



## **Setco Auto Systems Named Asia's Leading Brand**

*Setco Lipe Clutch receives dual honours at the Asian Brand and Leadership Conclave 2025*

24<sup>th</sup> November 2025: Setco Auto Systems Pvt. Ltd., India's leading manufacturer of clutches for Medium and Heavy Commercial Vehicles (MHCV), proudly announces that its flagship brand Setco Lipe® Clutch has received two prestigious accolades at the Asian Brand and Leadership Conclave 2025 hosted by The Brand Story, held recently in November in Bangkok.

Setco has been awarded:

- **Asia's Leading Brand 2025 in the category Automotive Manufacturing (Consumer & Industry Research by The Brand Story)**
- **Asia's Most Trusted Brand 2025 in the category Automotive Manufacturing (Consumer & Industry Research by The Brand Story)**

These recognitions, assessed by The Brand Story with Ernst and Young (EY) as Process Advisors and BRICS Chamber of Commerce and Industry as Industry Partner, highlight Setco's legacy of excellence, reliability and innovation built over more than four decades. Both awards are based on Consumer & Industry Research by The Brand Story.



Speaking on this achievement, Mr. Harish Sheth, Chairman and Managing Director, said: "We are deeply honoured to receive these prestigious recognitions. For over four decades, Setco has been committed to engineering excellence, quality, and innovation. These awards reflect the trust we have earned from OEMs, fleet operators, and drivers across the MHCV ecosystem. Setco Lipe® Clutch continues to set industry standards, and this acknowledgment reinforces our resolve to keep driving value, reliability, and performance for our customers. We dedicate these awards to our team, supplier partners, customers and all stakeholders who have been integral to this journey over the last few decades."

### **About Setco Automotive Limited:**

Setco Automotive Ltd, established in 1982, is a prominent manufacturer of M&HCV clutches and a premium supplier of truck products. The company has a diversified product portfolio within the commercial vehicle segment, offering brake linings, clutches, flywheels, lubricants, release bearing assemblies, and universal joints. The company has its subsidiary for advanced machined castings as Lava Cast Pvt. Ltd.



The company has 5 manufacturing units with a wide product range of 100+ products. The company's Research and Development facilities in India and the UK play a vital role in fulfilling customer demands across diverse geographies and operational cycles. These facilities are equipped with advanced software and tools for drafting, 3D modelling, product lifecycle management, project management, clutch testing and analysis, and sample development amongst other.

The Company design and manufacture premier clutches, catering to a diverse global market with a presence in US, UK, SAARC, Middle East etc.

**For more details, please visit:** <https://setcoauto.com/>

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