

Dinex Intensifies Exports, with New Team Member

With the addition of a new Aftermarket Export Sales Manager, the Heavy-Duty exhaust supplier Dinex underlines its ambitions to grow exports and expand services to further regions and countries. Bringing over 10 years of automotive aftermarket experience, Mr. Anandabalaji Godandapani (Anand) is ready to explore new relations for the "Emission Experts" in Asia, Africa and the Pacific.



going the extra mile



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In Europe and North America, Dinex is known as a leading manufacturer and supplier of complete exhaust systems for the Heavy-Duty Aftermarket, thanks to an unmatched product range, quality level, and technical support for advanced emission technologies. Now the Emission Experts, with strong ties into the global OEM industry, are tuning in on new markets.

"Let's consider this as a response to signals we receive from these markets. As Emission Standards and Technologies mature, local workshops and parts dealers start looking for qualified Aftermarket alternatives. Many of them turn to us, even though we're not physically present."



Christina Jørgensen
Chief Sales Officer (CSO), Aftermarket

Establishing New Partnerships in New Markets

All markets have different characteristics, but it is clear to Dinex that all share the same need for a technically competent Aftermarket Exhaust partner, with a wider ambition than being a simple supplier. This was one of the main reasons Anand was attracted to his new position.

"Dinex has the full package," says Anand, and elaborates: "We study technologies, markets, and customer needs, and based on own innovation, re-engineering and production, we offer competitive Aftermarket alternatives, matching or outperforming OE. We conduct training and assist with troubleshooting, so all in all, we build partnerships with the customers, resolving their pain-points, and that's really what attracted me."

Combining Experiences with Ambitions for a Cleaner Future

As Export Manager, working across different cultures and functions is needed, and that's nothing new to Anand: "I've been in Service, Production, Marketing and Sales for over 10 years, specializing in African, Asian, European and Latin American markets. I find it inspirational to work with people that see things differently, and in Dinex I see a deep respect of this particular value."

Combined with customer partnerships, and the very nature of Dinex' technologies, Anand sees his new role in a unique meaningful position:

"Our products are purifying the air, and we support our customers in their daily work while gaining competitive advantages. It's a very future-oriented business model, and I can't wait to expand it to new areas and find new partners. See you out there!"



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To learn more about how Dinex can help you and your business, reach out to Anand today.