

Telma eyes growing Indian market with local manufacturing

By Rajesh Rajgor

Telma, a global leader in electromagnetic retarders, is drawing up plans to start manufacturing its products locally in India. Speaking to MOTORINDIA, Mr. Olivier Saint-Cricq, Director, Telma, said: “Apart from the technical advantage of retarders, which is the complete lack of friction, it helps in delivering a better total cost of ownership (TCO) that a fleet operator looks for. We are trying to localize parts in India in order to further provide cost efficiency to our customers in the country and have fixed plans to be able to deliver in India with the help of our new local partner.”

Telma has found traction with many OEMs such as BharatBenz and Ashok Leyland, especially in the intercity bus segment. Telma retarders are finding takers in the truck and mining segment as well because of their ability to offer unique performance in terms of comfort, safety, savings and environment. It guarantees the absence of particle emissions or any other pollutant release into the environment. Telma retarders are maintenance-free and do not require any fluid change or wearing parts replacement.

“Our focus on environment is big, brake with no emission, just transferring energy, efficiently. Our electro-magnetic technology guarantees unequalled instantaneous availability and full braking power, regardless of the vehicle speed,



it can take care upto 95% of the braking needs. Telma's retarder will remain effective even after the engine stops, or when the gearbox is in neutral,” added Mr. Saint-Cricq.

At the recently held IAA 2018 at Hanover, Telma had showcased a new Plug&Play system already fitted on the new Minibus 'City 75' by the Mercedes-Benz Group as standard with the Telma induction brake LVRS350. The Telma retarder offers exceptional endurance. “We are explaining to the people the cost saving idea. Drivers are very happy with it as they do not have to brake as soon they leave the accelerator. Risks associated with service brakes overheating are therefore avoided, and the system remains fully operational even in an emergency,” he disclosed.

As they dissipate the energy generated during braking directly into the atmosphere without using the engine's liquid cooling system, Telma retarders are effective in all situations, thereby ensuring that a vehicle always remains at the driver's desired speed.

Beamed Mr. Saint-Cricq: “We are also working on electric integration to improve our product for electric vehicles. Telma induction brakes are 10 times lighter with only 10% of the consumption of an electrical motor or dissipation resistors and provide the same braking torque. The retarder is really efficient and beneficial for electrical engines. As they comply with the European directive of electromagnetic compatibility (EMC), Telma retarders present no electromagnetic incompatibility with the environment.”

With a view to improving the market share in India and driving sales, the company is ready to leave no stone unturned in highlighting the importance of retarders in the Indian market, leveraging its learnings from the global market.

“We have a good opportunity to grow in the Indian market and explore the approximate volumes of nearly 3,000 retarders annually. With huge market potential, we are confident of gaining a significant share in the next couple of years,” the Director concluded. ♦