

## TAL Manufacturing launches much-awaited TAL Brabo robot

### Key Highlights:

- Launches India's first industrial-articulated robot, the TAL Brabo, in payloads of 2 kilos and 10 kilos, **priced between INR Rs. 5 – 7 lakhs**
- Proven to **increase productivity by 15-30%**, with a payback period of 15 – 18 months
- Announces new technology partnership with Italian based **RTA Motion Control Systems**, for motors and drives
- Development for **IP certification** for the TAL Brabo robot

**Mumbai, April 11, 2017:** TAL Manufacturing Solutions, a subsidiary of Tata Motors Ltd. has launched its much-awaited TAL Brabo robot in two variants, with payloads of 2 kilos and 10 kilos, priced between INR 5 – 7 lakhs. Indigenously developed, the TAL Brabo is a 'Made in India' solution, developed to cater to micro, small and medium enterprises, as well as for large scale manufacturers who require cost competitive automated solutions in manufacturing.

Designed and styled in-house at TAL Manufacturing and Tata Elxsi respectively, Tata AutoComp manufactured some of the critical components of the robot. Conceptualised to complement human workforce and perform repetitive, high volume, dangerous and time consuming tasks, the TAL Brabo robot, can be deployed across industries.

Having successfully tested the TAL Brabo in over 50 customer work streams so far, TAL Manufacturing is ready to supply these robots to several sectors including Automotive, Light Engineering, Precision Machining, Electronics, Software Testing, Plastics, Logistics, Education, Aerospace and Engineering among others, simplifying industrial manufacturing, improving quality and productivity.

**Speaking at the launch, Mr. R S Thakur, Non-Executive Director & Chairman – TAL Manufacturing Solutions Ltd.,** said, *“With the TAL Brabo we have taken a quantum leap in revolutionizing industrial manufacturing in India. It is clearly a positive outcome from a well thought out “vision” and a meticulously planned and executed “task”, a result of focused innovation, targeted primarily at micro, small and medium enterprises, where not only large but businesses of all sizes can upgrade their operations by deploying robots, complementing their respective work forces. We call it ‘Robolution’, because of its power to revolutionise industrial manufacturing and with the TAL Brabo, we welcome our customers to join us on this journey.”*

**Mr. R S Thakur, further added,** *“We at TAL Manufacturing will continue to develop and leverage innovative technologies, out of the box thinking and breakthrough ideas to stay ahead, achieve market leadership and further our Make in India story. Having said that, I am proud to announce a new partnership with R.T.A Motion Control Systems, a leading Italian based group, for critical components in the TAL Brabo robot. As we move forward, we will further collaborate with R.T.A Motion Control Systems to further indigenize the TAL Brabo robot and churn out newer variants and applications for various applications across industries.”*

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**Mr. Amit Bhingurde, Chief Operations Officer – TAL Manufacturing Solutions Ltd.** “We are delighted to launch the TAL Brabo, the first Indian made, conceptualized and designed industrial robot. A unique product, the TAL Brabo is suited not only for India, but for manufacturing units across the world. As we move ahead, we will continue to innovate not only in product development, but also in sales, marketing, customer service and in all aspects of our business, to deliver best-in-class manufacturing solutions. We thank our early customers for having entrusted their faith in us, by testing the TAL Brabo in their work streams, for some great business results.”

The TAL Brabo is an innovative new concept, developed from an industrial user perspective to automate enterprises. Designed indigenously the TAL Brabo can be used to bring in efficiencies right from raw material handling, until packaging of finished products, and can be programmed to operate 24/7 in all situations, for continuous production, with a high degree of flexibility and even perform complex functions cost effectively. The TAL Brabo can be used for varied applications for tasks like pick & placement of materials, assembly of parts, machine & press tending, as a sealing application, camera and vision based jobs etc. The TAL Brabo can also complement human workforce by taking over dull, dangerous and monotonous jobs.

The TAL Brabo complies with essential requirements relevant to European health, safety and environmental legislation, permitting export of the robot to customers in Europe. TAL Manufacturing is also developing the all-important IP certification for the TAL Brabo robot, which will represent a degree of protection provided against the entry of foreign objects, especially water in the machine. This will give customers further more opportunities to deploy robots at their workplace, for different kinds of applications.

The current list of TAL Brabo customers include Mahindra & Mahindra, Diebold, CPG Industries, Hydromatik, SGK Industries, BITS Dubai Campus, Suparna Plastics, Micromax Systems, Twin Engineers, AM Ecosystems Kaziranga University and TATA Motors Limited.

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#### **About TAL Manufacturing Solutions Limited:**

TAL Manufacturing Solutions Limited, a TATA Enterprise, is a wholly owned subsidiary of TATA Motors and is one of the leading companies in India, successfully delivering manufacturing solutions for over 40 years to customers in Automotive and Heavy Engineering and more recently, to Robotics, Aerospace and Defence sectors. Telco Automation Limited (TAL) was formed in 2000, by merging two mother divisions of TATA Motors – Machine Tools and Growth. The ones that designed and built the machines, equipment and automation requirements of TATA Motors, during its setup of manufacturing facilities. This model was followed by TATA Motors in the 1960's and 70's, to ensure lower cost of capital acquisition by minimizing imports of such machines and equipment and thereby build vehicles at prices that were affordable to Indian customers.

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