



Rengarajan Srinivasan, Director, StellarSP Seating Products

## StellarSP Seating Products – Revolutionizing mobility through innovation and excellence

*In an exclusive interview with N. Balasubramanian, Rengarajan Srinivasan, Director of StellarSP Seating Products, shares valuable insights into the company's innovative strategies, growth trajectory, and vision for the future. From their state-of-the-art manufacturing processes to their global aspirations, Rengarajan provided a comprehensive overview of StellarSP's journey, emphasizing their commitment to transforming the commercial vehicle seating industry.*

Established in March 2018, StellarSP Pvt Ltd has rapidly emerged as a frontrunner in the commercial vehicle industry. Their visionary mission is clear: to be the preferred source for seats, foams, components, and sub-system parts. Aligning with India's 'Make in India, Made in India' initiatives, StellarSP focuses on delivering inventive and cost-effective solutions, driving their core objectives.

### Innovative Manufacturing Facility

StellarSP's cutting-edge manufacturing unit, operational since 2021, stands as a testament to their commitment to excellence. Spanning 8,000 square meters, the facility integrates PU foaming, welding fabrication, seat assembly, and engineering testing. This advanced setup empowers them to produce 220,000 passenger seats annually, meeting



diverse bus requirements for domestic customers. The PU foaming lines can deliver annually 36,000 PU moulded foams for sleeper berths and seats and Integral Skin Foaming (ISF) foams for various applications like armrests and grab handles, etc. The company can deliver up to 30 bus sets of seats and berth foams daily in single shift. The capacity can be scaled up with addition of work shifts and incremental facilities for higher seasonal demands.

**Quality and Sustainability at the Core**

Quality and sustainability are embedded in StellarSP's ethos. The company proudly holds certifications under IATF-16949-2016 and ISO-9001-2015, underscoring their dedication to meeting stringent industry standards. Furthermore, their commitment to eco-friendly practices is evident through initiatives like rainwater conservation and lush rural surroundings, creating an environmentally conscious workspace.

**Innovative Product Solutions**

Central to StellarSP's success is their modular design approach, reducing part count and seat weight while enhancing manufacturing ease and maintenance. Their seats are meticulously engineered for superior structural reliability and ergonomic comfort, tailored precisely for Indian road conditions and passenger expectations.

**Customer Success and Global Reach**

Rengarajan emphasized StellarSP's

approach, stating, "In the first quarter of FY24, StellarSP successfully met various institutional orders and tender requirements, demonstrating our commitment to growth and profitability." The company has catered to bus passenger seat orders from prominent OEMs like AL and TMBS, STUs such as TSRTC and KeSRTC, delivering Super Luxury and Deluxe bus seats promptly.

StellarSP delivers bus seats, PU foams for sleeper bus berths and foams to leading bus body builder in Bangalore, S.M Kannappa Automobile and Prakash Coach Builders, as the preferred source. The company is also a preferred seating solutions provider to the institutional staff bus segment and leading operators in Bangalore including Infant's Travels, Megha Travels, Sharma Travels, SRS Travels, Royal Durga Logistics, NVS Travels, AMB Travels, Janani Tours among others.

**Diversification and Future Outlook**

Currently, StellarSP is channeling its efforts towards expanding its presence in the bus seating products sector, offering a modular seating range for various types of buses and related applications in the electric vehicle (EV) segment, including 2-wheelers, 3-wheelers, and buses. The company manufactures PU foam components using the ISF process, such as armrest pads, in-house for its seating products. StellarSP is also exploring opportunities to supply ISF parts for diverse applications within the bus seating products sector. For institutional buses, StellarSP provides plastic-



molded seats tailored for city buses and the boat industry, catering to the needs of tourists and leisure travelers.

Furthermore, StellarSP is actively exploring business prospects in the following areas: design, development, and testing of PU foaming, steel fabrication of assembly parts, and plastic components; custom PU molded Foams; steel fabrication components; subsystem parts supply; and contract manufacturing.

### Global Collaboration and Expansion

StellarSP is actively pursuing partnerships with international seating brands, leveraging their scalable capacity, competitive products, and strategic Bangalore location. Rengarajan emphasized, "We aim to become a reliable outsourcing base for both domestic and export markets. Our competitive edge and CKD (Completely Knocked Down) units enable a significant reduction in logistics costs, making us an attractive choice for global collaborations."

### Outlook for FY24 and Beyond

Optimistic about the future, Rengarajan outlined their growth plans, stating, "With the Government's ambitious plans for bus replacements and private partnerships for city bus operations, StellarSP is poised for substantial growth." He anticipates surpassing industry growth estimates, achieving a profitable outcome this year. Looking ahead, StellarSP envisions becoming a Unicorn, achieving an INR 100 Cr business turnover within five years.

In conclusion, StellarSP Seating Products stands as a beacon of innovation, sustainability, and customer-centricity in the commercial vehicle seating industry. With their unwavering commitment to excellence, strategic initiatives, and global outlook, they are poised to reshape the commercial vehicle seating landscape, both in India and on the global stage. As they continue to push boundaries and redefine industry standards, StellarSP is set to revolutionize mobility experiences for passengers worldwide.

