



Focusing on Quality

An interview with Alsons Auto Parts (Pvt) Ltd

What started off 55 years ago as a clock company making is now one of the country's leading manufacturer of plastic parts (Speedometers, Switches) for the automobile industry.

Welcome to Alsons Autoparts (Pvt.) Ltd.

Although many companies manufacture plastic components for auto manufacturers, Alsons has the distinction of using imported raw material from world renowned manufacturers to produce dashboards, speedometers, lights and indicators. Presently the thrust of Alsons Autoparts is to serve increasing requirements of the local industry yet, given their emphasis on R & D, it aims to compete with global players in times to come.

Polymer & Packaging International recently had the privilege of meeting up with Senior Manager-Product Development, Mr. Naved Azam and here is what he had to say:

1. Can you tell us in detail about Alsons Auto Parts Pvt. Ltd including its product line and achievements?

A. The core product of the Company is Speedometer. Apart from this, we are also making different plastics auto parts such as tachometers, hour meters, odometers, trip meters, gauges, switches and CNG fuel pressure component. At present 60% of Suzuki's business is supported by Alsons Auto Parts whereas our other potential clients are Honda, Toyota, New Holland Tractor, Massey Ferguson Tractors and Yamaha. The Company has technical agreements with international brands like Nissin Kogyo (Japan), Metro Denso (Japan), Toyoda Iron Works (Japan) and Chao Long Motors (Taiwan). We also take pride in accounting for around 20-25% of the local market share in automotive plastics industry.

2. What competitive advantage does Alsons Auto Parts enjoy over your competitors?

A. Quality is, and will be, our competitive advantage.

At Alsons Auto Parts, we use robotic injection molding machines which help in lining up different parts at the same time, enabling us to minimize production time and optimize assembly lines. We also work through Programming Logic Control which is based upon the principal of every process being dependent on the other, and adopt Manufacture Resource Planning (MRP) systems to monitor supply and demand of material, components, Work in Process (WIP) and finished goods. One aspect of our operations that sets us apart from our competitors is that we pay special

attention to the Quality Management System and ensure testing and inspection machines identify defective units before they go onto the production line.

3. Is your company planning any capacity expansion and do you foresee exporting your products to other markets/countries in the near future?

A. Our product portfolio is expanding in both the automotive and non-automotive and to support this expansion we will increase our injection molding machines, expand our speedometer and sub-assembly lines and invest in supply chain initiatives. We have plans to export our products to selective markets and have started an aggressive web marketing initiative that reaches out to potential customers in key markets. We are furthermore aggressively working to upgrade the quality of our existing product portfolio to global standards, thereby giving us an opportunity to export to global OEM supply chains.

4. Can you share your contribution towards CSR?

A. While we continue to grow as a company, we believe in contributing towards the welfare of society and, as part of our corporate social responsibility, we support Alleviate Addiction Suffering (AAS Trust) hospital in Malir. AAS provides free of cost treatment to drug addicts and through counseling, coaching and mentoring, they bring these individuals back into mainstream society.



Presenting P&P Magazine to Mr. Naved Azam