



Rengarajan Srinivasan, Director

StellarSP Actively Pursuing Collaboration with Global Seating Firms

Since its inception in 2018, StellarSP Pvt. Ltd. (SPL) has steadily carved a niche for itself in India's commercial vehicle seating space. As an MSME enterprise built on deep industry expertise, the company has combined innovation, quality, and frugal engineering to become a trusted partner for OEMs and bus operators alike.

"Our vision is simple yet ambitious – to be the preferred source for seats, foams, components, and sub-system parts in the commercial vehicle industry and adjacent sectors," says Rengarajan Srinivasan, Director, StellarSP. "We are driven by customer delight, which comes from excellence in design, manufacturing, and services."

Building from the Ground Up

The journey began with a clear focus on bus passenger seating for the domestic market. By 2021, StellarSP had commissioned its greenfield manufacturing unit on the Hosur-Bengaluru corridor, an auto-industry hub. The state-

of-the-art facility, spread across two acres, integrates PU foaming, welding fabrication, assembly, testing, and a dedicated quality control lab.

With an annual capacity of 220,000 passenger seats (7,200 bus sets) and 36,000 PU moulded foams, the plant has been designed for scalability. Rengarajan adds: "We can deliver up to 30 bus sets per day on a single shift. The facility has been built with scalability in mind – whether that's meeting peak seasonal demand or supporting future expansion into new segments."

Innovation and Efficiency at the Core

StellarSP's strength lies in its integrated design-to-delivery model. The company leverages modular designs, ergonomic seat structures, and light-weighting approaches to optimise comfort, safety, and serviceability. The in-house PU foaming lines and conveyerised assembly processes are aligned with lean manufacturing principles, ensuring faster production

cycles, reduced costs, and consistent quality.

“Modularity gives us a real competitive edge,” explains Rengarajan. “It reduces part count, allows flexibility across seat types, and enhances serviceability for operators. Most importantly, our seats are tested and certified to AIS 023 standards, ensuring structural reliability and passenger comfort.”

Diverse Product Portfolio

The company’s range spans passenger seats, driver seats, PU foams for sleeper berths, and ISF foams for armrests and grab handles. In addition, StellarSP supplies plastic-moulded seats for city buses and the boating industry. Current R&D efforts focus on modular driver and operator seats for commercial vehicles, tractors, off-road machinery, and material-handling equipment.

Public seating solutions for auditoriums and metro coaches are also part of the long-term roadmap. “We see opportunities not just in automotive but in adjacencies like railways, ships, and auditoriums,” notes Rengarajan. “Our goal is to leverage the same design and engineering competencies to enter non-automotive domains where demand for durable and comfortable seating is rising.”

Quality as a Differentiator

From the outset, StellarSP has anchored itself on quality systems. Certified under IATF 16949:2016 and ISO 9001:2015, the company’s quality policy emphasises customer delight, technology-led design, and continuous improvement. Supplier collaboration and workforce training are integral to its quality culture.

The company also places emphasis on sustainability – its plant includes rainwater harvesting, green landscaping, and eco-compliant infrastructure, creating a safe and enabling workplace.

Partnerships and Global Outlook

As the Indian market matures, StellarSP is eyeing global

opportunities. With cost-competitive operations, scalable manufacturing, and a strong supplier base, the company is positioning itself as a reliable partner for international brands.

Actively seeking partnerships with international seating firms, StellarSP is offering contract manufacturing and outsourcing services to global companies aiming to strengthen their presence in the domestic or export markets. The company is taking concrete steps to formalise such engagements across multiple product segments and global geographies. Its objectives for collaboration are clear – expanding into new markets, developing innovative products, and sharing research and development. The benefits of such partnerships are manifold:

- **Expanding market reach:** Access to new international markets and customer bases.
- **Driving innovation:** Accelerated research and development of competitive products through shared expertise and resources.
- **Improving supply chains:** Greater efficiency, resilience, and transparency by pooling supplier networks and best practices.
- **Reducing costs:** Achieving economies of scale, lowering operational costs, and mitigating risks in new ventures.
- **Enhancing brand reputation:** Association with global partners that enhances visibility, credibility, and brand image.

The Road Ahead

Rengarajan concludes with a bold aspiration: “We are still a young organisation, but we have proven our reliability and competitiveness in a short span. Our target is to become a ₹100 crore company in the MSME sector and eventually build StellarSP into a global brand of scale and competence. Innovation, quality, and customer focus will continue to be our guiding principles.”

