

PROPEL

A RANE GROUP PUBLICATION

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Rane Group @ Auto Expo 2018

The Rane Group was represented by key senior leaders and Group companies at the Auto Expo 2018 from 8–11 February.



THE WORLD OF RANE



Rane Holdings Limited (RHL)

Rane Brake Lining Limited (RBL)

Rane Engine Valve Limited (REVL)

Rane (Madras) Limited (RML)

- *Steering & Linkages Division (SLD)*

- *Diecasting Division (DCD)*

- *Rane Auto Parts (RAP)*

- *Rane Precision Die Casting Inc. (RPDC)*

Rane NSK Steering Systems Private Limited (RNSS)

Rane TRW Steering Systems Private Limited (RTSS)

- *Occupant Safety Division (OSD)*

- *Steering Gear Division (SGD)*

Rane Holdings America Inc. (RHA)

JMA Rane Marketing Limited (JMA Rane)

Rane t4u Private Limited

Rane Holdings Europe GmbH



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INSIDE THIS EDITION



At Rane Group, we're gearing up for an exciting FY 2018-2019, across our group companies. Last fiscal, was in line with our continued focus on accelerated, profitable growth, deep focus on business excellence and emphasis on customer satisfaction.

In this edition of Rane Propel, we've a wonderful line up of articles, with a goal of showcasing, for our readers, key highlights from across the group.

Our Vice Chairman, Harish Lakshman, addressed an audience of professionals and leaders at the Tooling Summit 2018, where he delivered a talk on the 'Future of the Automotive Industry'. We've culled out key excerpts from his talk for an article in Propel this edition. In his talk, Harish spoke about how the automotive sector is seeing the biggest disruption in 100 years since the development of IC Engines. While many of these new developments address key challenges including pollution, congestion and safety, it requires OEMs and suppliers to rise up to the occasion and meet continuously evolving demands. At Rane Group, we are constantly striving towards the many emerging challenges into opportunities we'd like to tap into, as the future of mobility becomes a reality.

For *Outside-In*, we invited Mr. Pradeep Mishra of VE Commercial Vehicles Limited (Volvo Group and Eicher Motors Joint Venture), to share his thoughts on the automobile industry, the auto expo this year and key learnings from his journey at VECV.

The Rane Group was well represented at the Auto Expo held from 8-11 Feb 2018, and we've put together a pictorial feature, including key highlights from the event.

In our *Business Roundup* section, we feature the journey of Rane Auto Parts, including key milestones achieved and strategies adopted by the company over the last few years.

In the *News @ Rane* section, we share key announcements and news from various Rane Group companies and also share an update from Rane Holdings Europe GmbH, Germany which we have recently setup to have presence closer to our customers in Europe and further expand our business in the region.

We hope you enjoy reading this edition of Rane Propel.

CONTENTS

RANE PROPEL

5

FUTURE OF THE AUTOMOTIVE INDUSTRY

Excerpts from Harish Lakshman's address at Tooling Summit 2018

8

OUTSIDE IN

In conversation with Pradeep Mishra of VE Commercial Vehicles Limited (A Volvo Group and Eicher Motors Joint Venture)



10

AUTO EXPO 2018

A pictorial presentation of highlights from this year's Auto Expo held on 8-11 Feb 2018



14

BUSINESS ROUNDUP

The Journey of Rane Auto Parts in the aftermarket sales segment



16

NEWS @ RANE

A snapshot of awards won & recent developments from across Rane Group companies



21

EVENT HIGHLIGHTS

Harish Lakshman addressed an industry audience at Spectrum 2018 & CII's Automotive R&D Trends Summit



22

RANE HOLDINGS EUROPE GMBH

Announcing the recent setting up of our Business Development Office in Munich, Germany

FUTURE OF THE AUTOMOTIVE INDUSTRY



TRENDS

There are four major trends shaping up the Future of Automotive Industry:

- Connectivity
- Autonomous
- Shared Mobility
- Electrification

Harish Lakshman, Vice Chairman – Rane Group, delivered a talk on the future of automotive industry at the Tooling Summit 2018 organized by TAGMA and held at Chennai on February 1, 2018. Here we share excerpts from his address:

Globally, the automotive sector is seeing the biggest disruption in 100 years since the development of IC Engines. Lot of these developments are targeted at addressing the challenges of the automotive industry such as pollution, congestion and safety.

There are four major trends shaping this disruption – Connectivity, Autonomous, Shared Mobility and Electrification (CASE). The progress in the last 24 months has got most of the players in the industry worried, with many of them taking significant action to address them. In addition to traditional OEMs such as GM and Ford, we are seeing very unlikely but big and strong companies entering this space – Google, Uber and Apple as well.

► Mobility

Mobility services such as car-sharing, ride-hailing, etc. will have a greater role to play in the market, where access rather than ownership of vehicles will probably become the norm. However, this is not to say that consumer car sales will diminish completely. Auto sales will continue to grow towards 2030 and will only slightly decline as shared fleet concepts (like Uber Pool) take over. In fact, with heavy usage of vehicles in the mobility model, the average life of car will shorten, prompting more frequent sales than before.

In line with global markets, India is also witnessing a proliferation of technology-driven mobility services. The area of mobility is seeing a number of start-ups and new-entrants rather than OEMs. Some research reports suggest that after an estimated 280 per cent growth in 2016, the growth has come down to around 100 per cent in 2017. I think going forward, growth will come down as startups seek profitable and sustainable

business models as well as maturing markets with consumers willing to pay reasonable prices without deep discounts. In the previous generation, owning a car was the second most important after a home. In today's generation, it looks like owning an iPhone, so to speak, is probably becoming more important than buying a car. A car is just a service to go from one place to another.

Apparently, India is largest market for Uber outside the US, and therefore, needless to say, the company has introduced many India-specific features such as cash payments.

On-demand mobility players will contribute significantly to volumes, and may push OEMs to customize products and aftermarket sales services. We understand that Ola and Uber have signed purchase orders with car-makers worth over Rs. 15,000 crore.

► Connectivity

Connectivity is clearly a trend that is going to continue, thanks to the internet boom with all the connected devices driven by the mobile revolution. Obviously, there is significant advantage for the user in the connected world of information and processing. The vehicle that is built today has got significant electronics and sensors, which are additional sources of data, and is used by OEMs to refine performance, enhance features, preempt maintenance, etc.

OEMs are investing significantly and exploring ways to monetize revenue from connected cars. Mercedes-Benz offers a broad range of connectivity services and products, including its "Mercedes Me" online platform. Volkswagen's "Car-Net" and BMW's "ConnectedDrive" offer integrated infotainment, navigation, and safety features.

Automotive suppliers are trying to become less dependent on OEMs by establishing direct relationships with end customers. For instance, Bosch's fun2drive app allows customers to monitor relevant car functions and provides a direct connection to the nearest Bosch repair center.

Digital players are adapting smartphone platforms for cars. They integrate their infotainment, Operating Systems and software platforms into car systems and the human-machine interface of a car.

Need for connected solutions exist but the requirements are diverse across various segments – Passenger Vehicle, Commercial Vehicles, Construction

Equipment and Tractors. There are also several platform solution providers catering to unique requirements of end users.

► Electrification

Electrification of powertrains will mean zero tailpipe emission and ensure lower pollution. There is an ongoing debate on the impact of this technology on overall CO2 reduction when the electricity is generated from fossil fuel. However, based on various research and well-to-wheel analysis, there is consensus on benefits of electric vehicles. Also, everyone agrees electric motors are much more efficient than current IC engines.

Pure electric vehicle penetration currently remains quite low in India, ~0.1% in PVs, ~0.2% in 2Ws and practically nil for commercial vehicles due to several reasons. This includes significant affordability gap, low level of consumers' acceptance (i.e. lack of demand), low level of electric vehicle manufacturing activities, lack of comparable products (i.e. lack of supply), and non-existent public charging infrastructure etc.

In India, the government is pushing towards faster migration to electric vehicles on two counts – reduction in CO2 footprint and reducing oil import. India has started late on the electric vehicle push and also starts with a significant disadvantage on technology including the primary element of battery. To compensate and leapfrog over other countries on electric vehicle penetration, the government needs specific measures in place to stimulate demand and work towards a stable policy structure to guide all stakeholders involved in the electric vehicle ecosystem.

Though there are plenty of electric vehicle models available across the globe, they cannot be directly used for Indian requirements. The battery's thermal management system has to be designed in a robust manner to withstand the subcontinent weather conditions. Also the electric motors globally prevalent are not optimized for start-stop kind of Indian urban traffic.

“Connectivity is clearly a trend that is going to continue, thanks to the internet boom with all the connected devices driven by the mobile revolution.”

The government's move to skip BS V emission standards and jump straight to BS VI by 2020 has already put pressure on OEMs and their supply chains. NITI Aayog's recommendation has set out a desirable and ambitious roadmap for pure electric vehicles, wherein, it is said that if India adopts a transformative solution of shared-connected-electric mobility, 100 per cent public transport vehicles and 40 per cent of private vehicles can become electric by 2030. Eventually the aim to achieve 100 per cent of new vehicle sales in the country to be electric by 2047 coinciding with the 100th anniversary of India's independence. In the process, the Indian automobile industry also aims to become a leading global hub for design, manufacture and export of pure electric vehicles supporting the 'Make in India' initiative.

► Autonomous

Regardless of whether the powertrain is hybrid, electric or IC engine, autonomous is on a parallel track. Society of Automotive Engineers (SAE), headquartered in the US, has clearly defined levels of automation from L-0 to L-5. India is somewhere between 0 to 2, with some models of levels 3 and 4 starting to come out.

OEMs such as GM and Tech giants such as Google have shown that level 5 autonomous is possible and are at various stages of testing to have a commercial launch around 2020.

In L-0, L-1 and L-2, the driver is fully in control, assisted by support systems. L-5 is where he can switch off mentally – the car is fully autonomous. L-3 and L-4 are neither here nor there; it is the most dangerous because the ultimate responsibility, if any failure occurs, is with the driver. It is extremely difficult for the driver to be always in control with so many things automated in the vehicle and driver may not be able to take control swiftly when required. It is better to jump to L-5 from L-2 as the level is fully autonomous. However, from the mass market point of view, especially the Indian perspective, we are years away. However, it will start happening, initially in a closed environment. You will see it soon. M&M believes that in the near term, driverless vehicles will be for ring-fenced 'circuits' and shuttle services. Focus has been on developing autonomous, driverless commercial vehicles and autonomous tractors.

Also the Advanced Driver Assistance System (ADAS), which aims to leverage connectivity and vehicle data to create robust systems that increase on-road safety

and reduce human error, is natural progression for many existing Indian vehicle models to adopt to. Over the next few years, there will be deeper focus on driver assistance systems such as

- Collision alert: Crossing detection, Blind spot warning, Front collision warning
- Low speed semi autonomy: Parking, Bumper to bumper
- Vision systems: Driver monitoring, Night vision

These present immense opportunity for the entire automotive segment. But the government has refused to adopt driverless cars as it can result in massive unemployment. Given the technology challenges and cost constraints, it is fair to assume that we are a decade away from autonomous vehicles in India.

Another interesting element is the convergence of technologies – allowing for ride-sharing on autonomous vehicles with electric powertrains. In the future, we will have a Shared Autonomous Electric Vehicle.

► Conclusion

With an ambition to be among the top 3 in automobile manufacturing by 2026 (as per the Automotive Mission Plan 2016-2026), the Indian auto industry needs to consider an innovative and pragmatic approach to ride this transformation wave. E-mobility by far is the greatest opportunity for the Indian industry to participate in and emerge amongst the top in the globalized automotive world.

Exciting times are ahead for the automotive industry and I'm sure the industry, government and various stakeholders will need to collaborate and invest to realize these emerging opportunities.

“With an ambition to be among the top 3 in automobile manufacturing by 2026, the Indian auto industry needs to consider an innovative and pragmatic approach to ride this transformation wave.”



EXCITING TIMES FOR THE AUTO SECTOR

Pradeep Mishra, Vice President-Purchasing, VECV (VE Commercial Vehicles Ltd. is a joint venture between the Volvo Group (Volvo) and Eicher Motors Limited (EML)) has over 22 years of experience with the company, with expertise in supply chain management and strategic sourcing. He shares insights on recent developments in the commercial vehicles sector, the role of IT and emerging trends in supply chain management.

According to you, what will be the key drivers of growth in India's commercial vehicle sector in the near future?

Overall, we believe the Indian commercial vehicles sector is seeing rapid growth. Some of the key drivers of growth will be:

- Increased thrust from Government on infrastructure in urban and rural sectors
- Implementation of overload restrictions across the country
- Replacement demand for vehicles due to increased economic activity – GDP growing at 7 per cent plus levels
- Focus on fleet modernization and potential implementation of end of life norms from 2020
- Higher demand from consumption-driven sectors and e-commerce logistics service providers
- Clear road map and policy formulation for new technologies in safety/comfort (such as TPMS, Airbag, HVAC, Telematics, GPS, infotainment etc.), Emission (BS6 norms/ electric vehicles)

What role does information technology play in SCM? How do you see this evolving?

At present, the industry is benefitting in following ways with the use of Information technology as an important tool. One, we're able to

automate the process of moving documents electronically between OEMs, suppliers and customers. Two, through the use of Electronic Data Interchange, supply chain partners can overcome distortions and exaggerations in supply and demand information by improving technologies to facilitate real-time sharing of actual demand and supply data.

Overall, the use of information technology helps us deliver on the following aspects:

- Better customer service
- Reduced paper work
- Increased productivity
- Traceability and expediting
- Cost efficiency by reducing wasteful activities
- Competitive advantage
- Improved billing

IT and related tools also help us in simplifying several key processes. For example, the usage of bar coding and scanners to track moving items, such as components in an assembly, has become much easier. The use of data warehousing techniques, where in a consolidated database is maintained separately, in addition to an organization's production database, has helped in simplifying complex processes.

Overall, new technologies are being implemented and updated on a regular basis including the use of mobile apps, to enhance and integrate interactions among customers, employees, suppliers and OEMs.

The strategic and technological innovations in supply chain will impact how organizations buy and sell in the future. However, a clear vision and strong planning are crucial to maximize the efficiency of the supply chain and ultimately improve competitiveness.

Supplier Relationship Building is very critical to keep a healthy supply chain. Please share some of VECV's efforts in this direction.

Working relationships between suppliers and OEMs, that we call business partnerships, will continue if we maintain high-trust, high communication and mutually beneficial relationships with key suppliers. Creating and developing strong, positive relationships is the key to supply chain success. VECV has always believed in supplier partnership approach and treats them as important stakeholders in its business conduct. We believe in strong values of Passion, Respect, Fair & Ethical, Customer Centricity and Excellence and our partnership values also mirror the same.

In an ideal supply chain relationship, both OEMs and suppliers get connected in ways that allow them to easily exchange information, demand data and the visibility of status. It means communicating demand events and the direction of strategic plans. It also means linking information systems and

jointly leveraging the potential of the Internet and other electronic communications. It means working together to reduce costs and improve quality, and understanding capacities and capabilities. And, most importantly, taking the responsibility to teach one's partners the techniques needed to be successful in the current context.

We at VECV have been working on various joint programs for improving supply chain efficiency on all quality, cost and delivery parameters. Regular communication at all levels with supplier partners, frequent reviews and face-to-face meetings with management helps us be in touch with the realities and allows us course correction wherever required. Ours is a young and dynamic team and culturally we believe that strong supplier relations will be key to our success. Some of the programs we have launched for improving performance and supply chain efficiencies are as below:

- Quality – KATA Programs/SEM audits/LPS workshops
- Delivery – Frequent Interactions at various levels up to senior management with local and zone-wise suppliers. Handholding supply chain in crisis.
- Cruise workshops – Participation up to tier-n at supply for removing wasteful products, process and exploring innovations in manufacturing and products through possible collaborations.
- Supplier Portal for EDI, online scheduling and tracking, PLM for monitoring design changes, quality improvements etc.
- Technology partnerships to develop innovative solutions for new features and vehicle development

According to you, how does the field of Supply Chain need to evolve to meet the emerging trends and innovations in the auto industry (electric vehicles, light weighting, etc.)

New technologies such as Powertrain promise reduced emissions and substantially simpler vehicles. Lightweight materials have reduced weight without affecting performance and safety. The average new vehicle has computer systems that run very complex software code, leading to cars that are increasingly sophisticated and connected.

The future of mobility appears to have begun presenting new challenges to suppliers across the automobile industry. Cabin and electronics parts suppliers are often expected to match the interfaces found in today's most popular consumer electronics and mobile devices. Suppliers are expected to offer both advanced control systems and lower cost but longer-lasting components.

The magnitude of challenges that suppliers face is likely to increase. These new business models could be built around largely commoditized products in the vehicle or outside of it, such as fleet management operations, EV charging networks, or aftermarket service and repair operations. They could also be built around differentiated products, moving from a commodity-product-focused business to one that is more differentiated.

What are some big innovations you saw at the Auto Expo this year?

This year Auto Expo was dedicated to evolution of EV technology where almost 28 new market-ready EVs were showcased by OEMs. They had strived to demonstrate their prowess and readiness for making the electric vehicle for both PV and CV segments. We have seen the use of various kinds of technologies other than Li-Ion Battery Pack, with focus on fuel cell, superchargers, hyper loop etc.

If you'd like to share one piece of advice with supply chain professionals in India's manufacturing industry, what would those be?

Be agile, be patient but passionate, and invest in people development. Conventional supply chain models are giving way to disruptive and innovative supply chains. A good supply chain professional will be one who is able to anticipate emerging opportunities and prepare for it. Speed of execution is the essence of success in the ever changing supply chain world. Focus on long term capability building by embracing innovations and new techniques to improve customer experience in terms of delivery, real time information sharing, transportation, minimize the lead time for adapting changes in product as per customer needs. Developing a supportive supply chain ecosystem which is durable and customized as per your needs will be your propeller for success.

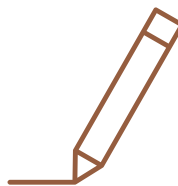
“This year Auto Expo was dedicated to the evolution of Electric Vehicle technology where almost 28 new market-ready EVs were showcased by OEMs”

RANE GROUP @ AUTO EXPO 2018

The Rane Group was represented by key senior leaders and Group companies at the Auto Expo 2018 from 8–11 February.

Rane Group has been participating in Auto Expo since the 1990s. At this year's Auto Expo, we showcased our product range, specifically highlighting our enhanced R&D and technology capabilities. Our theme for Auto Expo 2018 was "Expanding Horizons" which reflects our aspirations to not only grow our business in the automotive industry and beyond, but also to establish global footprints. The leadership team from our group companies had opportunity to host several automotive industry captains including Mr. Kenichi Ayukawa, Mr. Pawan Goenka, Mr. Guenter Butschek. We benefited from the dialogues and inputs to enhance our offerings.

Highlights



- Product applications providing light weighting, improved safety and performance, cost effective solutions to our customers.
- Connected mobility / IoT-enabled platform solutions for various domains
- Enhanced range of products for the aftermarket.
- New technology products such as side airbags, new generation EPS, sealed metallic steering joints, etc.







BUILDING A ROBUST INDEPENDENT AFTERMARKET BUSINESS

With an increased focus on aftermarket business, Rane Group has embarked on a unique course to build the independent aftermarket business through the formation of a new division called "Rane Auto Parts".



Rane Auto Parts (RAP) was started in September 2014 as part of the group's vision to make this decade a period of accelerated profitable growth. It was decided to develop the aftermarket business due to Rane's strong brand image, nurtured for more than four decades in this segment. A market survey in 2011 to explore other product lines that Rane could enter into for servicing the aftermarket further strengthened the conviction.

Subsequent to the merger of one of the group companies "Kar Mobiles Limited" with Rane Engine Valve Limited, it was decided to continue selling the "Kar" brand of engine valves through RAP in the aftermarket. Thus the new business at RAP started with an already developed sales of Rs. 20 crores.

The Initial Days

During the initial starting up of RAP, the team focused on gathering further information through deep dive study on the various product lines that the market survey

had recommended. Accordingly, a short list was prepared of the various products and prioritized for launch under the banner of RAP.

The sourcing strategy was to identify small and medium level supply base who were supplying to OEMs in a limited way and also did not have any significant presence of their own in the independent aftermarket. "This, we felt, could help us in getting sources with lower overheads and hence can be competitive on the price," explains T Giriprasad, Business Head, RAP. This would also be a win-win situation for both RAP and the suppliers as they will not have the wherewithal to have pan-India set up for selling their products in the aftermarket. "While we have so far been successful in following this strategy for most of the product lines that we have launched so far, we had to approach a few bigger suppliers for some of the other product lines due to the safety critical nature as well as availability of limited manufacturers in the country," he further adds.

Challenges

Creating awareness and acceptance pan India for Rane's entry into the different product offerings for the independent aftermarket was one of the greatest challenges the company faced. To convince the market about the genuineness of the products from the Rane stable, the company had to invest in some of the toolings for forgings and castings for embedding the "Rane" logo inherently in the products. The other bigger challenge was to satisfy the requirement of the aftermarket to launch the maximum range in each product line. This involved prudent planning to meet the minimum order quantity for each part number as required by the suppliers as well as balance the possibilities of ending up with too much slow moving inventory at RAP. "While our learning so far in this area has been immense and we are making the necessary adjustments in our approach in sourcing, this continues to be a challenge for us currently," he adds.

Another challenge is the competition, which comes from dedicated aftermarket players with own product lines as well as OEMs. Rane has positioned itself in the top three in the market place, with regard to pricing, and so, creating acceptance and customer acquisition needs a multi-pronged approach.

Preparing the Sales Team

Building a sales team with the necessary skills and competency required for multi-product marketing was the next challenge. The original team had come with experience in selling a single product – engine valves. Training in soft skills and hard skills was needed. For the soft skills, a two-day program in each zone on “Motivation” and “Time Management” helped in energizing the team and building self-confidence.

The other need was to focus on arming the team with basic technical knowledge, so they could handle customer queries. As a first step, a technical manual with simple, self explanatory pictorial representation of the application of various RAP products was created. In addition, videos showing the fitment was put together with inputs from the experts, the supplier base and the RAP engineering executive. This Technical Manual is used to train the sales team in each zone and the effectiveness is measured by their scores after the training. Apart from this, once in six months, an online test is conducted for the team to assess their knowledge retention. Based on the scores necessary re-training is carried out. “This is an on-going process for both the existing product lines and the new products that are to be launched over the next few years’ time frame”, Giriprasad emphasizes.

The Channel Story

RAP has direct dealerships (mainly wholesalers and semi-wholesalers) in each state through whom the products are sold. This distribution model helps in RAP having strong grassroots level contacts, which is critical in the aftermarket business. The quick communication and feedback that is facilitated by such an arrangement helps in faster response to issues in the market.

The company uses data analytics extensively to improve in areas where it is weak by learning from the experience where it has done well (through a Good-Bad analysis method). For instance, the performance of the north region, especially Rajasthan and Gujarat, improved after implementing good practices that had helped its dealers do well in some other regions of the country.

So far, RAP has launched 14 different products such as Water pumps, Oil pumps, Clutch components, Universal Joint Cross, Gaskets, Shock absorbers, Suspension bush kits, King pins, Valve train components like valve guides, valve seat inserts, valve collets, cam & connecting rod bushes, Thrust washers, etc.. “We have lined up another four to five

RAP PRODUCT PORTFOLIO

VALVE TRAIN COMPONENTS



Valves & Seat Inserts



Collets & Guides



Shockers

King Pin Unit



Suspension Bushes

ENGINE COMPONENTS



Water Pump & Oil Pump



Gaskets

Bi- Metal Bushes



UJ Cross

Flywheel



Clutch Components

new launches in the coming three years,” reveals Giriprasad.

The Modest Achievements

RAP has doubled its sales in three years’ time, due to the quality of its product lines as well as the promotional activities it has undertaken. It conducts van campaigns and nukkar meets depending on the dynamics of the marketplace.

RAP has put a compact quality team to provide supplier technical assistance and supplier quality assurance to ensure that defect-free products reach the marketplace. The Rane brand presence in the aftermarket on brake linings, disc pads, steering and suspension parts has helped RAP.

RAP has a steep task of scaling up the revenues and so has also forayed into international markets including Sri Lanka, Bangladesh, Nepal and Middle East. In these markets, it is also exploring to sell the products from its group companies, to increase the revenues from exports.

The vision for the next five years is to make this division a Rs. 200 crore company. “We are confident of achieving this through concerted efforts from the entire team of RAP and the support from the other Rane group companies,” says Giriprasad as he signs off.

INAUGURATION OF NEW RACK & PINION ASSEMBLY FACILITY AT RML VARANAVASI

A new Rack & Pinion facility was inaugurated at RML – Varanavasi location on Jan 29, 2018, by Mr. Sunil Kakkar – Executive Vice President, and Mr. Toshiya Miki – Senior Advisor of Maruti Suzuki India Limited.



RANE QC CONVENTION

Rane Group has been practicing TQM for achieving business objectives for the last two decades. Total Employee Involvement (TEI) is an integral part of TQM. Quality Control Circle (QCC) plays a vital role in enhancing TEI.

To encourage, motivate, recognize and reward QCC, Rane Group has been organizing QC Convention at the Group level since 2008. The 11th Rane QC Convention was held on January 4, 2018, at Rane Institute for Employee Development (RIED). The best QCC team from each of the seven businesses, selected through business level QC Convention, participated in the QC Convention.

Chairman of Rane Group, Mr. L. Ganesh, delivered the keynote address and the entire Senior Leadership team participated in the whole day event.

The performance of the seven QCC teams was evaluated by an External Jury. The QCC team projects were based on application of systematic problem solving approach, namely QC Story. The Jury selected the winner and the runner up based on their performance using the 7 steps of the QC Story approach.

Gladiators QCC team from Rane Brake Lining Limited, Trichy, was the winner and New Sun Rise QCC team from Rane TRW Steering Systems SGD, Viralmalai was the runner up this year.



AWARDS



RBL Awarded for Quality by Endurance Technologies – Rane Brake Lining Limited has received the “Gold Award for Quality” from Endurance Technologies for maintaining Zero PPM for the calendar year 2017, during the vendor meet in Aurangabad on March 9, 2017.

RNSS Awarded by Honda Cars India – Rane NSK Steering Systems Pvt Ltd has received an award for “Achieving CO2 Reduction in the Category of Environment” during the Honda Cars Annual Supplier Meet held at Honda Cars India Ltd, New Delhi, on March 9, 2018.



Global HRD Award – Rane Group has been awarded ‘The Certificate of Merit in Best HRD Practice’ category for developing leaders for achieving profitable growth by International Federation of Training & Development Organizations on 20-03-18.

RTSS-OSD Receives Coveted “2016 Supplier Quality Excellence” Award –

Rane TRW Steering Systems Pvt Ltd. Occupant Safety Division (RTSS-OSD) has received the coveted “2016 Supplier Quality Excellence” award from General Motors on December 27, 2017, for Best Quality and Delivery Performance. The award was presented by Mr. Ashish Kumar, Manager (Supplier Quality – South Region) General Motors India.



RBL Awarded by Foundation Brake Manufacturing – Rane Brake Lining Limited has received the “Business Excellence” award from Foundation Brake Manufacturing Pvt. Ltd on January 19, 2018.



NEW FACILITY FOR OCCUPANT SAFETY BUSINESS

Occupant safety division of RTSS performed Bhoomi Pooja for their new facility at Siruganur, Trichy, on January 22, 2018.

The auspicious event, where a symbolic foundation stone was laid, was performed by priests in the presence of Mr. & Mrs. Harish Lakshman along with other officials of the company.

The facility with 31.53 acres of the land will have an initial floor space of 6000 sq. meter to cater to its continued growth in seat belt, airbag businesses with newer technology products.



SPECTRUM 2018

Harish Lakshman presided over Spectrum 2018 as Chief Guest. The event was organized by Indian Institute of Materials Management (IIMM) on February 22, 2018. He addressed the supply chain professionals on Trends and Disruption in supply chain management, elaborating on aspects related to managing the supply chain better, including:

- Cost optimization
- New product development
- Role of technology
- Globalization of supply chain



HARISH LAKSHMAN ADDRESSED AT THE INAUGURAL SESSION OF CII'S CONFERENCE ON AUTOMOTIVE R&D TRENDS



Harish delivered address at the inaugural session of 10th Edition of the Conference on Automotive R&D Trends organized by CII.

His address emphasized on the importance of enhanced Research and Development initiatives of Indian Auto Component manufacturers in the context of increased electronic content and adoption of electric vehicle technology in India. He also shared his thoughts on the regulatory support for enabling strong ecosystem to drive R&D efforts among the players.

RANE BUSINESS DEVELOPMENT OFFICE IN GERMANY

With sizeable and growing business from our esteemed customers in the European Union, Rane Group felt a need to establish a Business Development office to deliver superior customer experience. To this end, we have been exploring opportunities in the European Union for last several years..

Recently, Rane Group established Rane Holdings Europe GmbH (RHEG), which is committed to exceed its customer expectations in European Union with a clear focus on customer delivery and quality. In addition, RHEG will focus on expanding Rane Group's business in automotive, non-automotive and aftermarket segments in European Union. RHEG will be operating functionally out of Munich, Germany.

Ranjit Madampath, who has been with Rane Group for over two decades, will be our Manager - Business Development for RHEG. Ranjit will serve the customers across European Union and can be reached at m.ranjit@ranegroup.com and +49 175 9272772 for further information.

Indicative List of Customers

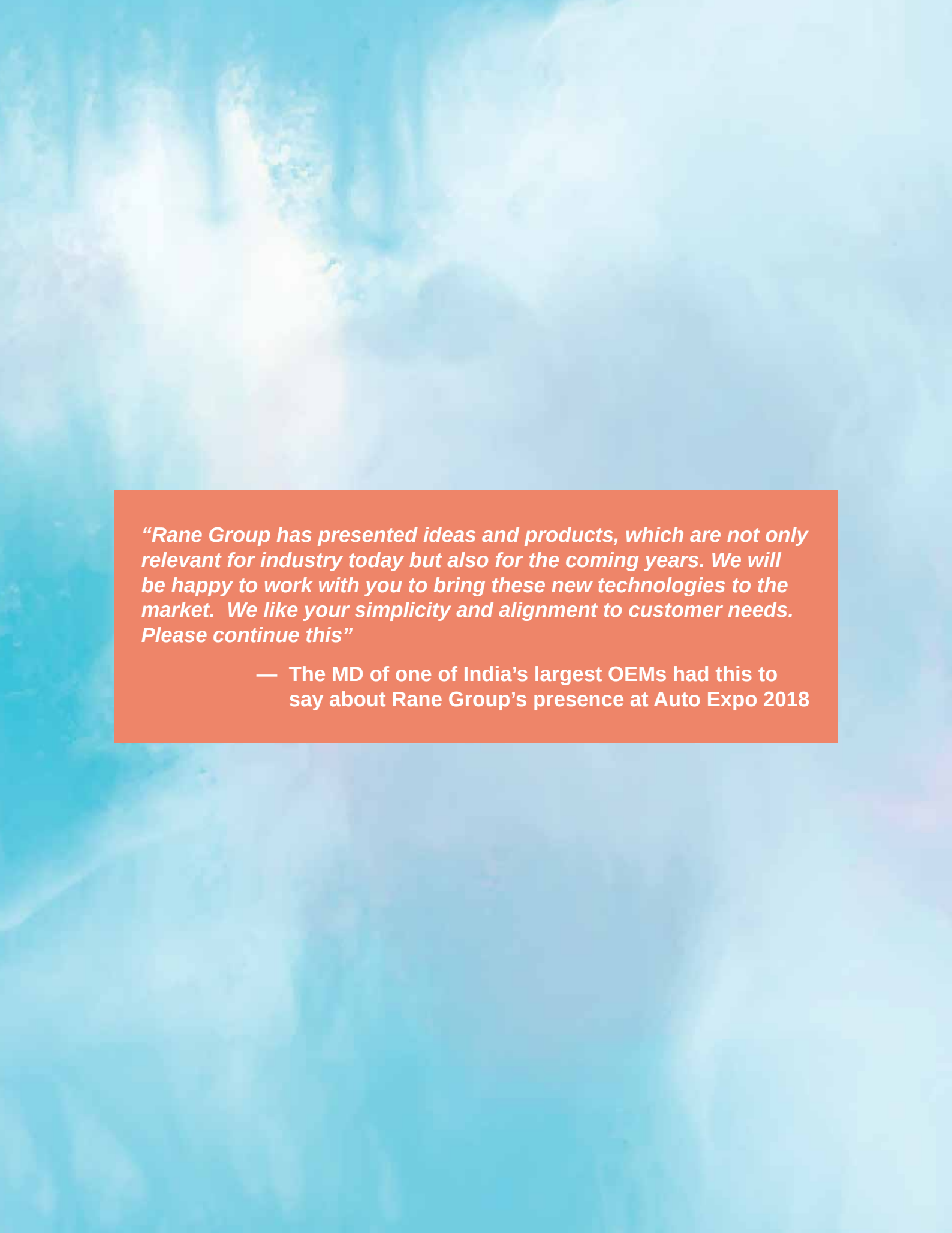


Range of Products Exported to Europe

- Engine Valves & Guides
- Hydraulic cylinders
- Suspension Ball joint
- Rack & Pinion
- Aluminium Diecast parts

Countries Served





“Rane Group has presented ideas and products, which are not only relevant for industry today but also for the coming years. We will be happy to work with you to bring these new technologies to the market. We like your simplicity and alignment to customer needs. Please continue this”

— The MD of one of India's largest OEMs had this to say about Rane Group's presence at Auto Expo 2018



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