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### BHARAT FORGE

## European ambitions

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THE Rs 760-crore Bharat Forge (BFL) has taken a few more steps towards its ambition of achieving \$1 billion in global sales by 2008. After acquiring the Euro 120-million German forging company Carl Dan Peddinghaus (CDP), it's looking at buying out more companies in Europe and setting up manufacturing bases in China and the US.

While the European acquisitions would bring in new technology and engineering capabilities, the China and US plans would place it at the heart of its largest target markets. "You need to have footprints in all the major markets you are targeting to serve," says [Baba N. Kalyani](#), CEO, BFL.

The company is focussing on North America, Europe and Asia for two products (powertrain and chassis components) for both passenger cars and commercial vehicles. The company has already hired consultants to scout for opportunities in China and the US. But as it aspires to be a full-service supplier, BFL is not just looking at manufacturing, but engineering and product development capabilities too. That's where Europe fits in well.

The 800-employee CDP, a big player in chassis components for passenger cars and trucks, would be a technology and product development centre for BFL. The company, which has some powertrain business too, has brought in new customers like Volkswagen, BMW and Audi. BFL is looking at technology as well as lower prices to keep it ahead.

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