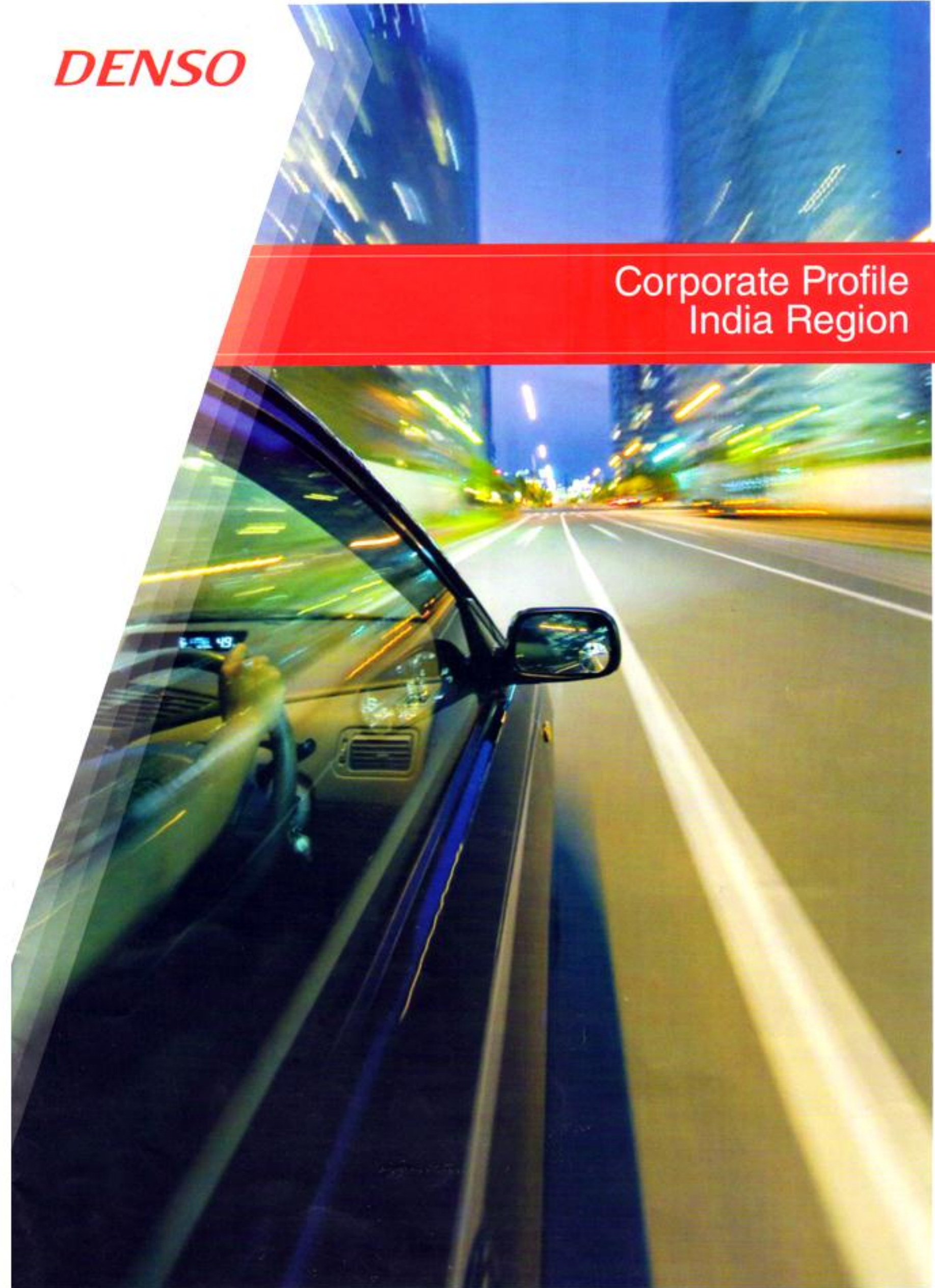


**DENSO**

Corporate Profile  
India Region





## ABOUT DENSO GROUP

DENSO is a leading global supplier of advanced automotive technology, systems and components, for all the world's major automakers. With approximately 132,276 employees in 35 countries and regions, our global turnover places us amongst some of the largest companies in the world. This lead could be achieved due to our continuous keenness for anticipating the needs of automakers and closely partnering with customers right from the start. Our teams work promptly and diligently to manufacture products that show a commitment to quality, safety and environment. Our successful practices through the years are due to continuous Kaizen and PDCA as highlighted by our employees.

DENSO started its operations in India in 1984 and since then, has been continuously supplying superior quality products to its customers. With current workforce of over 3000 associates in India, DENSO caters to almost all the major Automakers in India.



DENSO Head Quarters at Kariya, Japan

### All business locations: 215 companies (35 countries and regions)

Consolidated subsidiaries 183(Japan: 62, North America: 28, Europe: 34, Asia/Oceania: 53, Others: 6)  
 Affiliates under the equity method 32(Japan: 13, North America: 04, Europe: 02, Asia/Oceania: 11, Others: 2)

## CORPORATE DATA

Company name	DENSO CORPORATION
Established	December 16, 1949
Head office	1-1, Showa-cho, Kariya, Aichi 448-8661, Japan
Capital	¥ 187.4 Billion (US\$ 2 Billion) <small>(as of March 31, 2013)</small>
Net sales	Consolidated basis ¥ 3,580.9 Billion (US\$ 58.1 billion) Non-consolidated basis ¥ 2,276.8 Billion (US\$ 24.2 billion) <small>(as of March 31, 2013)</small>
Operating income	Consolidated basis ¥ 262.4 Billion (US\$ 277.52 million) Non-consolidated basis ¥ 123.8 Billion (US\$ 130.72 million) <small>(as of March 31, 2013)</small>
Net income	Consolidated basis ¥ 181.7 Billion (US\$ 192.17 million) Non-consolidated basis ¥ 148.0 Billion (US\$ 154.44 million) <small>(as of March 31, 2013)</small>
Employees	Consolidated basis 132,276 Non-consolidated basis 38,385 <small>(as of March 31, 2013)</small>
Consolidated subsidiaries	183 <small>(Japan 62, North America 28, Europe 34, Asia/Oceania 53, Others 6) (as of March 31, 2013)</small>
Affiliates under the equity method	32 <small>(Japan 13, North America 4, Europe 2, Asia/Oceania 11, Others 2) (as of March 31, 2013)</small>

Notes:  
 U.S.-dollar amounts have been translated, for convenience only, at the rate of US\$1 = 94.55 Yen, the approximate exchange rate prevailing on March 31, 2013. Billion is used in the American sense of one thousand million.

## THE DENSO PHILOSOPHY



MISSION	<ul style="list-style-type: none"> <li>Contribute to a better world by creating value together with a vision for the future.</li> <li>Customer satisfaction through quality products and services.</li> </ul>
MANAGEMENT PRINCIPLES	<ul style="list-style-type: none"> <li>Global growth through anticipation of change.</li> <li>Environmental preservation and harmony with society.</li> </ul>
INDIVIDUAL SPIRIT	<ul style="list-style-type: none"> <li>Corporate vitality and respect for individuality.</li> <li>To be creative in thought and steady in action.</li> <li>To be cooperative and pioneering.</li> <li>To be trustworthy and improve ourselves.</li> </ul>

We believe that when employees are fulfilled professionally and personally, companies grow. This belief, which forms the foundation of our employee-focused initiatives, is reflected in the DENSO Philosophy. Everything we do at DENSO is based on our philosophy. It guides our corporate actions, ensuring that we will continue to be a corporation that is trusted by people around the world.

The DENSO Spirit is the unchangeable value and beliefs developed through DENSO's long history. It is the way of behaving which achieves the best results at DENSO.

### DENSO SPIRIT

#### FORESIGHT

Surprising and impressing our customers with our vision for the future and our pioneering spirit.

#### Vision

- Anticipating change
- Creativity**  
Creating new ways of doing things
- Challenge**  
Overcoming difficulties

#### CREDIBILITY

Providing quality and reliability beyond customer expectations.

#### Quality First

- Ensuring the best quality
- On-site Verification**  
Fully understanding the facts
- Kaizen**  
Never be satisfied, always look to improve

#### COLLABORATION

Achieving the highest results by working as team.

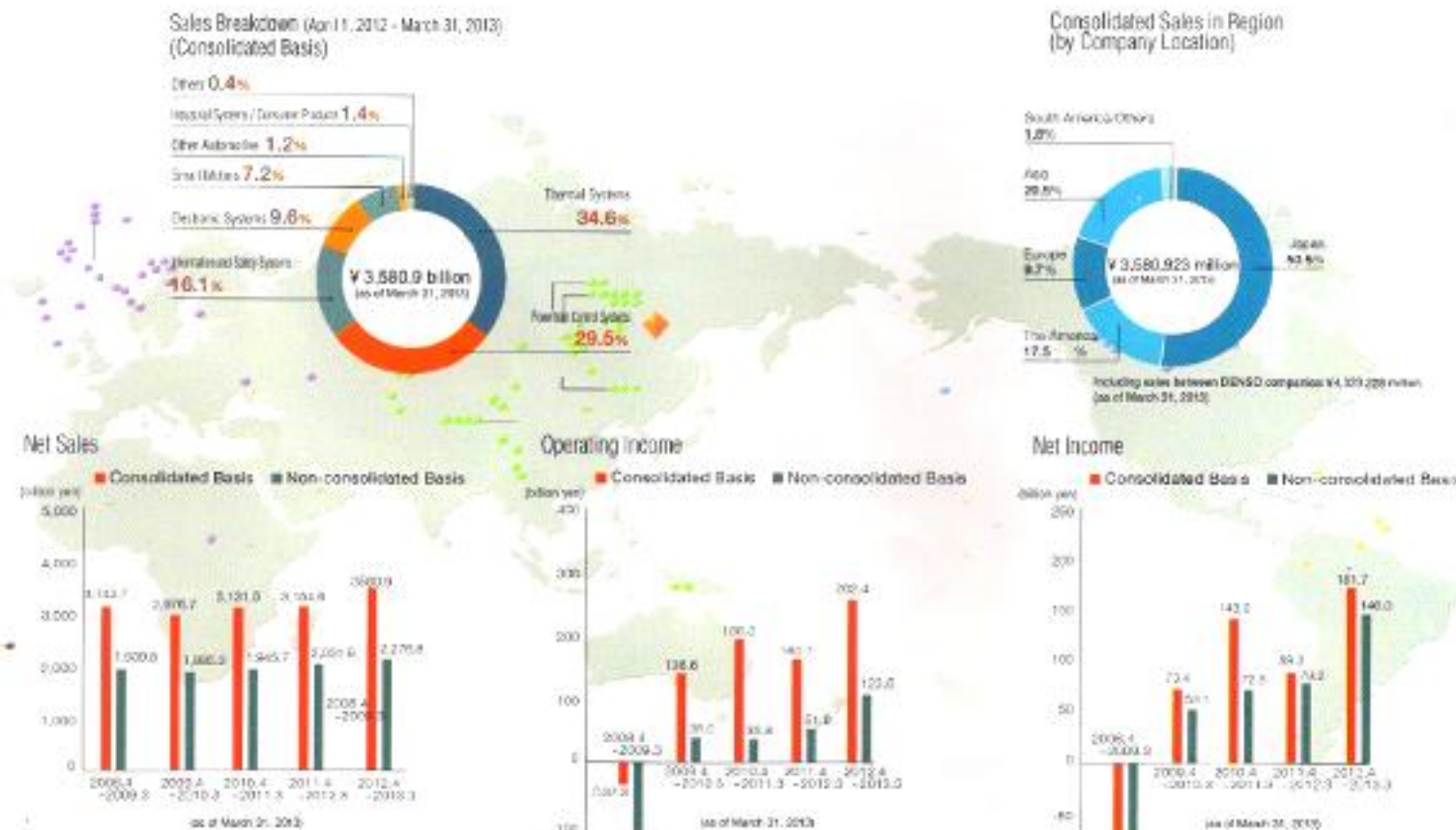
#### Communication

- Understanding each other completely
- Teamwork**  
Doing your best as a team member or leader
- Human Development**  
Developing yourself and others

## Continuous innovation to build a sustainable automotive society

At DENSO, we work to improve three basic functions of the automobile; moving, turning and stopping. We re-invest 9.4% of our total sales into research and development; in 2012, this totaled ¥335.5 Billion. In the areas of environment, safety, comfort and convenience, our technical innovation continues non-stop.

But that's not all. We also strive to enhance the driving experience and advance all aspects of the automobile society for drivers, pedestrians and the global environment.



## Technology

<b>Environment</b> A society where the environment burden of the automobile is as close to zero as possible over the entire product lifespan.	<b>Safety</b> A society without traffic accidents, in which drivers, passengers and pedestrians can feel safe.	<b>Comfort</b> A society in which everyone can enjoy the space in which they move and the time they spend doing so.	<b>Convenience</b> A prosperous automobile society where everyone arrives at their destination smoothly and stress-free.
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## DENSO IN INDIA

In India, we have 5 manufacturing units (Greater Noida & Haridwar, Manesar & Jhajjar, Bangalore, Pune, Coimbatore) which are involved in the production of Electrical, Thermal, Electronic as well as Powertrain products for both four wheelers as well as two wheelers. Our Corporate Office and 7th Global R & D Centre are situated in Manesar, Gurgaon.

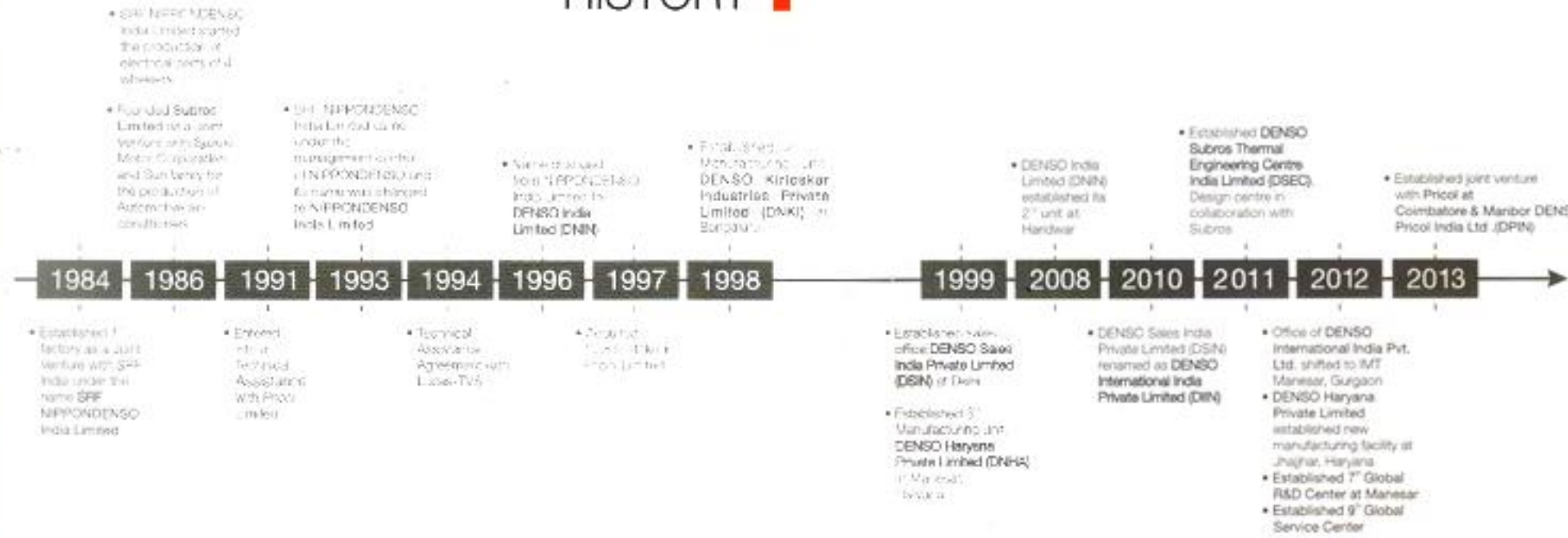
## CUSTOMERS

As one of the world's top automotive suppliers, DENSO works hand-in-hand with all major automakers worldwide as well as in India. DENSO products can be found in almost every area of the vehicle, be it two wheeler or four wheelers. Our major Indian customers include:

(In Alphabetical order)

- Fiat India Limited
- Harley Davidson
- Hero MotoCorp Limited
- Hindustan Motors Limited
- Honda Motorcycle and Scooter India Private Limited
- Honda Cars India Limited
- Honda Suel Power Products Limited
- Hyundai Motor India Limited
- India Yamaha Motor Private Limited
- Maruti Suzuki India Limited
- Royal Enfield
- Simpsons and Co. Limited
- SML Isuzu Limited
- Sona Koyo Steering Systems Limited
- Suzuki Motorcycle India Private Limited
- Suzuki Powertrain India Limited
- Tata Motors Limited
- Toyota Kirloskar Motor Private Limited
- VE Commercial Vehicles Limited
- Volvo Buses India Private Limited

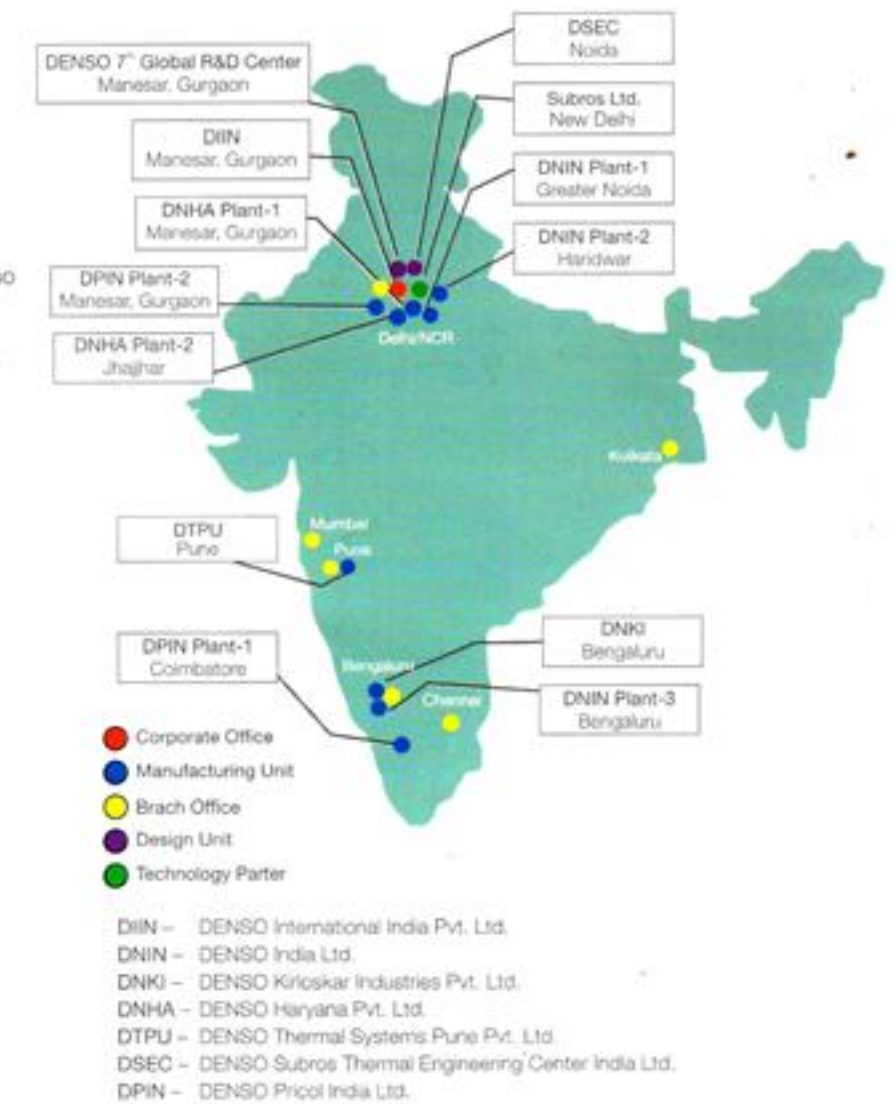
## HISTORY



Overview of DENSO's operation in India

Type	Company	Year of Establishment	DENSO's Ownership	Employees Strength	Main Products / Activities	Contact Us
	DENSO International India Pvt. Ltd. (DIIN) Manesar, Gurgaon	1999	100%	200	Corporate Office and R&D Center Sales & Technical Services, Reports as a Regional center for Business Planning, Accounting and Finance, Legal, Procurement, Human Resources and Information System including 7 <sup>th</sup> Global R&D Center, development of products such as Powertrain, Electronic, Electrical Systems, Infotainment & Safety Systems and Smart Motion	<b>Head Office:</b> Address: Plot No. 3, Sec-3, IMT Manesar, Gurgaon-122050 (Haryana) Tel: +91-124-4803200 Fax: +91-124-4803201 <b>Branch Offices:</b> Address: 30 <sup>th</sup> K.M. Stone, Tumkur Road-NH 4 Vishveshwarapura, Nelamangala, Bengaluru Rural District-562123 (Karnataka) Tel: +91-80-27722339, +91-80-27723432 Fax: +91-80-27722338, +91-80-27724588 Address: Clarion House, 2 <sup>nd</sup> Floor, S-8, Thiru Vi Ka Industrial Estate, Guindy Chennai-600 032 (Tamil Nadu) Tel: +91-44-49197500 Address: MLS Business Centre Suite no : 203, 2 <sup>nd</sup> Fl, Panchsri Tech Park, Survey No : 19/20, Hinjawadi (Near Rajiv Gandhi InfoTech Park), Pune-411057 (Maharashtra) Tel: +91-20-30013062, +91-20-30013063
	DENSO India Ltd. (DNIN) Plant-1 Greater Noida	1984	48%	5013	Brake, Alternator, Magneto, CDI	Address: Noida-Dadri Road, P.O. Tilpatta-203207, Dist. Gautam Budh Nagar, (Uttar Pradesh) Tel: +91-120-2-560140 Fax: +91-120-2-560156
	DNIN Plant-2 Haridwar	2008	48%	247	CDI and Magneto	Address: Plot No. 16, Industrial Park-II, Salempur Mehmood-249402, Haridwar (Uttarakhand) Tel: +91-1334-235506 Fax: +91-1334-235507
	DNIN Plant-3 Bengaluru	2013	48%	12	CDI and Magneto	Address: Sy. No. 159/2, Sai Lakshmi Industries Pvt. Ltd. Compound, Kannamangala, Whitefield Hoskote Road, Bengaluru-560067 (Karnataka)
Subsidiaries	DENSO Haryana Pvt. Ltd. (DNHA) Plant-1	1999	100%	657	Engine ECU, Fuel Pump, Injector, VCT, Electric Fan	Address: Plot No: 3, Sector-3, IMT Manesar, Gurgaon-122050 (Haryana) Tel: +91-124-4871888 Fax: +91-124-4871899
	DNHA Plant-2 Jhajjar	2013	100%	533	Power Window Motor, Cooling Module, Wiper	Address: Industrial Plot no: 2, Industrial Plotted Colony, Dadri-Tea, Bir-Dadri-124103, Jhajjar (Haryana) Tel: +91-1251-290600 Fax: +91-1251-290690
	DENSO Kirloskar Industries Pvt. Ltd. (DNKI) Bengaluru	1998	89%	314	Bus & Car Air Conditioner, Condenser, Radiator, Reserve Tank, Air Cleaner, Inter Cooler, Heater Core, HVAC	Address: 30 <sup>th</sup> K. M. Stone, Tumkur Road-NH4 Vishveshwarapura, Nelamangala, Bengaluru Rural District - 562 123 (Karnataka) Tel: +91-80-27722339, 27722080 Fax: +91-80-7722338
	DENSO Thermal Systems Pune Pvt. Ltd. (DTPU) Pune	2001	100%	40	AP Conditioning System, Radiator	Address: No. 166, Gate No. 1228/2, Sanaswad Nagar Road, Taluka-Shurur, Pune-412208 (Maharashtra) Tel: +91-2137-618-901
	DENSO Subros Thermal Engineering Centre India Ltd. (DSEC) Greater Noida	2011	74%	45	Application design services for Automobile Thermal Products Air-Cl, Horn, Lading System and Control etc.	Address: C-51, Phase-II, Noida-201304, Gautam Budh Nagar, (Uttar Pradesh) Tel: +91-120-4514200 Fax: +91-120-4514201
	DENSO Pricol India Ltd. (DPIN) Plant-1 Coimbatore	2013	51%	70	Instrument Cluster	Address: Building No. 115, (Part-IInd Floor), 132, Coty Main Road, Periasaikempalayam, Coimbatore-641020 (Tamil Nadu) Tel: +91-422-4649999 Fax: +91-422-4649900
	DPIN Plant-2 Manesar, Gurgaon	2013	51%	60	Instrument Cluster	Address: Plot No: 34 & 35, Sec-4, IMT Manesar, Gurgaon-22050 (Haryana) Tel: +91-124-4666500 Fax: +91-124-4110869
Technology Partner	Subros Ltd. New Delhi	1986	13%	1504	Air Conditioning System	Address: LGF, World Trade Centre, Barakhamba Lane, New Delhi - 110001 Tel: +91-11-23414946-49 Fax: +91-11-23414945

## PRESENCE IN INDIA



## DENSO Research & Development Centre, India

In DENSO, the innovation is driven worldwide by its 7 Technical Centers based in Japan, Germany, USA, China, Thailand, Brazil and India. With its visionary approach DENSO continues to earn the trust of customers through the best of technological innovations.

With an investment worth US\$ 35.5 million, DENSO International India Private Limited is harboring technological development primarily focused on the environment and safety, especially for Indian terrain and weather conditions.

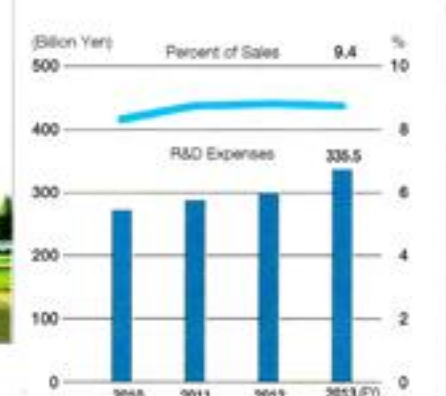
The site covers almost 5,040 m<sup>2</sup> of land to provide the best R&D and development of automotive technologies. Through this multi-utility R&D center, DENSO aims at contributing towards a more competent and capable Business environment.

Run by a strongly networked global team, it transcends physical boundaries and meets regional as well as International industry needs.



DENSO International India Private Limited (Corporate Office and R&D Center) at IMT Manesar, Gurgaon

### R&D Expenses

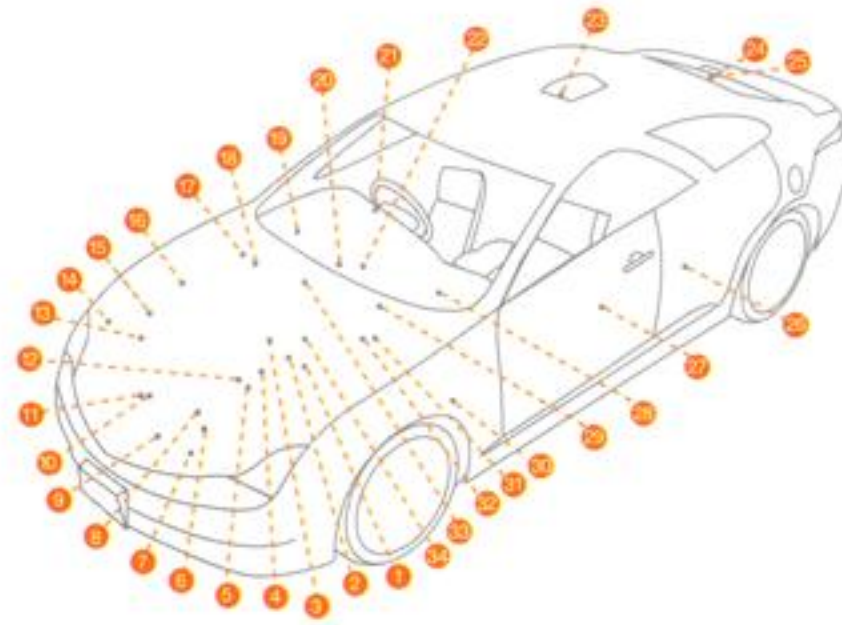




# DENSO PRODUCTS IN INDIAN MARKET

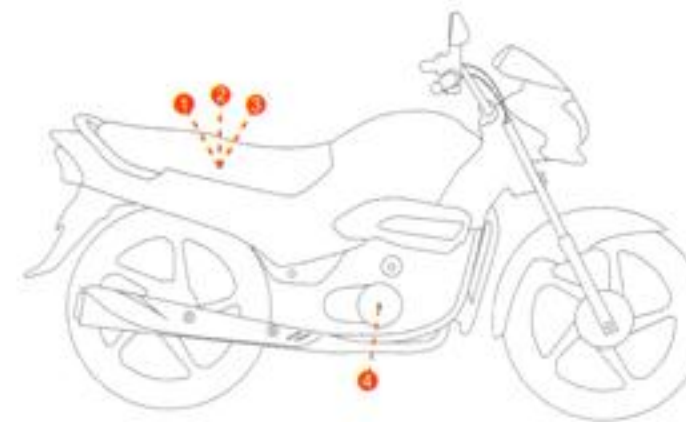
Our products and systems are an important part of nearly every major vehicle make, model and brand around the world. So, if you see it on the road, chances are that there's a quality DENSO product under the hood, in the dash or elsewhere in the vehicle.

## FOUR WHEELER PARTS



 1 Starter	 2 MAF Sensor
 3 Injector	 4 Spark Plug
 5 Inter Cooler	 6 Radiator
 7 Air Conditioning Tube & Hose	 8 Engine Cooling Module
 9 Horn	 10 Fan Motor
 11 Print Motor	 12 Air Cleaner
 13 Condenser	 14 Washer/Reserve Tank
 15 Alternator	 16 Variable Cam Timing (VCT)

## TWO WHEELER PARTS



 1 Capacitor Discharge Ignition (CDI)	 2 Engine Electronic Control Unit (ECU)	 3 Ignitor
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## Heavy Vehicle Part



 4 Magneto		
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 17 Supply Pump	 18 Front Wiper Motor	 19 Electronic Power Steering Motor	 20 Engine Electronic Control Unit (ECU)
 21 Instrument Cluster	 22 Blower Motor	 23 Rear Cooler	 24 Rear Wiper Motor
 25 Fuel Pump	 26 Power Window Motor	 27 Evaporator	 28 Heater Ventilator Air Conditioner
 29 Oxygen Sensor	 30 Diesel Filter	 31 Heater Core	 32 Diesel Nozzle
 33 Relay	 34 Wiper Arm & Blade		



DENSO International India Pvt. Ltd. (DIIN)  
DENSO India Ltd. (DNIN)  
DENSO Kirloskar Industries Pvt. Ltd. (DNKI)  
DENSO Haryana Pvt. Ltd. (DNHA)  
DENSO Thermal Systems Pune Pvt. Ltd. (DTPU)  
DENSO Subros Thermal Engineering Center India Ltd. (DSEC)  
DENSO Pricol India Ltd. (DPIN)