

Turning the wheel

Tarang Jain has scripted a success story with Varroc, one of India's leading manufacturers in auto components and subsystems. The Rs 2700 crore group has woven a web of confidence over the years

Tarang Jain is a first generation entrepreneur, who started on a small-scale and through sheer hard work and perseverance, made it big. Today, Varroc Group is one of the most diversified groups in the auto component sector in India and Tarang Jain is the man credited with the success.

"Five core values - sincerity, humility, integrity, passion and self-discipline have been instilled in each of our employee and this has facilitated group's phenomenal growth. In less than two decades, the group has put up 19 manufacturing plants in India and two in Europe," says Jain, managing director of the company.

Varroc started its manufacturing operations in 1990. That was time when Indian automotive industry was going through a transition phase, particularly in two-wheeler and four-wheeler segments. In view of the GenX vehicle, manufacturers were looking for alternate material options. Jain foresaw vast potential to expand his business in the booming automobile and consumer durable industries in the plastics segment. His foresight enabled him sow the seeds a successful foray by Varroc Polymers. "Initial seven to eight years witnessed introduction of plastic in two-wheeler space and the focus of the group was more on polymer-based technologies. Thrust was more on achieving quality with zero-defect and expeditious development and execution process," Jain says.

Today, Varroc group is operating through Varroc Polymers Pvt Ltd and Varroc Engineering Pvt Ltd. Varroc Engineering has got four distinct verticals - machined forged components and subassemblies, catalytic converter, auto-electrical and electronics sub-assemblies and engine valves.

"Getting business was really tough in the initial phase. Japanese customers were hard to convince, as they preferred Japanese suppliers and enjoyed a major share in the auto industry. But we could make it with our quality, mindset, good execution and competitive pricing. Once that was done, there was no looking back. Since 2001, Varroc has started catering to needs of the four-wheeler industry. The focus has been on strengthening brainpower in each of our divisions, which comprises product engineering, manufacturing engineering, testing and validation."

Jain has scripted success by expanding in terms of capabilities and capacities. "We had some strategic tie-ups with global technology leaders to enhance our core expertise. One of them is with one of the largest polymer-based bumpers' manufacturer Plastic Omnium Auto Exterior of France to design and manufacture automotive exterior components at our plant in Chakan, Pune." A great advocate of developing future leaders, Jain firmly believes that giving responsibility with authority yields results. "We have always stressed on developing future leaders internally instead of depending on outside agencies."



>> Tarang Jain

Cost competitiveness, quality conscious mindset, innovation and good execution are the drivers that have led the company to have market leaders like Bajaj Auto, Honda, Piaggio, Ducati, Suzuki, Yamaha, Royal Enfield, Tata Group, Mahindra Group, Fiat, GM, Audi, Daimler, Renault, Nissan, Caterpillar, Iveco Motors, Lear and Behr as its clients.

The Group's vision is to give back to society, stakeholders, supplier/partner and more importantly employees. A sports aficionado, Jain knows importance of games and sports as stress-busters. The group holds various tournaments in Aurangabad. Varroc has got a cricket academy, Varroc Vengsarkar Cricket Academy, in Pune. The group has been making efforts to help sporting talent in the region.