



**PRESS RELEASE**

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## **Fiat India launches Diksha**

*~ A technical Skill development program by FIAT and Bombay Salesian Society~*

**Mumbai July 27 2011:** Fiat India Automobiles Ltd launches 'Diksha', an effort to provide educational avenues and technical training for the youth of the country. Fiat India has joined hands with Donbosco Vyawasaik Prashikshan Kendra, Pune for this initiative. The primary objective is to offer respectable livelihood to orphans, disadvantaged and poor students who otherwise are deprived of good educational facilities.

This initiative will use the immense knowledge, concentration and training available with Fiat to offer best vocational training to the students interested in making a career in the manufacturing world. With such a refined style of vocational training the students would be skilled to work in the automobile industry.

Speaking on this development, **Mr. Rajeev Kapoor, President & CEO, Fiat India Automobiles Ltd** said "Being one of the pioneers in the automobile industry we understand the changing dynamics of the manufacturing world and realise the need of upgrading the training facilities at the vocational centres so that we can churn out better skilled talent who could work in the high competitive sector. This initiative is our effort to enhance this process"

Key role for Fiat India would be to support and improve the knowledge, capability, and competencies of trainers and teachers, provide company training internships for trainers and students and improve practical experience by providing its vehicles, components, workshop equipment, teaching material and also training aids. While Don Bosco will be responsible for selection of students, conducting the course and to get accreditation to all the courses from the Govt. of India and Fiat will provide on the job training at factory, in dealership net work and train the trainer program.

The Program Diksha includes courses like:

- a) Multi Brand Basic Automobiles Awareness for 4 Wheelers: A short term programme of four months. There will be three batches in a year and each batch will have twenty five students.
- b) Centre of Excellence: A long term programme of two years duration. The said programme and the syllabus shall be at par with the I.T.I. Courses available in the State. No of students per batch is twenty one students.

Both the Programs will have accreditation from the National Council for Vocational Training – New Delhi and Joint Certification from FIAT and Don Bosco.

**About Fiat India Automobiles Ltd:**

**Fiat India Automobiles Limited (FIAL)** is a 50-50 Industrial Joint Venture between **Fiat Group Automobiles S. p. A., (Fiat)** and **Tata Motors Limited (Tata)** originally incorporated on January 02, 1997. The company employs about 2323 blue & white collar employees and is located at Ranjangaon in the Pune District of Maharashtra. The definitive agreement of the Joint Venture was signed in October 11, 2007. The board of directors for this company comprises of five nominees each from Fiat and Tata.

The state-of-the-art facility at Ranjangaon, which is owned by FIAL, a joint venture company, is capable of producing 200,000 cars and 300,000 engines, besides 300,000 parts & accessories. Currently manufacturing the Palio Stile, Linea and the Grande Punto. The facility also manufactures Fiat's successful 1.3 litre Multijet diesel engines and 1.2 & 1.4 litre Fire gasoline engine. Apart from Fiat cars, the facility also produces next generation Tata passenger cars. The investment in this Ranjangaon facility already exceeds € 650 Million. The plant provides direct and indirect employment to more than 4,000 people.

For more information, visit: [www.fiat-india.com](http://www.fiat-india.com)

**About Fiat Group:**

Established in 1899, Fiat is one of the world's major industrial groups. With operations in over 190 countries, the Group has 203 plants, 118 research centers, 633 companies and more than 198,000 employees. One of the founders of the global automotive industry, right from inception Fiat pursued a two-pronged development strategy: penetration into foreign markets and focus on innovation. This focus on innovation is evidenced by the technical quality of its products and the adoption of cutting-edge industrial and organizational systems.

The Group's business is carried out through several operating Sectors: Fiat Group Automobiles (Fiat, Lancia, Alfa Romeo and Abarth brands), Maserati and Ferrari (luxury sports cars), CNH (agricultural and construction equipment), Iveco (trucks and commercial vehicles), Fiat Powertrain Technologies (engines and transmissions), Magneti Marelli (automotive components), Teksid (engine blocks, cylinder heads

and other components), Comau (automated production systems) and Itedi (publishing & communications).

For more information, visit: [www.fiatautopress.com](http://www.fiatautopress.com); [www.fiat.com](http://www.fiat.com); [www.lancia.com](http://www.lancia.com); [www.alfaromeo.com](http://www.alfaromeo.com); [www.abarth.com](http://www.abarth.com) ; [www.fiatprofessional.com](http://www.fiatprofessional.com)

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