



Steering Ahead

FRAMES talks to Dilip Chhabria, the guiding force of DC Design, about inspiration, business and success.

At the Auto Expo in New Delhi earlier this year, DC Design unveiled the country's first ever sports car, the sleekly styled DC Avanti. While DC has done some amazing work over the past decade, including prototypes for some of the world's big name car manufacturers, they have never done a production run of any of their designs, concentrating on one-offs. All that now changes with DC Avanti.

"The DC Avanti is a manifestation of not just the burgeoning interest in high-end sports cars but also as a calling card for our own capabilities, which have now progressed from mere styling in the early days to full prototyping and bespoke one-off manufacturing. Every country, which has written its name in the pantheon of automobile manufacturing, has invariably distinguished itself with sports cars by its own nationals and I thought that India rightly needs to be in this exclusive club. The Avanti is an ongoing culmination of all that we have learnt," says Dilip Chhabria.

"We intend to produce 300 units of the Avanti in 2013-2014"

On inspiration

Giorgetto Giugiaro (Ital design) and Bruno Sacco inspire me.

Muses and influences

The fact is that I want to leave a mark as a man and am inspired by the fantasy world where one is running behind Madhuri Dixit around a tree.

Style and adding a little human touch to sketches

One is forced to be very intense in what one draws and over the years I have acquired an evolved sense of visualising designs in three dimensional forms.

When not sketching the next awesome vehicle...

I paint during my spare time. It keeps my mind fresh; helps me generate new forms.

DC Avanti and the thought that spurred its creation

It was actually more business and less passion. We were looking for growth in a niche segment where the big OEMs could not enter. Also, these segments of cars (supercars) are usually made in Europe and tend to be very expensive. This represented us with an opportunity to target that market segment in India.

Strategy on business expansion

Refurbishing and designing interiors of executive jets and helicopters, designing yachts: It is a logical extension to expand and encompass different modes of transportation.

Success mantra

Make your work your holiday and your holiday your torture. If you have become a role model, proven to be a leader, team player and have raised the standards of living of the people around you and the fact that you are happy denotes success.

Lessons learnt along the way

Hard work never killed anyone. Communication. Never underestimate anyone's intelligence. Paranoia enables humility which is desirable.

Tips for those interested in giving their vehicles a snazzy makeover

No two individuals are alike and no two vehicles should be the same. So dare to dream! Whatever suits a customer's fancy should be translated onto the vehicle. @



DC - Avanti

240 BHP | 2.0 Litre Inline Four Turbo Charged
Top Speed - 250+ kmph | 6 Speed Power Shift Dual Clutch