

# MOTORINDIA

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**IMPACT  
FEATURE**

**Ensuring  
consistent  
global quality  
of its products.**

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- Francois Delacommune, Vice President,  
International Business Development, Hutchinson

## Hutchinson Precision Sealing Systems

**FORTIFYING INDIAN AUTOMOTIVE MARKET PRESENCE**



# FORTIFYING INDIAN AUTOMOTIVE MARKET PRESENCE



# HUTCHINSON®

In an exclusive interaction with Francois Delacommune, Vice President, International Business Development for O-Rings and Bonded Seals product ranges of Hutchinson Precision Sealing Systems, Hutchinson, and Sriram Gopalakrishnan, Technical Director, Hutchinson India, N. Balasubramanian and Sarada Vishnubhatla learn the various nuances of Hutchinson's robust plans to further fortify its presence in Indian automotive market, the company's global success strategy and how it is being applied in India.

Hutchinson is known the world over for its customized materials, designs and solutions. As a global leader in vibration control, fluid management, sealing systems, belt drive systems, the brand caters to multiple markets and contributes to the mobility of the future.

Hutchinson Precision Sealing Systems' (PSS) foray into India commenced in 1996, when the company decided to supply its O-Rings customer here from France. More than a decade later in 2014, an anti-vibration system unit was opened in Manesar, Gurugram in Haryana which was shifted to Oragadam, Chennai in 2018. In the same year, the plant began manufacturing belt drive systems too. The company's first distribution center for O-Rings came up in 2019 at the same plant. Today, Hutchinson India Rubber Products Pvt Ltd supplies automotive components including O-Rings, anti-vibration systems, and belt drive systems to OEMs, and tier-1 and -2 manufacturers in India.

Spanning over 2 decades of experience, Francois Delacommune, Vice President, International Business Development, Hutchinson PSS, is an expert in O-Rings and Bonded Seals. Since 2006, he has been working towards international expansion of the company and in alignment with the team efforts, Hutchinson PSS has made successful forays for its O-Rings product line into Mexico, Brazil, China and now, India is in focus for business expansion.



Delacommune tells us: "Our journey has been exciting and now with over 50 customers in India, which includes both car and truck segments, we are looking forward to catering to more such customers. Our O-Rings are of superlative quality that ensure perfect static sealing between the parts assembled both radially and axially. They can withstand extreme temperatures and fit in tiny spaces."

Globally, Hutchinson invests 5% of its sales in research and developing innovative solutions. As a company that designs and manufactures smart future mobility solutions, it is working towards further strengthening its base in India by building a strong technical center. The purpose of the center is to extend support to local customers and also to work on global projects.

Sriram Gopalakrishnan, Technical Director, Hutchinson India shares: "Our focus is to provide technical support, in-depth R&D to develop cost effective solutions that meet the demands of our customers in India."





### Highly Reliable Sealing Solutions

High precision sealing systems are the demand of today's automotive industry. Manufacturers seeking such systems turn to Hutchinson as the brand is synonymous with quality and highly reliable components that withstand the most demanding environments. Hutchinson O-Rings are designed specifically for the needs of various industries including that of automotive.

He shares: "Our customers look for reliability in our precision sealing solutions. Our systems play an invisible but vital role in meeting that expectation. The O-Rings protect and ensure vehicle safety by preventing leakages." Hutchinson PSS' strategy is to increase its presence in India by investing in local manufacturing. He adds: "We are working towards opening our state-of-the-art manufacturing plant by the middle of 2022 in Chennai by taking advantage of our existing facility for AVS/BDS."

### Product Bouquet

Hutchinson is known for its innovative solutions. In India, 90% of Hutchinson PSS' products cater to the automotive sector while the remaining 10% goes to other industrial customers. A share of the products that is supplied to its customers is used by them as OE spares. Delacommune elaborates: "In a vehicle, wherever there are fluids to be stopped, controlled or managed, we are present. We mainly cater to companies who produce pipes and connectors for fuel line systems, fuel injection systems, HVAC, cooling, transmission, safety systems such as air bags. Most of our customers are large and established players so our products will definitely be part of almost all major car brands and models besides some trucks too."

**Localization In O-Rings – A Milestone:** As on date, localization is a key business parameter for Hutchinson PSS and the company is working it out with more than '300 references' that it supplies.

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**- Sriram Gopalakrishnan**



In the next 5 years post the launch of the O-Rings manufacturing plant in 2022, the locally manufactured parts should reach 40% of its sales, as per Hutchinson PSS officials.

### India In Focus

Delacommune is confident: "We are assured of our potential in the Indian market which is why we are focused on expanding our presence here. Earlier, we were working on other global markets but now it is time for our expansion in India. There are several changes happening in the Indian market at this moment which augurs well for our growth here." As part of its plan to grow closer to the customer here, the company will work on developing a strong customer base, offer them robust local R&D, while expanding its product portfolio.

### Quality Paramount

Delacommune says: "The products manufactured in India will be of exact same quality as are our products that are manufactured in our other facilities around the world. This is what we follow and this is why we have been successful." And that is how Hutchinson PSS ensures consistent global quality of its products.



# Hutchinson strengthens its presence in India

Leading O-Rings and Bonded Seals Manufacturer for the Global Automotive Market



ISO 7 CLEAN ROOM PACKING

HIGH PERFORMANCE SURFACE TREATMENTS

SPECIAL SEALING SOLUTIONS FOR ELECTRIC VEHICLES

300 +  
Compounds  
approved  
by all major  
OEMs

We provide Seals for Fuel lines, HVAC, Engine cooling systems, Engine lubrication, Brakes, Battery Thermal Management systems and more applications



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of experience



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around the world



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