

ARO

keen on setting new standards in garage equipment segment

Corghi's world-class wheel aligner to be launched in India this year

By N. Balasubramanian

Having started as a retail shop in Delhi in 1978, selling tools and instruments such as timing lights, tachometers and the like, Aro Equipments Pvt. Ltd., today provides a complete solution with over 1000 garage equipment in its range, catering to the HCV, LCV, car and two-wheeler segments. Its product range covers tyre service, engine diagnostics, lube service, electrical service, AC maintenance, hand tools, speciality tools, lifting equipment, etc. Exactly a decade after its establishment, Mr. Virender Malik, Managing Director at present, stepped in to support his father Mr. O.P. Malik, the current Chairman of the company. Soon, the company bagged a distributorship from leading automotive equipment manufacturer Corghi. Apart from Corghi, Aro also represents other global brands including Tecna, Car-O-Liner, Cebora, Waeco and Kawasaki Air Tools among others in India.

It has been Aro's constant endeavor to be in the forefront, be it the product range, cutting-edge technology, innovative ideas or customer service. It has undertaken

many initiatives in this direction, including widening of its product range by collaborating with some of the world's leading equipment manufacturers, expanding its sales

and service network by opening new offices and service centres across the country, adding service engineers and creating a state-of-the-art training centre for imparting



training to dealer technicians and its own service engineers and above all, building a strong team of customer-oriented professionals.

The Artiglio 'Master' launched by Corghi was indeed a game-changer in the tyre care segment when it introduced the leverless technology in 2001. Despite being launched at a whopping market price then, the benchmark that the product had set was world-class and it is still regarded as a matchless and unbeaten player in the tyre changer segment. In the beginning of 2012, Corghi



Mr. Virender Malik, Managing Director, Aro Equipment Ltd., with the company product

brought out another innovation, clamp-less wheel aligner, R.E.M.O. that revolutionized the face of wheel alignment in the automotive equipment industry. Designed to automatically detect and measure wheel alignment parameters, with absolutely no physical contact between the detection tools and wheels, the product ensures improved safety, precision and profit-

ability. Interestingly, the product was launched only via the internet, and within a short span of three months, it went completely sold-out in its home ground Italy.

In an interview to MOTORINDIA, Mr. Virender Malik revealed: "Starting January 2013, R.E.M.O. will be marketed to few select locations worldwide including India. Although the price of the product

GARAGE EQUIPMENT

can be expected to be expensive for the Indian market, we are sure that it will fetch the customers a return on investment in just 18 months.”

In fact, earlier this year, Corghi had bagged the prestigious innovation award for R.E.M.O. from ‘Premio Italiano Meccatronica’, a premier association of the Italian Industry. The award is normally presented to innovations in much larger industries like aerospace while this is the first time it has been awarded to a breakthrough in the automotive equipment industry.

In the wheel balancing segment, the company also markets Corghi’s sophisticated Blue Light wheel balancer. The equipment offers three key benefits – a touch screen interface, touch-less measuring technology and the innovative Blue Light weight management system. It is capable of measuring the radial run-out and lateral run-out of the complete wheel assembly as well as that of the tyre and the rim separately. The machine has a multi-user facility and can be simultaneously used by three users with different wheels. Having performed quite well in the global market, it is expected to evoke similar response in the Indian market as well, where it was recently rolled-out.

In India, Aro has maintained a long-standing partnership with Corghi since 1990. It is the former’s brand reliability, customer loyalty and trust that have kept its long-term association with suppliers and customers growing better.

Aro products have been approved by renowned OEMs including Maruti, Ford, Toyota, Mahindra, Hyundai, JK Tyre, MRF, Bridgestone, Michelin, Apollo, Pirelli, Good Year, Dunlop and Continental.

Strongly centering its focus on providing quality service, the company has a widely-connected

and fast-growing network across the country. It has an employee strength of 160, with more than 55 per cent of its manpower employed in the service stream. Currently, the company’s target is to improve productivity in tyre shops & workshops in India, with its offering of world class equipment and solutions. ◆

