

Schaeffler India Limited · Pune · Maharashtra

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400001

**Company Code: 505790**

**National Stock Exchange of India Limited**

Exchange Plaza, C – 1, Block G,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai-400051

**Company Code: SCHAEFFLER**

**Sub: Press Release - Schaeffler India's New Campaign Showcases LuK for Next- Gen Fleet Owners**

16/05/2024

Dear Sirs,

With reference to the captioned matter, a Press Release is enclosed herewith.

Phone: +912068198464

Kindly take the same on your records.

Thanking you,

Yours faithfully,

For **Schaeffler India Limited**

**Ashish Tiwari,**

VP - Legal & Company Secretary

Encl.: As above

Its innovative and quickly serviceable clutches maximize uptime, increases durability and enhances driving comfort of commercial vehicles

## **Schaeffler India's New Campaign Showcases LuK for Next-Gen Fleet Owners**

Pune, India | May 16, 2024 | As the monsoon season approaches, the Motion Technology company Schaeffler India is empowering commercial vehicle fleets to navigate the challenging times with a strategic digital campaign for its definitive clutches and drivetrain components aftermarket brand, LuK.

Widely recognized for its innovation, longevity, and original equipment-matching quality, Schaeffler's LuK finds its way into every third car globally. The launch of the ad films marks Schaeffler India's latest communication in its #Badhechalo marketing drive for intelligent repair solutions for all vehicle classes.

The marketing campaign goes beyond product promotion, aiming for a deeper customer connection. Debashish Satpathy, President of Vehicle Lifetime Solutions, Schaeffler India, said, "Schaeffler India's longstanding collaboration with leading vehicles equips us with the expertise that is vital for the innovative repair solutions we bring to the aftermarket for commercial vehicles and tractors. The new campaign will resonate with India's new generation of astute commercial vehicle owners who look for greater efficiency, reliability, and ultimately, higher productivity. In drivetrain components, that would mean clutch systems that deliver modern technology to last them longer and save them time and resources. We have timed the campaign to precede the monsoon this year because our swiftly serviceable clutch technology is transformative for commercial vehicles."

Released across social media platforms, the films depict customers who trust Schaeffler India's LuK line of transmission solutions for their growing business because they feature cutting-edge clutch technology, with a life span twice the average, and are quickly serviceable.

Schaeffler's knowledge of how drivetrain components interact, including clutches, release systems, vibration damping, transmission components and even up-and-coming drive concepts such as hybrid systems, translates to ingenious solutions for original equipment or its comprehensive repair solutions in the aftermarket.

This holistic knowledge ensures that each LuK component seamlessly integrates with the vehicle to deliver:

**Maximized uptime:** Schaeffler’s innovative serviceable products are OE-quality and perfectly match existing systems in commercial vehicles, allowing for quick and easy maintenance, reducing downtime and keeping vehicles on the road longer.

**Durability:** LuK’s efficient power transmission components including clutches play a pivotal role from ensuring smooth gear shift, providing longer durability and overall operational efficiency.

**Driving comfort:** The Schaeffler clutch systems’ exceptional power transfer ensures smooth gear changes in challenging conditions such as on slippery roads. This allows for driving with greater control and comfort.

LuK leverages Schaeffler India’s association as a development partner with the country’s pioneering automotive industry. Its portfolio of optimal solutions for every drivetrain repair in OE quality is available with authorized distributors across India.

Check out these new ad films from Schaeffler India on their social handles and YouTube channel – [Schaeffler REPERT!](#)



*Schaeffler LuK RepSet the ideal solution for every commercial vehicle.*

Photo(s): Schaeffler

---

## Schaeffler Group – We pioneer motion

The Schaeffler Group has been driving forward groundbreaking inventions and developments in the field of motion technology for over 75 years. With innovative technologies, products, and services for electric mobility, CO<sub>2</sub>-efficient drives, chassis solutions, Industry 4.0, digitalization, and renewable energies, the company is a reliable partner for making motion more efficient, intelligent, and sustainable – over the entire life cycle. The Motion Technology Company manufactures high-precision components and systems for drive train and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. The Schaeffler Group generated sales of EUR 16.3 billion in 2023. With around 83,400 employees, Schaeffler is one of the world's largest family-owned companies and one of Germany's most innovative companies.

## Schaeffler India

Schaeffler India is bringing the pioneering 75-year-old legacy of the Schaeffler Group in Motion Technology to India's complex market with tailored high-precision solutions. With a shared passion for advancing how the world moves, Schaeffler India is the preferred development partner of nation-building industrial manufacturers, renowned automobile manufacturers and renewable energy operators. Specializing in high-precision components and systems for drivetrain and chassis applications and rolling and plain bearing solutions, Schaeffler India is preparing for tomorrow with its applications in electric mobility, CO<sub>2</sub>-efficient drives, automation, renewable energy, and Industry 4.0. Supported by 4 manufacturing plants in Pune, Savli, Maneja, and Hosur, 3 R&D centers, 8 Sales offices and a strong network of Industrial and Automotive aftermarket footprint bringing products and solutions closer to customers in India. The company is driving efficiency, agility, and sustainability across different sectors. With brands such as FAG (complete chassis systems support), LuK (entire drivetrain for every type of transmission), INA (engine specialists) and REPERT (knowledge and components support for garages for complex repairs), Schaeffler India is ensuring it is a reliable partner for making Motion more efficient, intelligent, and sustainable over the entire life cycle. In 2023, Schaeffler India achieved revenue of INR 72,261 million, reflecting its commitment to excellence and customer satisfaction. With a dedicated team of 3,383 employees, it upholds the values of the Schaeffler Group, embodying innovation, reliability, and sustainability in Motion Technology.

---

## Contact

### Pallavi Deshmukh

Head of Communications and Brand

Schaeffler India Ltd

📞 +91 99230 05424

✉️ [pallavi.deshmukh@schaeffler.com](mailto:pallavi.deshmukh@schaeffler.com)

### Anshul Dubey

Chase-India Ltd

📞 +91 75064 45368

✉️ [anshul@chase-india.com](mailto:anshul@chase-india.com)

