

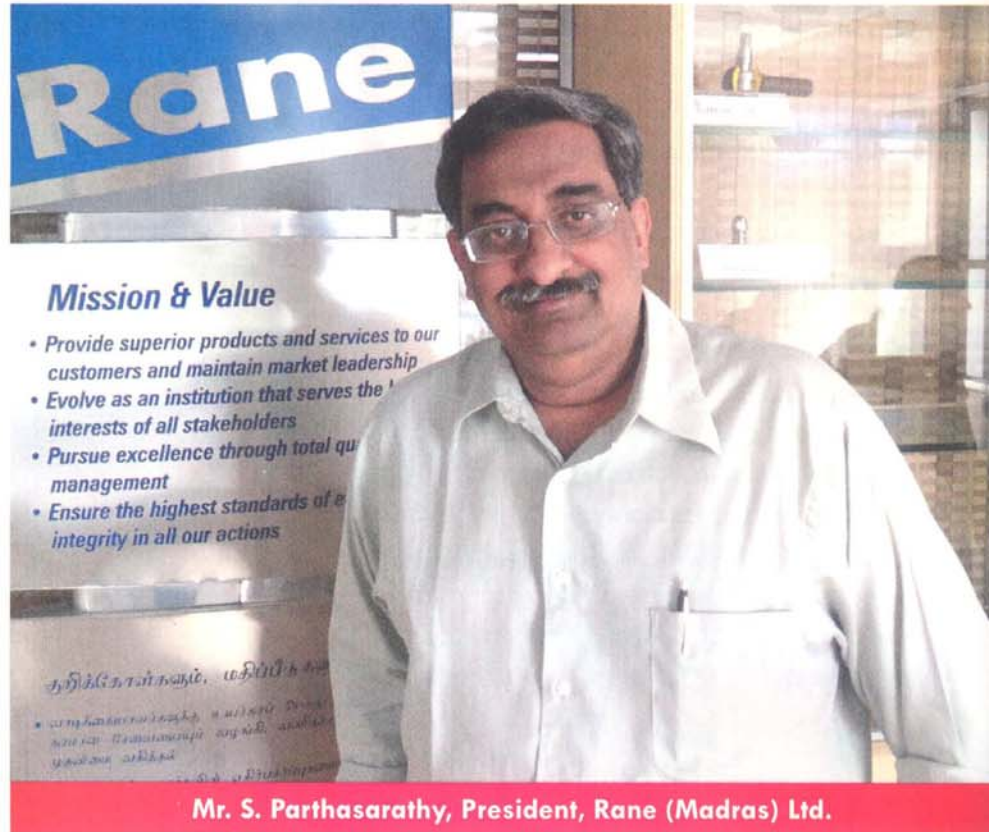
Rane (Madras) Ltd. joins the elite few by winning Deming Grand Prize

Rane (Madras) Ltd. (RML) has received an official confirmation from the Union of Japanese Scientists and Engineers (JUSE) that it has won the coveted Deming Grand Prize (formerly Japan Quality Medal). The DGP win marked a glorious new chapter in RML's excellent Journey towards sustaining its vision to be the leader in the domestic steering business.

RML now joins the elite group of 22 other companies the world over, including three Indian companies, that have previously won this prestigious and the highest honour in quality awarded to a company for excellence in Total Quality Management (TQM).

RML had earlier won the Deming Application Prize in 2007. It is the only company manufacturing steering and suspension systems to achieve the rare distinction of winning both the Deming Prize and Deming Grand Prize (DGP).

The company has been on the TQM journey for over a decade now. The practice of TQM for the past so many years has created a vibrant team capable of taking on any challenge. A continuous improvement culture, which challenges the status quo has been a significant benefit, and had helped RML conduct its business in an effective and efficient way. Its drive towards TQM resulted in several recognitions for the com-



Mr. S. Parthasarathy, President, Rane (Madras) Ltd.

pany which has enabled it to address different phases of its business environment and its growing aspirations.

Mr. S. Parthasarathy, President, Rane (Madras) Ltd., thanked all the employees of RML, its customers, key stakeholders and the leadership at the Rane Group who have consistently embraced the culture of TQM and demonstrated great teamwork.

Expressing appreciation of this accomplishment, Mr. Parthasarathy said: "Winning the Deming Grand Prize has been a truly momentous event in the history of Rane (Madras). The pursuit of the Deming Grand Prize has been both a hum-

bling and at the same time an exhilarating experience. With the customer as the core purpose of our existence, we are re-energising ourselves to fulfilling all our stakeholder expectations".

He added: "Looking into the future when RML sets out to realise more challenging targets in an increasingly uncertain environment with multiple and new stakeholders, I am confident that the TQM journey will help us in sustaining the positive energy in the entire organisation enabling the achievement of customer focused business goals."