

TM4 eyeing Indian market for electric drivetrains

Exclusive Feature



Mr. Robert Baril, Chief Operating Officer, (extreme right), with Mr. Olivier Bernatchew, Sales & Marketing, Coordinator, and Mr. Eric Azeroual, Director - Sales, TM4, at the company stall at Auto Expo - Component Show

TM4 of Canada has been a leading global supplier of customized electric drivetrains for electric and hybrid vehicle manufacturers for over three decades. Since electric and hybrid vehicles are poised to be the future of transportation, TM4 has shown keen interest in expanding its product portfolio by developing electrical systems for commercial vehicles in different markets across the globe.

Mr. Robert Baril, Chief Operating Officer, TM4, says: “TM4 is a well-known electric drivetrain

manufacturer in Europe and Asia. We have our production facility in Canada and have a joint venture

with a Chinese partner to address the Asian market. With the government announcing some policies which support electrification of transportation, India is also very much a key market and is probably one of the largest, with its sheer population, for new energy vehicles. We have Madhura as a distributor of our products in India and have been working with leading vehicle OEMs in the country since 2008 and are looking forward to

eventually having a manufacturing plant in India with the right partner.”

With its technological advancement and state-of-the-art facilities to produce world class products, TM4 has customers throughout the world. “We have been doing a lot of business in the last eighteen months with leading bus and trucks OEMs in Europe in terms of commercial vehicles. As for the Indian market, the leading automobile manufacturer Tata

Motors has obviously been an important customer for us since 2008. We are keen on providing solutions to the Indian auto majors to cater to the needs of the end consumers,” adds Mr. Baril. With a sizeable market share in its product segment, TM4 plans to stick to its successful strategy of closely following customer requirements while developing and manufacturing its products.