

Rane Brake Lining bags Deming Grand Prize 2013

The first friction material company in the world to get this honour

Rane Brake Lining Ltd. (RBL) was awarded the prestigious Deming Grand Prize 2013 at a special ceremony held in Tokyo recently. Mr. P.S. Rao, RBL President, received the DGP Award from Mr. Masahiko Sakane, Vice-Chairman, Deming Prize Committee, on behalf of Mr. L. Ganesh, Chairman, Rane Group.

The DGP win marked a glorious new chapter in RBL's Excellence Journey towards achieving its vision of being the global supplier of choice in friction material.

RBL now joins the elite group of 26 other companies the world over and seven other firms from India which have previously won this prestigious Award in Total Quality Management (TQM). It also gets the distinction of being the first friction material company in the world to have won the Award.

With this prize, RBL becomes the third company from the Rane Group to have won DGP, making it the first group in the world to have three DGP Awards consecutively outside Japan and also the distinc-



Mr. P.S. Rao, President, Rane Brake Lining Ltd., receiving the DGP Award from Mr. Masahiko Sakane, Vice-Chairman, Deming Prize Committee, JUSE

tion of being the second group in the world to have won more than two DGP Awards.

On RBL winning the prestigious DGP, Mr. Ganesh said: "This distinction of being the 1st Group outside Japan to have won 3 consecutive DGP Awards is a great moment of pride and joy for each and every one in the Rane Group. This DGP reiterates our commitment to Total Quality Management and further propels us with greater momentum for the future."

Acknowledging the Award, Mr.

Rao observed: "This great milestone for RBL was made possible by the total involvement and commitment of each and every employee of RBL towards TQM. RBL had the distinction of being the first company from the Rane Group to have won the Deming Application Prize, and today it holds the distinction of being the first friction material company in the world to have won the DGP. This catapults RBL to a new league altogether and marks another step in its journey towards Excellence." ♦