

RANE-TRW's success through innovative approach



Mr. G. Parthipan, President, Rane-TRW Steering Systems Ltd.

The success of Rane-TRW Steering Systems Ltd., a well-known manufacturer of hydraulic power steering systems and seat belt systems, is mainly attributed to the company's innovative approach backed by skilled manpower. This is very well demonstrated at the company plant at Viralimalai near Tiruchi, set up in 1989. Almost every employee shared his ideas with the management to bring about a lot of developments, particularly related to cost saving methods of manufacturing. In other words, the company has become a trend-setter with its excellent innovative approach adopted at every manufac-

turing stage.

The following are excerpts from MOTORINDIA's exclusive interview with Mr. G. Parthipan, President, Rane-TRW Steering System Ltd.

MOTORINDIA (MI): Could you throw some light on the successful collaboration between Rane and TRW?

G. PARTHIPAN (GP): The collaboration has been quite successful. TRW provides us the technology which is customized to Indian market needs by the JV. Further, TRW also provides export opportunities for select global customers supported by our cost-competitive

manufacturing solutions.

MI: What are the special advantages derived from TRW's technical support for the Indian market?

GP: We have introduced TRW's latest steering technology for commercial vehicles that has been well received by our customers. Similarly, in the passenger car segment, they have done their best in providing customized NVH solutions.

MI: Being an OE-driven company, what are your USPs to maintain good profitability?

GP: Maintaining profitability continues to be a major challenge. Also, with ever-increasing commodity prices and other associated costs, containing the price level is all the more difficult. However, in tandem with our continuous TQM practice, various measures are taken to address this issue.

MI: Given the innovative ideas of your workforce, do you plan patenting your products?

GP: With our focus on TQM culture we encourage our employees to come out with innovative ideas. These ideas are patented as appropriate.

MI: What is your strategy towards tackling the competition from Chinese products?

GP: The low quality of Chinese products is definitely of major con-