

# Rane TRW commissions new line for steering gear valves

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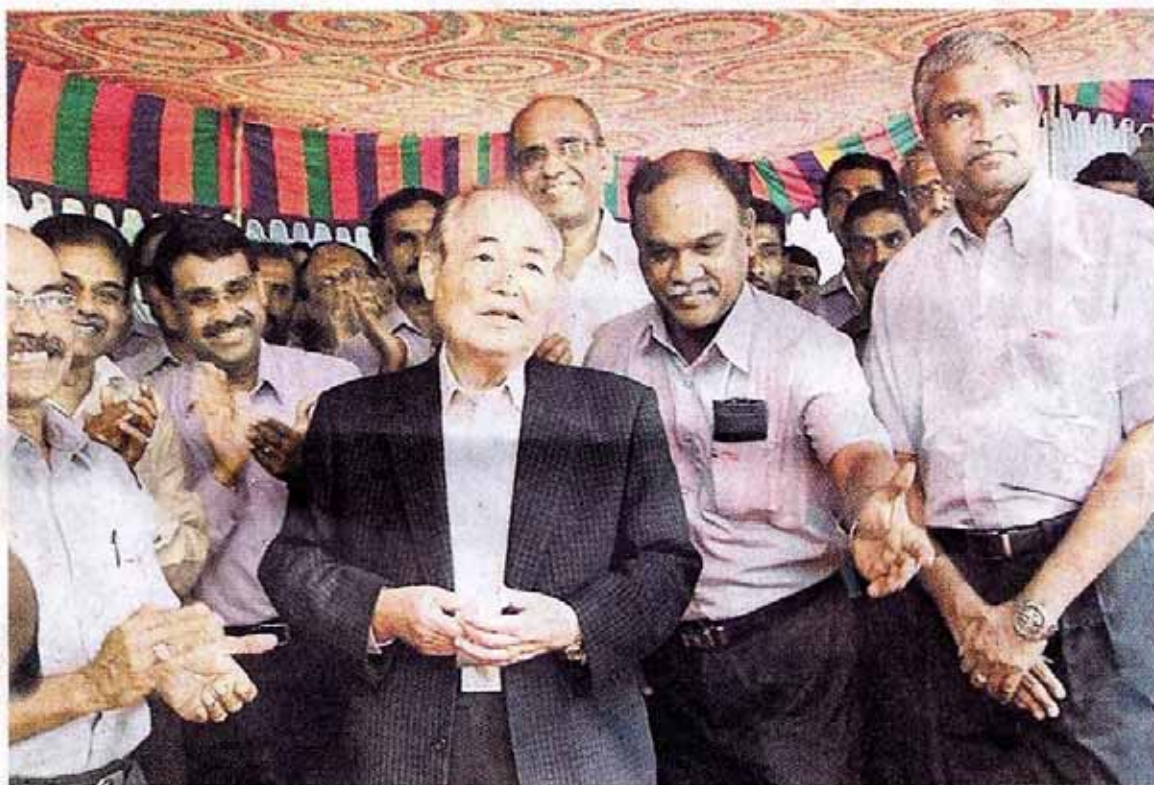
R.Krishnamoorthy

**TIRUCHI:** Rane TRW Steering Systems Ltd. (RTSSL), India's market leader in Hydraulic Power Steering Systems, on Saturday got its new line for manufacturing steering gear valves at its Viralimalai plant inaugurated by Prof. Yasutoshi Washio of Japan, a Deming Application Prize Winner and globally renowned expert in Total Quality Management (TQM).

Under Prof. Yasutoshi Washio's guidance, the company joined the elite group of 21 companies the world, winning the most prestigious Japan Quality Medal (JQM) in 2011. It won the coveted Deming Application Prize in 2005. RTSSL is the third company from India to have won the highest award in TQM. Since 2007, it is the first company in the country to achieve the honour.

The new line will produce 10,000 valves per month for passenger car segment, enhancing the overall monthly output to 60,000. With a workforce of 750, the Viralimalai facility is the largest of the company, a 50:50 Joint Venture between Rane Group and TRW Inc. USA.

RTSSL is one among seven companies in Rane Group that recorded revenues of Rs. 2,241.50 crore last fiscal. The group companies manufacture safety and critical components for a broad range of automotive industry segments. Four of its companies have received the coveted



**EXPERT TOUCH:** Yasutoshi Washio, expert in TQM, inaugurating the manufacturing line at Rane TRW Steering Systems Ltd. at Viralimalai. G.Parthiban, RTSSL president, is in the picture.—PHOTO:R.M. RAJARATHINAM.

Deming prize, P.D. Lelaram, Advisor - Business Development and TQM, Rane Group, told media persons.

RTSSL, which has its two other plants in Guduvanchery and one in Uttarkhand, has set its sight on reaching the Rs. 580 crore mark from Rs. 500 crore last year.

The expansion in the Viralimalai Plant, said G.Parthiban, RTSSL President, augurs well with the plan to shore up exports to 20 per cent of output this year, from 17 to 18 per cent last fiscal. The company, he said, caters to wide spectrum of Original Equipment

Manufacturers such as Tata Motors, Ashok Leyland, Daimler India, Volvo-Eicher, Asia Motor Works, Mahindra and Mahindra, Renault INDIA, Ford Motors and Hyundai Motors.

The company could win the JQM award with total employee involvement and a customer centric approach. Under Prof. Yasutoshi Washio's guidance, RTSSL seamlessly integrated TQM into all its activities; merge the practices with business; overcome challenges and cultivate the mindset of employees to enhance and sustain quality,

Mr. Parthiban said.

Congratulating RTSSL on winning the JQM Award, Prof. Yasutoshi Washio said it could be achieved through leadership of top management and employee participation by way of implementing all advised activities.

Rating RTSSL's quality next only to Toyota at the global level, he said growth of a company through implementation of TQM practices was of a higher order than registering progress with initiatives like cost-cutting, and merger and acquisition.