



PRESS RELEASE

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Ricardo congratulates Sharda on the launch of its new R&D centre

A team from Ricardo India attended today as guests of honour at the inauguration of a new technical centre for Sharda Motor Industries Ltd, located at Mahindra World City, Chennai, on which Sharda and Ricardo have been engaged in collaborative work for almost four years

Today's event marks a significant milestone in a highly successful collaboration between Ricardo and Sharda – India's largest manufacturer of automotive exhaust systems – since the Indian tier 1 supplier first announced its intention to create an in-house, state-of-the-art product research and development capability. The initial programme of work, led by Ricardo's strategic consulting and Indian divisions, addressed the key levers for the development of such a capability for Sharda, including product strategy, development processes, tools and facilities, infrastructure requirements, and the skills and core competence requirements of the company's staff.

Following this initial strategic collaboration, practical technology transfer and engineering support efforts in the design and development of exhaust systems, using the latest CAE technology, was led by engineers at Ricardo Germany. Training was provided at the Ricardo technical centre at Schwäbisch Gmünd, Southern Germany, in the acoustic development of exhaust systems using the Ricardo WAVE 1D gas dynamics and performance simulation software. Training was also provided in the use of the VECTIS CFD package for complex flow optimization studies and Sharda is now an established user of both of these advanced Ricardo Software CAE products. With the addition of technology transfer in areas including mechanical design, validation testing and project planning and management, Sharda opens its new R&D centre fully equipped to take on the challenges of product research and development both for its customers in India and for export markets.



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Speaking at the launch Mr N.D Relan, chairman of Sharda Motor Industries Ltd, explained that the company's new R&D centre "...will provide customer support for exhaust research and development, and lead advanced emission control and noise reduction technologies. The centre will also be involved in modelling and simulation tools to design and optimize exhaust components and full systems."

"The opening of the new Sharda Motor R&D centre is a real achievement and milestone in the company's development of a sustainable and effective in-house product research and development capability," added Ricardo India president, Mayank Agochiya. "We are proud to have been selected by Sharda as a key partner in this process, from the initial definition of strategy through to the provision of advanced design and CAE skills and Ricardo Software products. This collaboration is a fantastic example of how Ricardo can assist Indian companies in developing the skills and technologies to compete in both domestic and international markets."

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NOTES TO EDITORS:

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