

# Expanding Business Worldwide by Incorporating Japanese Manufacturing Methods

## Company overview



**Company name** Uno Minda Limited (Japan Branch)

**Parent company** Uno Minda Limited (India)

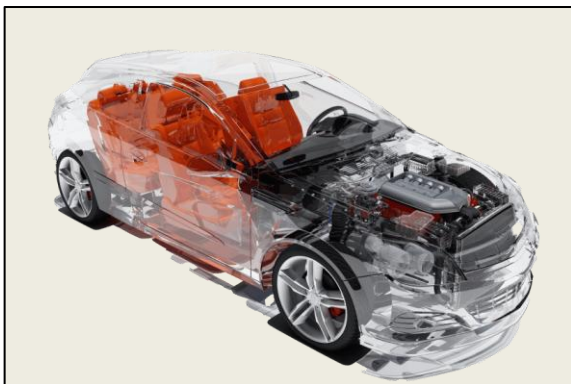
**Timing and location of entry**  
 2007: Chiyoda-ku, Tokyo  
 2016: Relocated to Nagoya, Aichi Prefecture

**Manner of entry** Sales base

**Other facilities in Japan** Tokyo (sales office)

### Primary business activities Company strengths

The company excels in the manufacture of automotive components. Its product range includes switches, lighting, horns, wheels, and many other items. The company does business with major automotive and auto parts manufacturers and has numerous joint venture and technology partnership achievements.



## Background and objectives for market entry

- The company entered Japan in 2007 and initially established an office in Tokyo. With support from JETRO, the setup process took approximately three to four months. It later relocated to Nagoya in 2016.
- The reasons for relocating to Nagoya included the high concentration of major automotive and auto parts manufacturers in the Greater Nagoya region, excellent transportation access to destinations nationwide, and a strong educational environment for expatriate employees' families, including international schools.
- The company also sees advantages in Nagoya's well-developed, multi-lane road network and more comfortable and economical living environment compared with Tokyo or Yokohama.

2007

2016

## Results after entry

- Since entering Japan, transactions with Japanese companies have expanded and sales have grown steadily.
- By establishing a Japan branch, the company was able to reduce the physical distance to its business partners and make communication easier.
- Of its 13 employees in Japan branch, 8 are Japanese, and it has experience hiring personnel in Japan.

## Contributions to Greater Nagoya region

- The company has also incorporated Japanese manufacturing methods into its global manufacturing operations and is promoting product development that meets the needs of Japanese companies.

2025

## Future outlook

- We think this will help Japanese talents and Graduates will keen to join Indian Companies.
- In the future, the company is also considering expansion of existing development base in Japan.
- It also plans to take on the challenge of developing talent in Japan by recruiting new graduates or internship for students.

Future