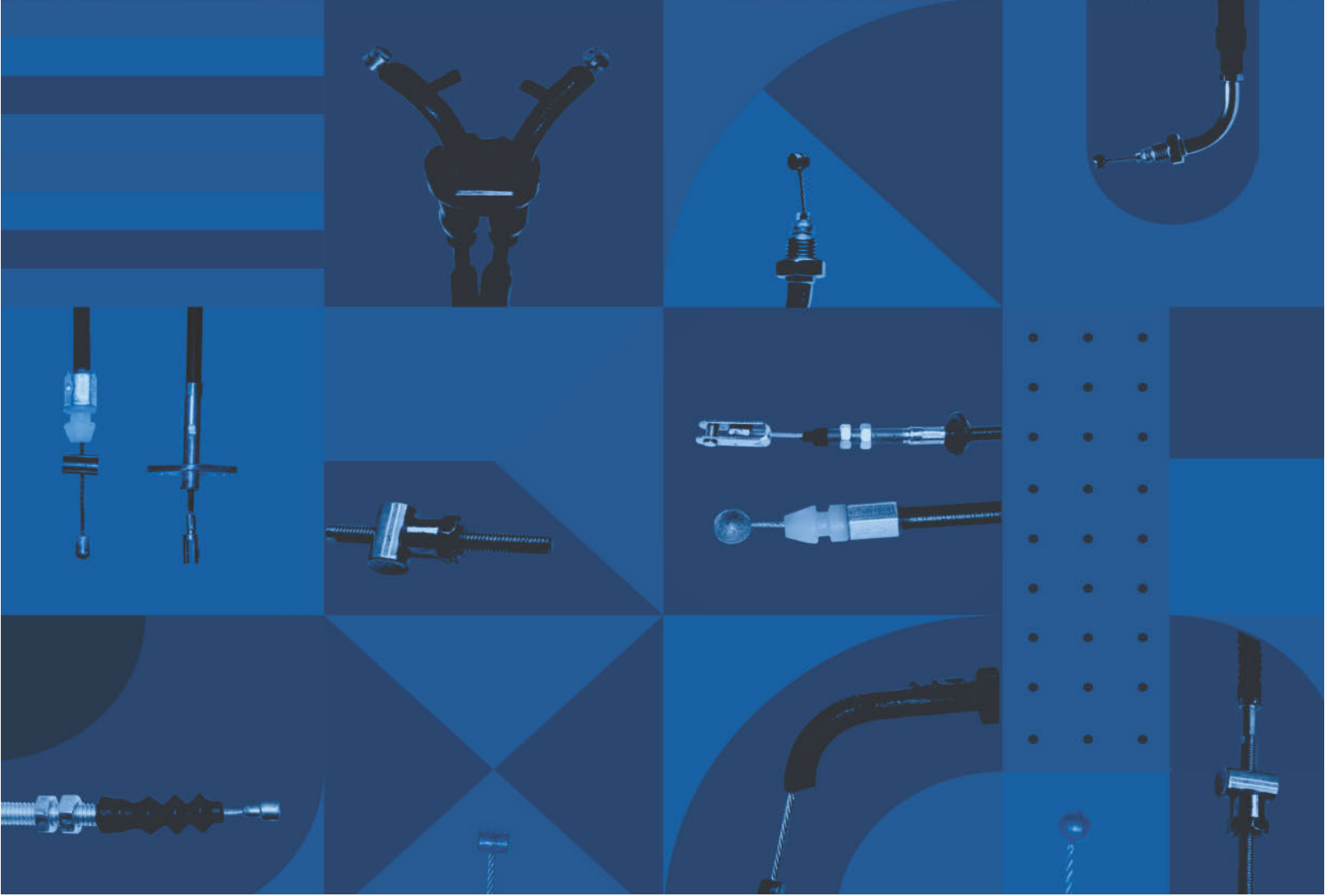


CSD[®]

AUTOMOTIVE
CABLE AND SPARES





About CSD

CSD Automotive is a manufacturing company of control cable, components & spare products New Delhi India.

A premier destination for automotive & non automotive cables solutions where we prioritize Comfort, Safety, and Durability (CSD). As market experts with a rich legacy, CSD Automotive is committed to delivering excellence in manufacturing automotive cables that embody the core principles of comfort, safety, and durability. We are recognized for our market expertise and are a leading name in the production of high-quality cables.

We focus on achieving friction-free, superior control cables while prioritizing the pillars of Comfort, Safety, and Durability. Our commitment to excellence is backed by years of industry expertise.

Our Legacy

Founded in 1960 by Mr. Chetan Ram, CSD Automotive traces its roots to the "Chetna Automotive Industry". Transitioning into its third generation, the company has become synonymous with market expertise, dedicating itself to delivering excellence in the manufacturing of automotive wires, control cables, friction-free cables & spares, driving learning from our parent companies.

Market Expertise

Understanding the dynamic nature of the market, CSD Automotive stands for continuous adaptation and evolution. As market experts, we stay ahead of market requirements and trends, ensuring our products align seamlessly with the latest technological advancements, all while focusing on Comfort, Safety, and Durability.





Why CSD

01



Strong Market Network

Extensive market network ensuring widespread availability and accessibility of our products.

02



Cost-Effective Products

Affordable without compromising on quality, crafted from the best materials.

03



In-House Manufacturing Facility

Equipped with the latest machinery for versatile production of outer casing, liners, and advanced die casting facilities across all ranges.

04



Technically Qualified Team

Skilled engineers and professionals dedicated to providing innovative solutions and exceptional service.

05



Product & Market Know-How

Comprehensive knowledge enabling superior performance and exceeding customer expectations.

06



International Standards

Adhering to the highest international standards ensures global competitiveness.

Our Quality

At CSD Automotive, we are committed to continuously enhancing our quality management system. Our team upholds the highest standards while manufacturing precision control cables, ensuring exceptional quality and customer satisfaction.



Our Quality Assurance department oversees the entire manufacturing process, from inception to completion. We integrate quality planning into our design process, using robust systems to monitor every aspect. Key parameters undergo Statistical Process Control (SPC) by our trained personnel, with complete PFMEA, DFMEA, and PPAP capabilities.

Quality Manufacturing



Our skilled quality personnel and advanced systems ensure uncompromised quality at every stage. Raw materials undergo stringent inspection, followed by comprehensive final inspections and dock audits to guarantee customer satisfaction.

Quality Inspection



Our Products and Industries

Automotive Industry

Two-Wheelers | Three-Wheelers | Four-Wheelers | Commercial Vehicles

Throttle cables, clutch cables, brake cables, speedometer cables, push pull and other specialised robust cables for demanding requirements.

E-Vehicles

E-Rickshaw & E-Bike: Cables for electric rickshaws and bikes, providing precise control in the rapidly evolving electric mobility sector.

Agricultural Vehicles

Tractors & Equipment: Reliable control cables for various functions.

Farm Equipment: Lawn movers, tractors.

Fitness & Gym Equipment

Smooth Performance: High-quality cables for workout equipment.

Consumer Products

Bicycles & Motorcycles: Brake, gear shift, and throttle cables.

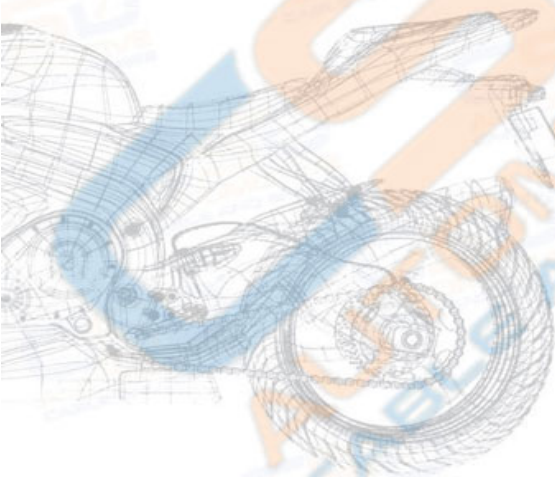
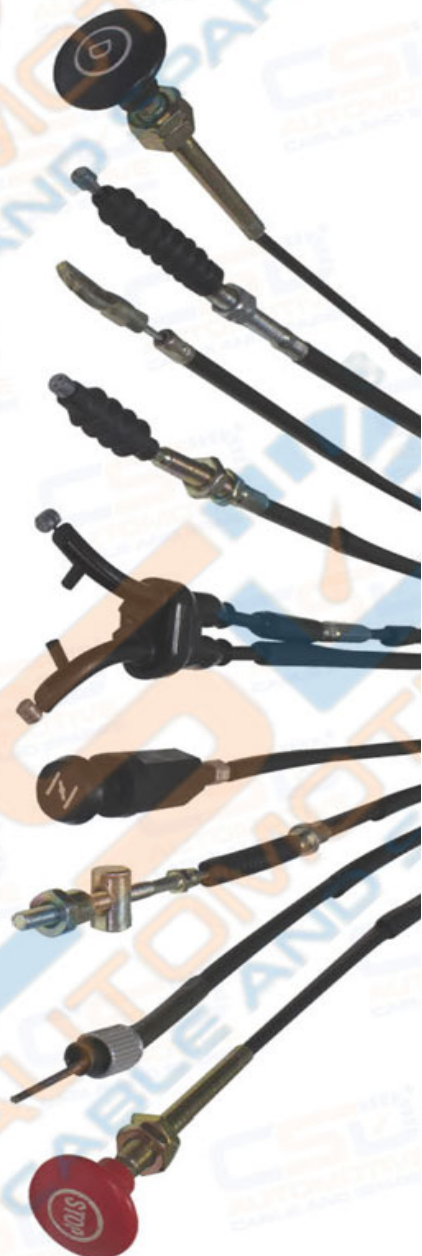
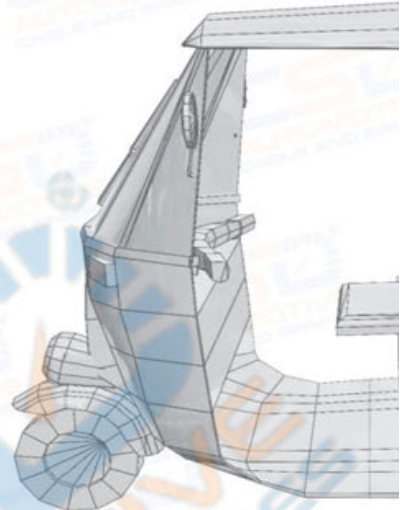
Home Appliances: Cables for washing machines and fans.

Off-Road Vehicles

Heavy-Duty Use: Cables for rugged conditions.

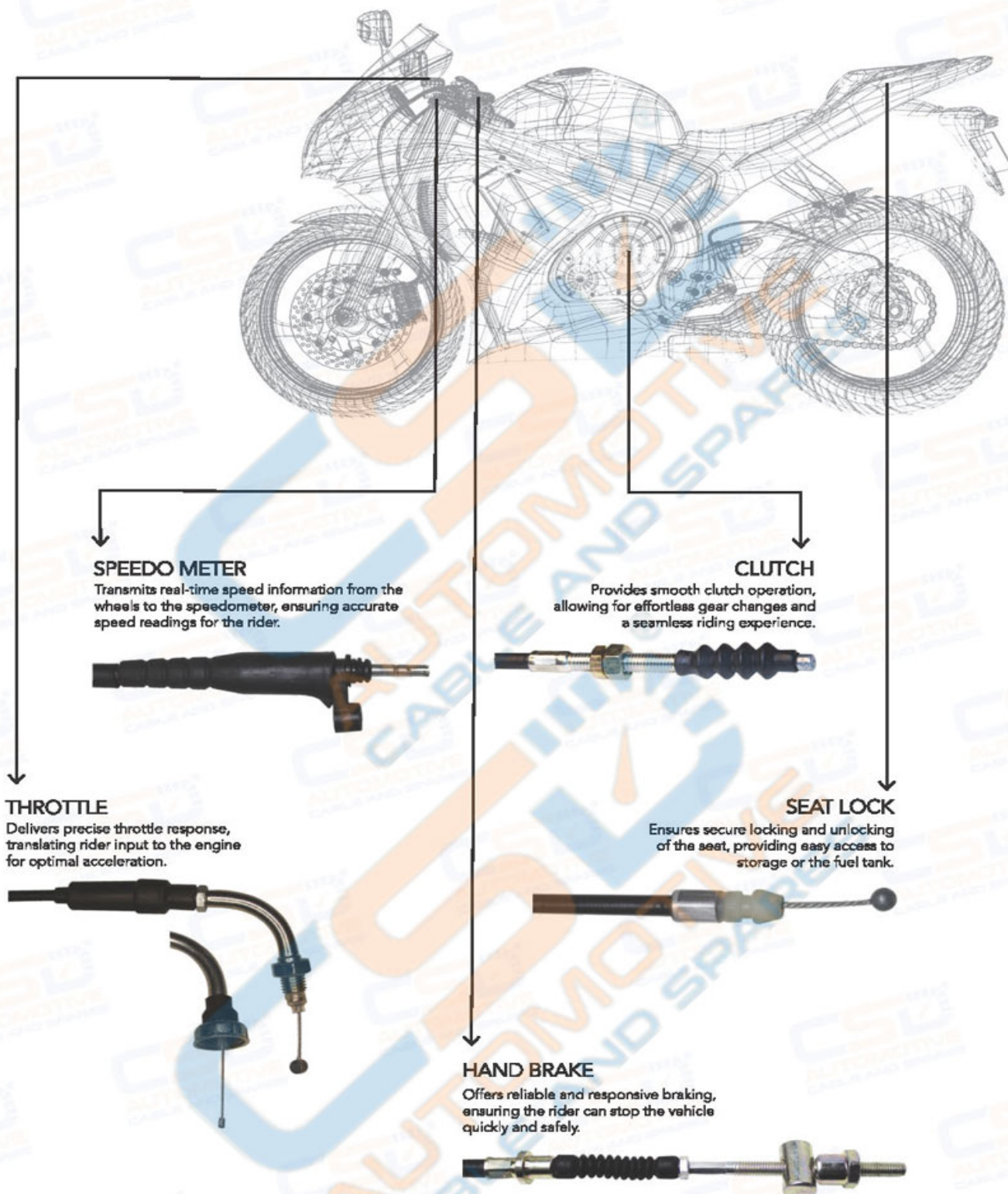
Marine Industry

Watercraft: Marine-grade cables for safety and control.



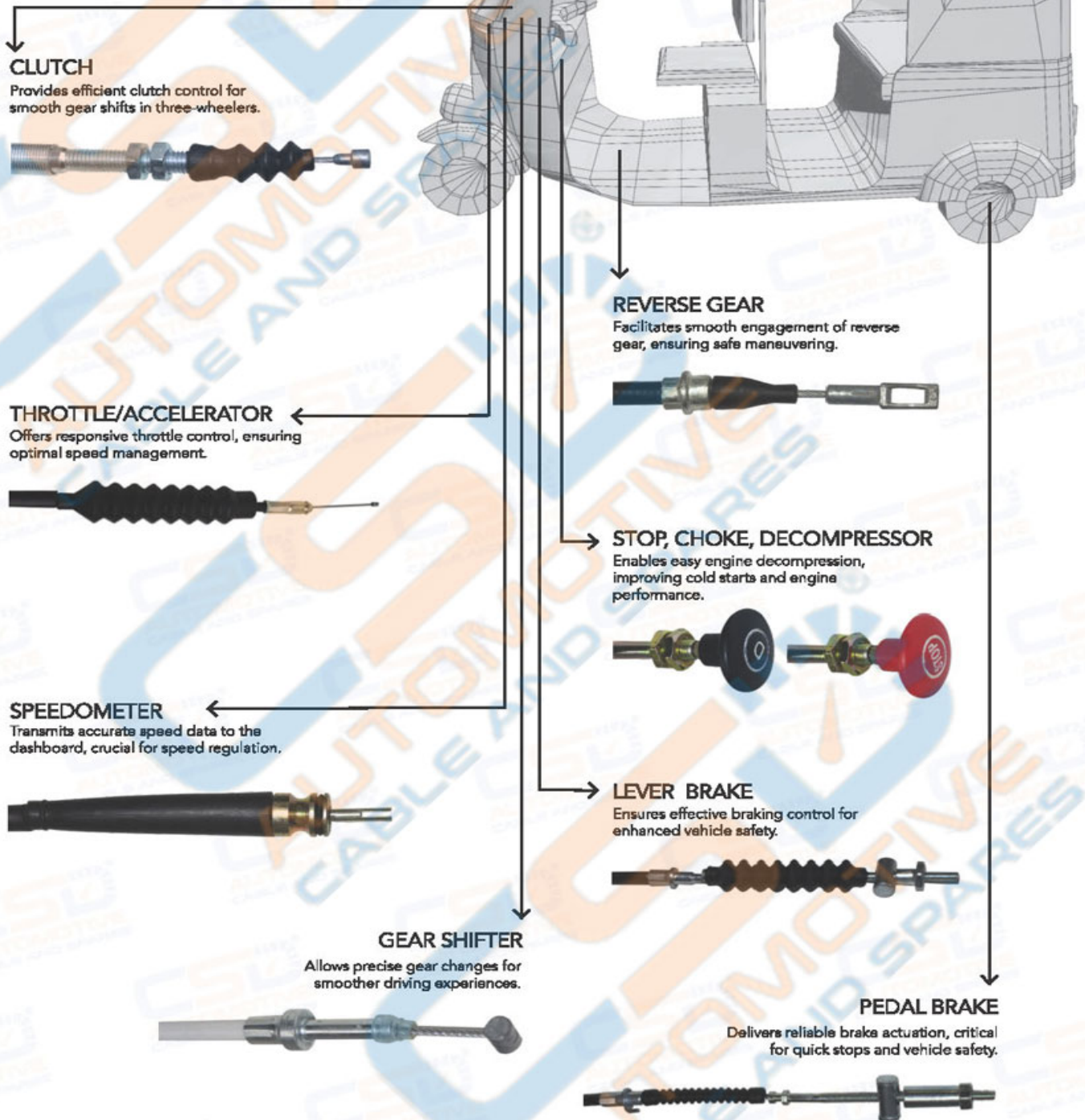
Automotive Industry

Two Wheeler



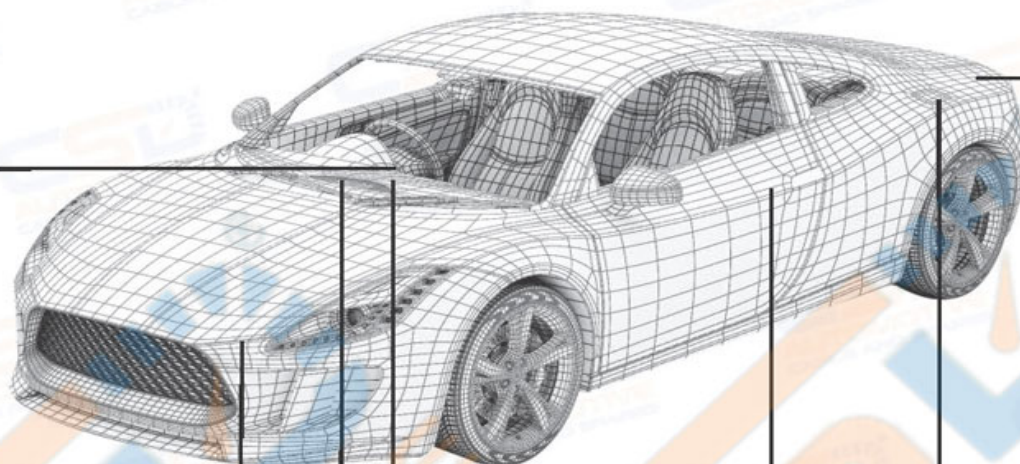
Automotive Industry

Three Wheeler



Automotive Industry

Four Wheeler



THROTTLE

Ensures smooth acceleration control, translating driver input to precise throttle adjustments.



BONNET CABLE

Offers quick and hassle-free access to the vehicle's engine compartment.



CLUTCH

Enables smooth clutch operation for seamless gear transitions in manual vehicles.



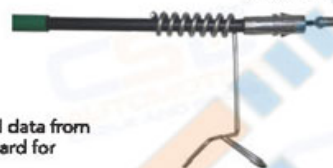
DOOR LATCH

Provides reliable locking and unlocking functionality, enhancing vehicle safety and security.



FUEL OPENER CABLE

Facilitates easy access to the fuel tank, ensuring a seamless refueling experience.



SPEEDOMETER

Transmits real-time speed data from the wheels to the dashboard for accurate speed readings.



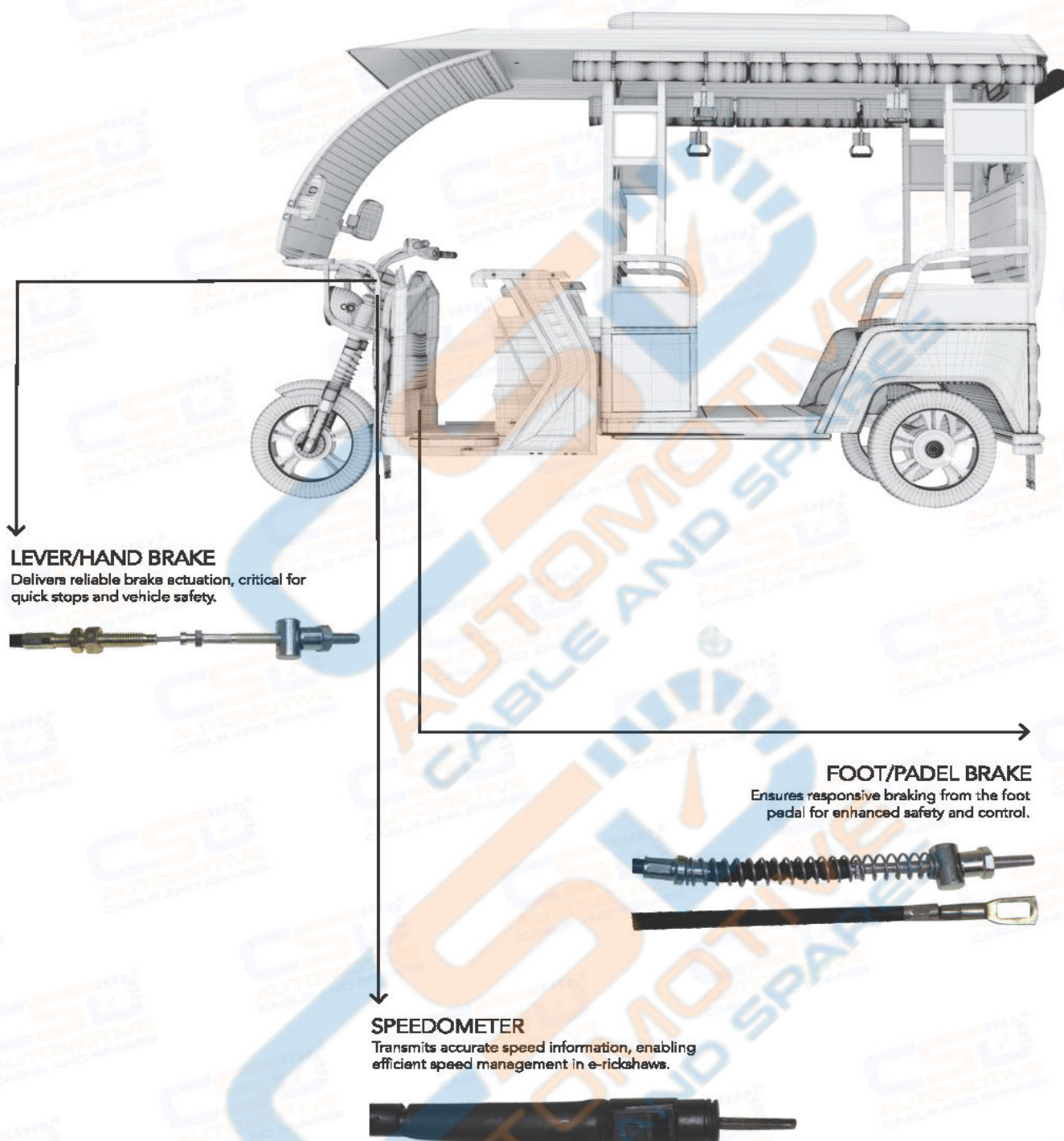
DECK RELEASE CABLE

Ensures the effortless opening and closing of the rear deck for convenient cargo access.



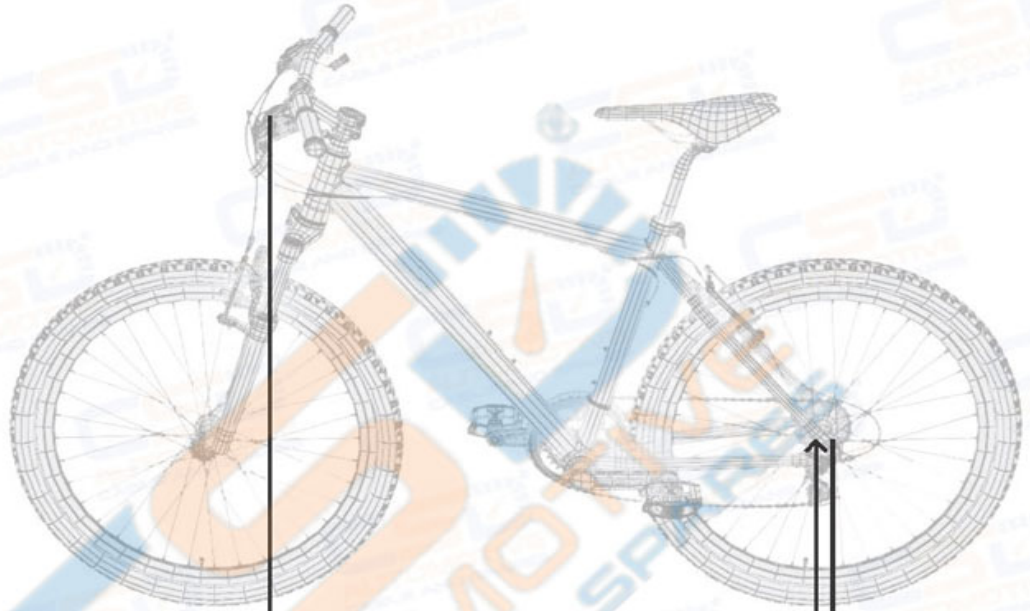
E-Vehicles

E-Rickshaw



Consumer Products

Bi-cycle



FRICION FREE BRAKE INNER

Ensures responsive and smooth braking, enhancing rider control and safety.



DISC BRAKE CABLE

Delivers precise braking power to disc brakes, ensuring optimal stopping performance.



GEAR SHIFTER

Provides seamless shifting between gears, ensuring a smooth and efficient ride.



Special Purpose Cables

Showing various friction-free control cables designed for unique applications across different industries. Each cable is customizable and tailored to meet specific needs, ensuring optimal performance for specialized tools and equipment.

Toys & Kid Rides

Smooth and durable cables for safe, continuous use.

Gym Equipment

Push and pull cables for seamless exercise machine operation.

Fan Adjustment

Cables for precise fan speed and direction control.

Washing Machine Lid Openers

Reliable cables for smooth opening and closing of machine lids.

Car Deck Openers

Tailored cables ensuring effortless deck release.

Specialized Tools

Custom-made cables for all unique equipment needs.

Each cable is built with precision and flexibility, designed to fit specific use cases, making them ideal for any application that requires friction-free, reliable operation.



Global Reach & Aftermarket Presence

CSD Automotive has extensive experience in the international market and a strong presence in the pan-India aftermarket. Our products are used in original vehicles, including electric vehicles such as e-rickshaws and e-bikes, demonstrating our capability to meet global standards and diverse customer needs.

Social Media Presence

Stay connected with CSD Automotive through our social media channels:



Follow us for updates on products, innovations, and company news.

Contact Us

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