

Volkswagen India Private Ltd.

Pune



Volkswagen



Think Blue.
Factory.



Area: 2,300,000 m²

March 2017

Production: 150,150 vehicles (12/2017), more than 35,000 engines (12/2017)

Models: Volkswagen Polo, Ameo, Vento and ŠKODA Rapid

Management: Dr. Andreas Lauermann

Workforce: about 3,200 (12/2017)

Plant

The Volkswagen Group India plant in Pune is one of the most modern in the Volkswagen Group. The facility covers the entire production process, from body shop through paint shop to final assembly. The plant has an area of about 2,300,000 m², of which about 194,000 m² are covered with buildings.

Production

The plant at Pune currently produces a the Volkswagen Polo, a specially 'Made-for-India' compact sedan Volkswagen Ameo, the Volkswagen Vento and the Škoda Rapid. In 2017, the plant produced a total of 150,150 vehicles as well as more than 35,000 TDI engines. The production process meets the most stringent production quality and environmental compatibility requirements. Since mid-December 2014, the engine unit of the Pune plant (complete with engine analysis centre) has also produced the 1.5 TDI engine designed especially for India.

Management

Dr. Andreas Lauermann has been President and Managing Director of Volkswagen India Private Limited since July 1, 2015 and plant manager in Pune since September 2015.

Environment

With its "Think Blue. Factory." initiative, the Volkswagen brand has set itself clear targets for the environmentally sustainable positioning of all its plants. By 2018, the aim was to make all Volkswagen plants 25 percent more environmentally compatible. Specifically, this means 25 percent lower energy and water consumption, waste volumes and emissions at all plants. In 2013, the Volkswagen plant at Pune received the prestigious Golden Peacock Award for environmental management and the Think Blue. Factory. Award for the greatest progress in the field of waste reduction. By the end of 2016, the Volkswagen plant in Pune over achieved the target and is now working towards achieving a reduction of 45% as per the new strategy of the company by 2025.

Corporate social responsibility

At Volkswagen, CSR is part of the company's vision. This applies especially to Volkswagen Group India, which is involved in numerous social projects locally, in the state of Maharashtra and at the national level. The main emphasis in these projects is on Water Conservation, Health, Education & Road Safety. The Volkswagen Group India supports a variety of social projects under these categories. Some examples include building water reservoirs for drought-affected villages, blood donor campaigns, the establishment of a permanent ambulance service for the villages surrounding Pune and a community college financed by Volkswagen that offers vocational training opportunities to disadvantaged young people.

Investment

With an initial amount of €580 million, the Pune plant is the largest investment project of a German company in India to date. In 2012 and 2013, a further €100 million were invested in process and product improvement measures. In 2014 and 2015, €30 million were invested in the new engine production unit (with engine analysis centre) at the Pune plant as well as €85 million in the production of the new Volkswagen Ameo, which started production in Pune in mid-2016.

History

In November 2006, Volkswagen Aktiengesellschaft and the Government of Maharashtra signed a Memorandum of Understanding for the construction of an automobile production plant in the city of Pune. The new plant was inaugurated at the end of March 2009 and started building the Škoda Fabia in May 2009. The start of production of the hatchback Polo in December 2009 is a visible testimony to Volkswagen's vision of "Mobility - Made in India". Production of the Vento, the third model for the plant, started in August 2010. In recognition of its efforts in India, Volkswagen India won the coveted 'Automotive Company of the Year 2010' award presented by Auto Bild India at the Inaugural Golden Steering Wheel Awards India. Production of the fourth model for the plant, the Škoda Rapid, started in November 2011. The latest addition to the line-up of cars produced at the plant is the compact sedan Ameo that has been specially made for the Indian market.

In 2011, Volkswagen India successfully started its export activities from the Pune plant by shipping the Volkswagen Vento to South Africa. This was followed by the export of the left-hand-drive Volkswagen Vento to the Arabian Gulf states in 2012 and exports to Mexico, the largest export market for Volkswagen India, in November 2013. As of the end of 2017, Volkswagen India has exported over 345,000 cars manufactured at its Pune plant to several countries across four continents, Asia, Africa, North America and South America.