

Godrej Tooling enhances its R&D investment to grow its portfolio in the Electric Vehicle sector

Introduces 3D printing and other additive manufacturing technologies to develop dies for the EV industry

Mumbai, 28th October 2021: Godrej & Boyce, the flagship company of the Godrej Group, has recently announced that its business Godrej Tooling has created a range of advanced automotive dies. This is in light of the Indian automotive industry opting for stricter fuel norms and increased electrification. With the industry rapidly shifting gears towards adoption of Electric Vehicles in India, it has necessitated the development of new engines, battery boxes and high precision sheet metal parts. In response to the same, Godrej Tooling increased its investment by 10% Y-o-Y on R &D towards their portfolio of tools and dies with a special focus on EV industry.

To meet the burgeoning demand for modification and replacement of automobile components in the modern Electrical Vehicle, Godrej Tooling has made a head start by developing advanced dies. They have further increased their budget on R&D initiatives to grow their portfolio in this sector and reduce the dependency on import parts. Godrej Tooling has also increased its capabilities with the addition of cutting edge technology in 3D printing and additive manufacturing to develop high precision dies for components with complex geometry in to meet higher functional standards. The business already has 1 patent and 1 copyright in overall dies.

Pankaj Abhyankar, Senior Vice President and Business Head, Godrej Tooling said, “The growing focus of the private and public sector on EVs have made it imperative for the automobile industry and particularly suppliers, to adapt to the ecosystem. As one of India’s leading tool rooms, we have adopted a robust approach allowing us to be agile to take on electric mobility covering all aspects in simulation, design assembly and production. Godrej Tooling has a longstanding reputation of being future ready and the introduction of advanced automotive dies implies our readiness to remain ahead of curve.”

Over the last decade, Godrej & Boyce has invested more than INR 500 crores towards its ESG initiatives. These initiatives are a part of the company’s Good & Green vision which is aligned to the UN’s Sustainable Developmental Goals and was launched by the organization over a decade ago. The company is committed to generate over 1/3rd of their overall revenues from Good & Green products by FY22.

About Godrej Tooling

Godrej Tooling, one of India’s top CTRs, started as a captive unit for its parent company Godrej & Boyce (G&B) in 1935 and branched out as an independent commercial entity in

1993. Since then, it has steadily earned the confidence of top-notch OEMs, especially in development of die casting, dies and sheet metal, panel dies. Today it counts Maruti, Suzuki, Mahindra, Tata Motors, Honda and Yamaha etc. among its valued customers in a price and technology intensive industry. Godrej Tooling has managed to carve a niche for itself through its thrust on precision engineering.

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