

Rastgar Engineering: Catering to the Global Heavy Duty Axle Market

Pakistan's important manufacturer and exporter of auto parts started in 1967 as a foundry and in the initial phases of its life concentrated on production of abrasion resistant parts for cement and mining industries and quickly made a name for itself in those sectors.

The young enterprise (and its [entrepreneur](#)) weathered many difficulties to continue to build a small , knowledge based, manufacturing business , paying as much attention to sales and marketing as it did to its metallurgy and metal casting skills.

Till the mid 90's, Rastgar Engineering was producing [RASTALLOY](#) Grinding Media for the entire cement industry of Pakistan and also exporting small quantities to [Sri Lanka](#) and Madagascar ([Malagasy](#)). Also it was a source of [glass bottle mold castings](#) to the container glass plants, [crankshaft](#) castings for tractor engines and a host of other casting applications emerging from its [Ductile Iron Foundry](#). The company emerged as the best source of axle housings for [Massey Ferguson](#) ([Millat Tractors](#)), a relationship that lasted for 18 years!

Investment in a modern CNC Machine Shop in 1990, however, had led Rastgar Engineering to become a [vendor of wheel hubs](#) to the truck assembly line of [Hino Pak](#). Building on this [specialization](#), the company quickly converted itself into an exporter of wheel hubs to [Europe](#) and continued its focus on the heavy duty transport sector. Most other products were abandoned to create capacity and specialization in wheel hubs.

Currently, Rastgar Engineering is tightly focused on [parts for automotive axles](#). It produces steering knuckles for Toyota Corolla , manufactured in Pakistan by [Indus Motors](#) and wheel hubs for all types bus and trucks manufactured in Pakistan, including [Hino](#), [Nissan Diesel](#), [Isuzu](#), [Mitsubishi Fuso](#) (now [Daimler](#)) and [Daewoo](#). The Pakistani customers account for approximately 28% of Rastgar Engineering sales while the rest is derived from [exports](#) to the rest of the world.

In its quest for excellence, Rastgar Engineering has continued to invest in modern manufacturing techniques which has resulted in a state of the art, high pressure, [molding line](#), [CNC machining cells](#) and [world class quality assurance](#). Design, [CAD](#), [CAM](#), [Finite Element Analysis](#), [Cyclic Testing](#) , [Prototype](#) and Pilot Lot Production from off-tool are some of the services, which Rastgar Engineering brings to its [Truck Competence](#).

Located in predominantly non-manufacturing environment, Rastgar Engineering concentrated on training of its young work force on all skill sets needed by a young, knowledge based SME. This entailed not only skills training, but also creating cultural values of [good ethics](#), good housekeeping and waste-reduction. Rastgar worked hard to [create a modern work place culture](#). Close attention to [5-S](#) has resulted in making the company's factory floor into an efficient and pleasant place to work in.

Rastgar Engineering pursues its sales and customer support very seriously, to the point where it is [always the vendor of first choice](#) for all [its Pakistani OEM Customers](#), in spite of the fact that it is at the greatest geographical distance from them.

Heavy Axle & Truck Competence . Rastgar Engineering has emerged as partner of choice for distributors as well as manufacturers of commercial vehicle axles. Its ability to design, pro-type, test, produce pilot lots as well deliver series production of truck and trailer axle wheel hubs has placed Rastgar Engineering in a unique position with the global heavy duty commercial vehicle market.

Rastgar Engineering also caters to the replacement market for makers such as [DAF](#), [Fruehauf](#), [BPW](#), [Bedford](#), [Dexter](#), [Gunita](#) , [Gigant](#) ,[Hendrickson](#), [Isuzu](#), [IVECO](#), [Leyland](#), [MAN](#), [Mercedes](#), [ROR](#), [Renault](#), [SAF](#), [SMB](#), [Webb](#) etc.

Rastgar Engineering's export led growth is the result of persistent effort, and pursuit of systematic export marketing. Every year the company participates in important [automotive trade fairs](#), which brings it closer to its foreign customers in the heavy duty [after market](#).

As a [responsible corporate citizen](#) of Pakistan, Rastgar Engineering pays close attention to [the social needs of its workers as well as the society at large](#). It is one of the founding signatories to the [Global Compact](#), while also striving to care for the [environment](#). The company is certified ISO 9001, ISO 14001, [OSHAS 18001](#), SA 8000, ISO/TS 16949 in addition to meeting private label specifications of its multinational customers.

All this has resulted in making Rastgar Engineering an [employer](#) of choice for young [Professionals](#), as well as talented Pakistanis returning from abroad.