

# ThyssenKrupp Plans to Invest ₹300 cr to Scale Up Ops Here

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**Mumbai:** ThyssenKrupp is looking to expand its presence in India as the German engineering conglomerate sees ease of doing business improving and has lined up a ₹300 crore investment for setting up an elevator manufacturing unit.

The company has so far imported products for the Indian market and local sales haven't budged beyond 1-2% of global operations. Now it's looking at setting up manufacturing facilities in the country to make its products more competitive.

"There are not too many markets which are growing and we are confronted with political difficulty in many countries," Michael Thiemann, CEO of India operations, told ET. "The demand is mainly in Asia Pacific and India is a key regional market where the local government is driving growth. India is the destination where we can see sustained growth in future."

The government is looking to speed up the approval process, he said. "A sincere problem which I feel has not been addressed even today is land acquisition," he added.

The company wants to scale up its India revenue to 3% of the total "as quickly as possible" and is aiming for 7% in the next five-seven years, he said. The elevator manufacturing facility near Pune in Maharashtra will



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produce 5,000 units a year by 2017 and 10,000 by 2020. It is also in the early stages of planning an escalator factory.

"The Indian elevator market is one of the most competitive markets and it is growing at 11%. Our goal is to capture 10% of market share as against 6%, which is an ambitious goal, but we feel it is achievable as setting up a local manufacturing unit will help us be more price competitive," said Peter Allaart, executive vice-president, manufacturing, ThyssenKrupp Elevator.

Despite the slowdown in real estate, the key customer for elevators, in bigger cities, there is a big market for the product in smaller cities and towns, the company's executives said.

ThyssenKrupp also wants to expand its defence, industrial solutions and components businesses in India.