

Performance You Can Depend On



40+ years of innovation in filtration



In-house R&D and ISO-compliant testing labs designed to the following specifications:

- Air Filter test rig as per ISO 5011
- Lube Filter test rig as per SAE-HS806
- All types of structural testing in-house



Monthly manufacturing capacity:

- 10,000 Metal End Cap Air Filters
- 25,000 PU Air Filters
- 1,700 to 1,800 Air Oil Separators
- 60,000 Liquid Filters



Ashra Consultants Pvt. Ltd.

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Engineered for Reliability. Trusted for Performance.

Serving India's Industrial & Engine Market for 40+ Years

Four Decades of Filtration Excellence

Founded in 1982 by Mr. R. V. Ramachandran, former Chairman & MD of Cummins India, Ashra was built on one simple principle: enhance equipment life through better filtration.

Today, Ashra is led by:

Ashwath Ram – With over 30 years of global leadership experience, including Vice-President, Global Supply Chain at Cummins Inc., and Managing Director at Cummins India, Ashwath brings a rare blend of strategic vision, supply chain expertise, and innovation leadership. His entrepreneurial focus drives Ashra’s mission of building world-class, India-fit filtration solutions.

Vinita Iyer Ram – With over 25 years of experience in building and growing companies, Vinita plays a pivotal role in business strategy, operations, and customer partnerships.

Together with a senior professional team boasting 200+ years of combined expertise, Ashra delivers superior performance at lower lifecycle costs and long-term customer value.

Our Filters



Our Philosophy



Products that deliver measurable value to customers



Long-term partnerships built on trust and performance



Focus on reducing life-cycle costs for end-users

Complete Filtration Solutions

Products



Air Cleaner Assemblies with Housings



PU and Metal End Cap Air Filters



Air Oil Separators



Spin-Oil Filters-Lube Oil, Hydraulic Oil and Fuel



Pre-cleaner Assemblies



Fuel Water Separators



PU and Metal Frame Panel Filters

Strengths

- New product development in <4 weeks
- ISO 9001:2015 certified
- Proven Lean, TQM, FMEA, QFD practices
- Competitive cost with uncompromised quality

Trusted by India’s leading OEMs

- ELGI
- Atlas Copco
- Mahindra & Mahindra
- Mann+Hummel
- KPCL
- Donaldson
- Gromax
- Epiroc
- TAFE
- Simpson

