

Company Profile

ASK Automotive Limited

Driving Safety Through Innovation

ASK Automotive Limited is a Public Listed Indian auto ancillary major, having pioneered in providing Advanced Braking (AB) Systems and Solutions for the country's automobile market. Founded in 1988 by the first-generation entrepreneur and visionary Mr. Kuldip Singh Rathee, ASK Automotive is today India's **Largest Manufacturer** of 2W Advanced Braking Systems, commanding an ~ 50% share of the Indian two-wheeler market for Advanced Braking Systems including, brake shoes, disc brake pads and brake panel assemblies.

The Company is also among the leading manufacturers of Aluminium Lightweighting Precision Solutions (die-casting to critical machining, paint shop, and critical assemblies) for automotive and non-automotive applications and has successfully achieved a unique positioning across Automobile OEMs with powertrain agnostics products focussing on EV domain.

As a safety product manufacturer and a supplier of critical safety systems, ASK is also among the reputed manufacturers of Safety Control Cables (front brake, rear brake, speedometer, and clutch cable assemblies).

Having established a stronghold in the two-wheeler segment, The Company With over three decades of rich industry experience, ASK Automotive has made strong investments to grow with the new and changing Auto Industry ecosystem. The Company boasts **17** strategically located state-of-the-art manufacturing facilities in close proximity to the OEMs enabling just-in-time delivery schedules, better economies of scale for customers, and logistical advantages. The manufacturing facilities are accredited on quality and safety with world-class certifications like IATF 16949:2016, ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, and OHSAS 18001:2007

The Company has **four world-class technical collaborations** and **one joint venture** with leading global players in the commercial vehicle segment. Backed by a strong **in-house R&D, engineering, and design center**, ASK Automotive is **well-positioned to capture growth** in EV, Commercial Vehicle, and Passenger Vehicle sectors both domestically and internationally. Currently, The Company is exporting to 12 countries from ASK and 42 countries from ASK FRAS-LE JV and is committed to expanding its geographical presence through exports.

From a business standpoint, The Company enjoys longstanding relationships with marquee OEMs such as HMT, HMCL, Suzuki, TVS, Yamaha, Bajaj, Royal Enfield, Ola, Ather, Denso, Magneti Marelli, and many more.

Being a technology-driven company owning 52 Proprietary Formulations, The Company is equipped with advanced capabilities and a 6000+ strong team of dynamic individuals committed to offering the best-in-class solutions to customers. Over 330 engineers, with 74 dedicated to R&D and designing form the backbone of its product development that enables it to deliver future-ready mobility solutions and flexibility to customers with innovative designs catering to market needs.

For its commitment to excellence and the motto of Safety First, ASK Automotive has achieved 'Safety is everything' and has received multiple prestigious industry recognitions for its quality & safety, product development, delivery, performance, and cost innovations.

The Company focuses **on ESG with the CARE Framework for our Environment, Health & Safety**, and with conscious efforts towards renewable energy, we progressed in setting up solar plant facilities to bring efficiencies and cost optimization in the energy cost.

With the aspirations to be a global leader, ASK Automotive strives to develop world-class products through world-class technology, innovation, and an unrelenting pursuit of the highest quality standards of its safety products.
