

TECNOMOTOR eyeing Indian vehicle diagnostic equipment market

Exclusive Feature



Mr. Pierantonio Gallu, Sales & Marketing Director, (right), and Mr. Davide Guidetti, Export Technical Support, TECNOMOTOR S.P.A., posing with the company products

The Indian automotive test equipment market has a new contender vying for long-term presence. TECNOMOTOR S.P.A., established in the city of Parma in Italy in 1985, made its first participation in ACMA Automechanika New Delhi earlier this year with the aim of gaining entry into the country's vehicle diagnostic and test equipment market. The company offers products in the field of the exhaust gas analysis, engine diagnosis, air-conditioning recharge units, TPM (Tire Pressure Monitor) sensors diagnosis, and mostly in the electronic diagnosis fitted on board all categories of vehicles, including cars, motorbikes, trucks and commercial vehicles.

TECNOMOTOR has been eyeing the highly potential Indian automobile market for quite some time and is now looking for suitable partners in the country. Talking to MOTORINDIA in an exclusive interaction, Mr. Pierantonio Gallu, Sales & Marketing Director, TECNOMOTOR S.P.A., says: "We would like to start and build our business in India and are looking for partners to collaborate both technically and commercially in the Indian market. We find very good interest for diagnostic products in India,

with both the end-users and distributors interested in products of high quality. By the end of this year, we would like to start our business in India with a sellable product which is appreciated by the market with some good distributors."

Though TECNOMOTOR already has representation in India through a historical distributor of its parent group, it is evaluating possibilities of expanding its presence in India which is one of its top priority markets from a global perspective. "India is one of the biggest and most evolving markets in the automotive sector today. Our products deal with automotive electronics which is a booming field in India, and we are sure to see more electronics in the Indian market in future which will make our products important. India could become one of the most important markets for TECNOMOTOR because as a brand we want to grow. We have a good position in Europe, but we find the growth to come from the BRIC countries. So for us, Asia, especially India, is target number one. India is interesting not only for selling our products but also from a service perspective. India is an English-speaking country and is well developed in Information Technology which can be of help for us globally as well", adds Mr. Gallu.

Strong product offering

TECNOMOTOR diagnostic products come with two important features – a very wide coverage of vehicle brands and models and a deep level of functionality. Its equipment for the European and US markets are pre-loaded with details of over thousand vehicles in their database. Its products are classified into three categories – basic, intermediate and advanced – with each one catering to different levels of market and customer requirements.

In addition to diagnostic equipment, TECNOMOTOR is looking to bring its gas analyzers to India. It is currently studying the market requirement for the product while parallely working on the pricing part. The company has strong presence in gas analyzers in South-East Asian countries like Malaysia and Indonesia and is keen on extending its success to India soon.

The Italian firm plans to start off with equipment for the passenger car market though it does not underestimate the potential of the commercial vehicle segment in India. Once up and running, its distributor will handle the aftersales support across the country and will be backed by TECNOMOTOR's central team in Italy.

The company is also looking at establishing call centre support operation in India which would cater to its global requirements as well.