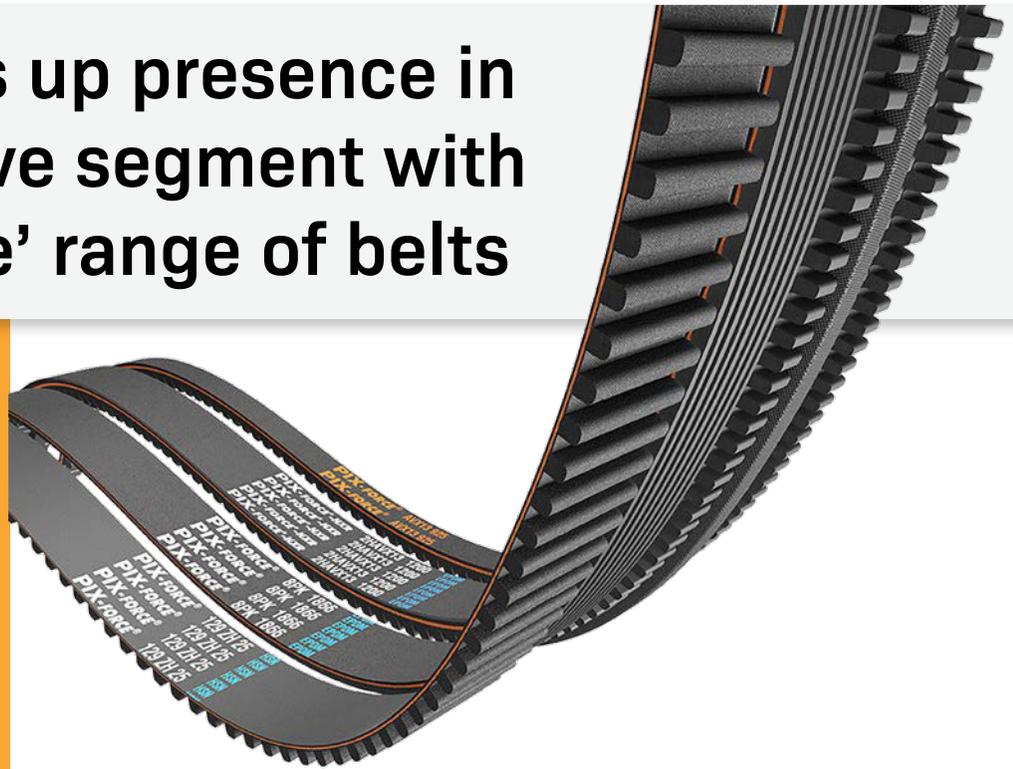


PIX steps up presence in automotive segment with 'PIX Force' range of belts

A leading manufacturer of high-quality application-specific belts, PIX Transmissions has launched belts meant especially for the automotive industry. PIX Force automotive belts have been designed to withstand the most extreme conditions encountered in automobile applications and are available for a full range of vehicle applications including two-wheelers, cars, vans, trucks, buses, heavy and light-duty vehicles, suitable for almost all engine options across different segments.



The home-grown company is bullish about its belt range and boasts of a number of USPs. These include exceptional reliability, heavy-duty, high-power, maintenance-free running, extensive product range, compelling performance-to-price ratio, customised solution and quality assurance backed by implementation of best practices, dedicated support team for urgent needs and impressive support infrastructure across the globe. Over the years, PIX Transmissions has taken several strides in product development to expand mutual growth opportunities, segment share as well as business interests. Its turnover for FY20 was Rs 297 crore.

The company's state-of-the-art belt manufacturing units as well as an ultra-sophisticated, automated rubber mixing facility are located in Nagpur. It is here that it manufactures



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raw-edge cogged and poly V belts. It also has a highly sophisticated research and development centre at Nagpur. With over five decades of expertise in the manufacturing of rubber belts, PIX Transmissions banks on a vast reserve of modern technology and experience in delivering top-of-the-range quality, in adherence with all international standards and a host of significant product category certifications. The company also has an impressive global presence with subsidiaries such as PIX Germany GmbH, PIX Transmissions (Europe) Ltd., PIX Middle East Trading LLC and PIX Middle East FZC.

Elaborating about how the company managed the challenge imposed by the pandemic, the management states: "We are proud of our teams who have continued to develop, manufacture, package and ship products, or provide services at our sites since the onset of the pandemic. Despite the operational adversities, PIX Transmissions has taken several strides in product development to expand mutual growth opportunities, segment share as well as business interests. Our customers' business continuity is a key priority. We want to minimise service disruptions or impacts to our business partners. Our goal is to offer a high level of quality, responsiveness and support."

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