

July, 2014

## Press release

# Laser based manufacturing in the Indian Automotive manufacturing gaining grounds

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**Bangalore.** LASER World of PHOTONICS INDIA is coming up with its 3rd edition from 23-25 September 2014 in Bangalore International Exhibition Center (BIEC), Bengaluru. It is an important gateway for the growth and use of lasers and photonics across different application industries in India. Laser and photonics technology is growing in diverse industrial applications in India and in the automotive sector, where new alternatives to traditional manufacturing processes are being identified.

The automotive industry has been one of the driving forces behind innovative high-power laser applications. Laser offers improved flexibility and ease of automation to this sector. Hence they are now used to process almost the entire vehicle body, including roof seam & door welding applications, annealing of door-springs and marking of day and night panels etc.

“The laser application industry in the automotive sector is valued at approximately INR 80 – 120 Crores in India. Lasers help in decreasing manufacturing time, making the process 6 times faster than any conventional method. Though Laser is considerably new to the automotive sector, it is rapidly gaining acceptance and is also a major contributor in other industries like Aerospace, Oil & Gas, Food Equipments etc. The growth of laser application in the automotive sector has remained steady in the last two years, and is expected to grow at a rate of 20 % in the ensuing year”, said Mr. Mohammed Hidayath, National Sales Manager, TRUMPF India.

The typical automobile manufacturing facility conforms to stringent quality standards even while working in an environment of mass produced components. Lasers help conforming to these qualitative expectations, especially whilst performing precise operations like cutting, welding and marking. Improved flexibility and ease of automation meet the central requirements of the automotive sector.

Today, lasers and photonics impact almost every aspect of our lives. Due to its high flexibility and its fast as well as qualitatively first-class operation mode, laser provides economical production even when confronted with a high diversity of components. Expense factors, such as changeover times, abrasion or a huge footprint are minimized effectively through the application of laser technology. The application of lasers in the automotive industry has redefined the process.



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“LASER World of PHOTONICS INDIA is an attractive platform showcasing the significance of lasers and photonics and its varied applications in different industries. The inherent ability of lasers to process materials makes them ideal for the metal forming and automotive sector”, says Mr. Bhupinder Singh, Deputy CEO – MMI India Pvt. Ltd.

Not just trade fair, LASER World of PHOTONICS INDIA will also have concurrent conferences and seminars. For in-depth information about the advantages of laser technology for automotive manufacturing and updates on the automotive industry, the Automotive Component Manufacturing Association (ACMA) will organize a seminar together with MMI India during the trade fair in Mumbai. The Automotive Component Manufacturers Association of India (ACMA) is the nodal agency for the Indian Auto Component Industry.

Witness how lasers and photonics are throwing up absolutely new possibilities for the automotive sector and network with the industry experts at the LASER World of PHOTONICS INDIA.

#### **About LASER World of PHOTONICS & LASER World of PHOTONICS INDIA**

The LASER World of PHOTONICS trade fairs and their congresses are the most important marketplaces and think tanks of the global laser and photonics industry and its users. They combine research and application and promote the use and ongoing development of optical technologies.

Messe München International has staged LASER World of PHOTONICS every two years since 1973. The World of Photonics Congress takes place in parallel, the largest Photonics Congress in Europe with the active involvement of the world's leading organisations.

LASER World of PHOTONICS INDIA revolves around innovative products as well as their industrial solutions and applications, which reflects actual developments in the industry around the world. LASER World of PHOTONICS INDIA intends to boost growth of the Indian laser industry by focusing on the industry's leading technologies. It offers opportunities to exhibitors and visitors alike.

#### **About MMI India**

As part of its international strategy, Messe München founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India.



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With 10 subsidiaries in Europe and in Asia - and over 60 foreign representatives covering more than 100 countries, MMI has a network that spans the globe.

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech Industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

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