**Omron accentuates ‘Total Traceability’ as a key essential for automotive manufacturing process**

**New Delhi, 4th December, 2015:** Reiterating its contribution towards the automotive sector- one of the main drivers of manufacturing growth in India – Omron Automation underlines the role of ‘Total Traceability’ as a futuristic technology set to bring in significant advancements in the factory automation domain.

**The insight was shared by Mr. Sameer Gandhi, MD, Omron Automation India at the CII Industrial Automation Summit -2015 held at Gurgaon today. Speaking at the summit, Mr. Gandhi said,** “Total Traceability is the ability to trace & verify the history, location, or application of an item by means of documented recorded identification. Considering one defective product can bring humongous loss and setbacks to the credibility of a brand, the solution holds a lot of importance to ensure zero -defects manufacturing system. This attains more significance for the automotive industry where assembling of multiple complex components needs constant checking at every step and product-recalls are witnessed quite often.”

**Explaining more about the practical applications of Traceability solutions provided by Omron for the automotive sector, Mr. Gandhi further explained,** “For example, in a brake assembly (which has multiple parts), a piston ring assembly or a ball-bearing assembly- the entire assembly can be checked for visual completeness and quality including dimensions by an OMRON vision system. It not only identifies whether the quality is acceptable or not but also can store the images for future analysis. Omron’s Programmable Logic Controller portfolio enables Big Data management of these images collated with parameters ensuring its real time availability for the people on the manufacturing line who see many possibilities to use this data - for statistical analysis, quality control, quick identification of faulty parts, managing & tracing loss of components while processing from one plan to another - to name just a few.”

Not only automotive, the technology has immense potential in other sectors too such as FMCG, Pharmaceuticals, Digital Equipment manufacturing including OEMs & Part Suppliers who have to share their production data to the manufacturers in real time. Companies adopting traceability can not only actively participate in developing a sustainable and safe production process but also witness significant growth in their profit.

**Commenting on the Omron’s growth story in India, he states that** *“*With the impetus provided by Make in India, the scenario is quite optimistic. Omron is one of the leading players in the Industrial Automation sector across the globe and is striving to fortify its position as ‘enablers of Make in India’ initiative by providing cutting edge solutions for the manufacturing sector.*”*

**About Omron**

*OMRON CORPORATION is a global leader in the field of automation based on its core technology of sensing and control. OMRON's business fields cover a broad spectrum, ranging from industrial automation and electronic components to automotive electronic components, social infrastructure systems, healthcare, and environmental solutions. Established in 1933, OMRON has about 39,000 employees worldwide, working to provide products and services in more than 110 countries and regions. In the field of industrial automation, OMRON supports manufacturing innovation by providing advanced automation technologies and products, as well as through extensive customer support, in order to help create a better society.*

*Incepted in 1993, OMRON AUTOMATION INDIA caters to over eight industrial segment namely packaging, automotive, material handling, solar, food & beverages, textile and panel handling applications. The product portfolio includes Industrial components, Automation Systems, Sensing & Safety, Motion & Drivers and Software. Centering on the themes of quality, safety & the environment, it supports manufacturing innovation worldwide with unique sensing & controlling technologies. Of late, Omron has been concentrating on the solution business which solves management problems on diverse production sites. It is rapidly expanding its operations with focus on major cities namely Mumbai, Gurgaon, Bangalore, Pune, Chennai & Ahmadabad. It is also making its presence felt across the other parts of India by appointing resident engineers to address the ever challenging requirements of the clients. A major factor in Omron’s progress globally & locally has been the strong commitment towards its customers keeping ‘Quality First’.*

**For further information, please contact:**

**Ankur Bhat, Corporate Communications, Omron, +91 9899819904,** **ankurb@ap.omron.com**

**Richa Kochhar, Weber Shandwick, +91 9654458545,** **rkochhar@webershandwick.com**