

Mahindra Vehicle Manufacturing Limited, Chakan
Project size: 45,000 Sq.mtr.

How to ensure Near Zero-Downtime With COLORBOND® Steel; your trusted partner for roofing requirements !

India has emerged as an important automotive market and offers huge growth potential due to low vehicle penetration and improving economic fundamentals.

The auto sector is one of the most important contributors to GDP and employment in India. The sector accounts for 7 % of India's GDP , 45 % of manufacturing GDP and employs about 19 million people both directly and indirectly. Further, the sector contributes around 4.3 % to India's total exports and 13 % to the country's excise revenues. The Government's Automotive Mission Plan (AMP) 2016 – 26 envisions the industry to grow around four times by FY26 with approximately 10 % CAGR for vehicle sales volumes. On the other hand, entry of global OEMs are further strengthening capabilities of Indian Auto Components and Ancillaries Manufacturers. As a result, many global OEMs have also managed to achieve a fairly high level of localization in India.

The growth in the automotive sector has pushed the

auto players be endowed with competitive advantages on fronts, especially on the manufacturing capabilities. Every minute, numerous vehicles are driven off the assembly lines. With bottom-line linked to production rates, industry needs to minimize manufacturing downtime and maximize productivity. Various factors get affected the moment assembly line comes to a standstill; lost sales, idle labour, loss in productivity per hour and thus profitability. Upkeep of plant machinery is of utmost importance. Manufacturing plants especially within the Auto and auto ancillary segment are adopting newer ways of optimising productivity by getting close to zero downtime. With continuous improvement in people, processes, and equipment while maintaining safety across operations and a heavy focus on Lean manufacturing; this industry's fundamental prerequisite is a facility that comes with a peace of mind!

Industry requirement

With global players setting up shops in India, it is extremely important for them to consider structures that are made with uncompromised quality. Choosing the right building material or building components is critical. A maintenance free, long lasting roofing solution for safe and conducive working environment not only for people, but also for the critical manufacturing equipment is important. Also the aesthetics of the structure should match with the organization's global reputation. Roofing is a principle building component that provides longevity to the building and protection to the machinery in rains and extreme weathers.

COLORBOND® steel, most trusted roofing material

COLORBOND® steel from Tata BlueScope Steel is the most preferred metal cladding material; just right for the Auto sector's requirement:

- **Long Lasting Aesthetics:** Durable, with long lasting paint technology, light weight and available in aesthetically appealing colors, COLORBOND® steel is most suitable for industrial, manufacturing facilities.
- **Corrosion Resistant:** Under severe industrial emissions and extreme conditions COLORBOND® steel performs far superior when compared to others, thus ensuring newer looks for longer time frame.
- **Cooler Inside temperatures:** Almost all manufacturing facilities operate in two or three shifts, making it extremely vital for interiors to remain conducive for the shop floor employees working during the day or night. COLORBOND® steel is backed by THERMATECH™ Technology with high solar reflectivity, reducing the inside temperature by upto 5° Celsius; thus ensuring thermal comfort. Being energy efficient, it also reduces the overall energy cost.
- **Environment Friendly:** COLORBOND® steel is 100% recyclable and is environment friendly, with a lead free paint system, suitable for rain water harvesting. Ideal for corporates looking for sustainable building materials.
- **Peace of mind as low on maintenance:** There are many critical sections, where any stoppage in the process while the manufacturing is in progress can lead to adverse impacts. Paint line, body shop, testing equipment etc. need conducive environments. Untimely maintenance of the structure may affect the quality output at all levels while the assembly is in progress. COLORBOND® steel that lasts upto four times the lifespan of a conventional pre-painted galvanised steel ensures almost zero maintenance.



Force Motors, Pithampur
Project size: 12,000 Sq.mtr.

MRF Ltd., Trichy

Project size: 1,45,000 Sq.mtr.



Automobile sector in India has extensively endorsed COLORBOND® and ZINCALUME® steel. Projects like Renault Nissan (Chennai) and John Deere (Dewas) have used COLORBOND® XRW Surfsmist colour for roofing ensuring low temperatures inside the structure. At Mahindra Vehicle Manufacturing Ltd. (Chakan) plant Essential Green colour in Colorbond® steel roof blends in the serenity of a verdure backdrop; making it aesthetically superior. Mercedes Benz, being a premium brand wanted a premium roofing solution on par with its global standards. COLORBOND® Steel was their obvious choice. On the other hand BOSCH required a roofing structure with North Light Curvature (NLC) for better illumination, with COLORBOND® flexibility this was possible to achieve. For a global brand like Renault Nissan, who wanted to set up shop in India, due to its high value on aesthetics and longevity color coated steel roof was the preference. COLORBOND® with its ease of maintenance, flexibility of construction, corrosion resistance, superior aesthetics and thermal efficiency; has become the most preferred roofing material within auto and auto ancillary sector; where zero downtime and superior aesthetics are of utmost importance.



Bosch Ltd., Nashik

Project size: 27,000 Sq.mtr.



Renault Nissan, Chennai

Project size: 7,000 Sq.mtr.