phase of its journey in the automotive industry.

Five decades ago, R K Sarine, an alumnus of BITS, Pilani, with work experience from Prestolite, USA, embarked to change the landscape of the Indian automotive industry. As a pioneer of the only fully Indian start-up for manufacturing starter motors, alternators and other electrical components, he set the stage for others to follow behind him.

It was a time when start-ups did not have the same cachet that they have today. Global brands like Bosch, Prestolite and Lucas ruled the Indian market. To take on such marquee names not only needed the technical wherewithal but also a 'never say die' spirit.

In a sense, he had the daring of a sea-farer. Thus, was born Auto Ignition Ltd. and the brand 'Autolek'.

Sarine sensed an opportunity to address the tractor segment as the after-market demand for these products was high because of the abuse these products were subjected to in the hostile dust and water-soaked environment. The company set out to make the products robust and tested them under very adverse environmental test chambers. This ability to withstand abuse remains the hallmark of Autolek products to this day.



Rajendra Abhange, President & CEO elect

The company was incorporated on August 5, 1971 and commenced manufacturing of ignition coils. He started his entrepreneurial journey starting from a small rented shed in Faridabad with a capital of mere Rs 5,000 and a handful of people trained by him.

From such humble beginnings, the company grew in strength year after year and added a slew of products to its bouquet. The first OE customer was Hindustan Motors Ltd. for ignition coils. Eventually, when the ignition coils went the electronic way, the company shifted its focus to starter motors and alternators.

In the last five years the company has added three overseas OEMs to its list of the largest, the second- largest and the third-largest tractor manufacturers in the world and the second-largest generator manufacturer in the world. The company exports its products to more than 30 countries across five continents. It has a turnover of Rs 400 crore and aims to reach a turnover of Rs 1,000 crore within the next five years. Auto Ignition manufactures one of the widest range of starter motors from 1 KW to 9.5 KW & alternators from 23 amps to 150 amps.





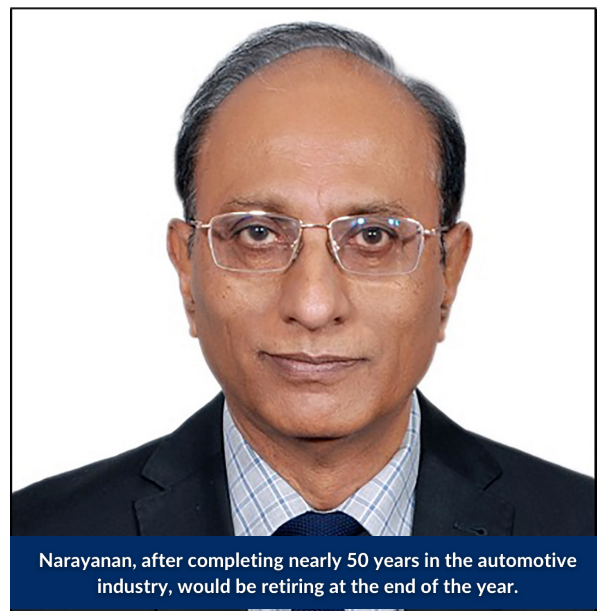
**“As we celebrate our golden jubilee on August 5, 2021, we can proudly say that we have come a long way. We will carry this journey forward with new energy and dynamism. We will need the unstinted support of all our stakeholders in the next phase of our journey”**

- Ishaan Sarine, Auto Ignition Ltd.

It is also the only company in India to make starter motors of the direct-on variety and gear reduction motors of planetary gear and offset gear technologies. The company has invested heavily in research and development and has come up with several cutting-edge designs and filed for patents. The research and development centre has been recognised by the Government of India as a centre of excellence. The company has also catalysed new systems and processes with a view to integrate Industry 4.0 principles.

Today, the company's reigns are in the hands of Ishaan Sarine, grandson of the founder. Ever since he took over in 2013, he has steered the company to a more innovative and responsive company geared to the changing dynamics enveloping the ecosystem. Also on board is Mohan Narayanan, President and CEO, who also joined in 2013 and has translated his rich experience culled from leading companies like Escorts, Goetze, Mahle, Brico, Teikoku Piston Ring Company and Federal Mogul to make the company more system-oriented and professional.

In order to ensure smooth succession planning, Rajendra Abhange, formerly Technical Director with Gabriel India Ltd. with prior experience in Bosch, both in India and Germany, will be the President and CEO after Narayanan's tenure. The company will not be resting on its laurels. Using the 50 years of success as a launch pad, the company is set to translate this pedigree into the sunrise industry of electric mobility.



Narayanan, after completing nearly 50 years in the automotive industry, would be retiring at the end of the year.

The company will be making EV motors and controllers. The prototype with unique technical features has already been developed and will be launched by 2023.

# AUTO-LEK

A TRUSTED NAME



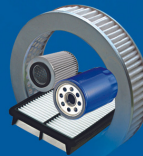
## Igniting Dreams Since 1971



Starter Motor



Alternator



Filter



Electric Vehicle Motor

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