

Rane taking new avatar on 75th anniversary

By R. Natarajan, Managing Editor & Publisher



The winning trio – From left, Mr. Harish Lakshman, Director on the Board of Rane Holdings Ltd., Mr. L. Lakshman, Chairman, Rane Holdings Ltd., and Mr. L. Ganesh, Chairman, Rane Group, at the press meet in Chennai to celebrate the Platinum Jubilee

Rane Holdings Ltd., the so-called conservative, low-profile Rane Group company, has taken a new avatar on the occasion of its 75th anniversary celebrated recently. Known for its quality and customer-centric approach, the company products such as engine valves, brakelinings, steering gears, power steering systems, etc., enjoy a clear market leadership. Since, of late, there is a sea-change in the Indian automotive industry, the company has taken fresh initiatives like increasing the R&D spend, going in for acquisitions and special focus on IPR in order to ensure a most vigorous and vibrant role for the company in the auto component sector. All this has resulted in doubling the turnover in the quickest possible time.

Addressing a press conference in Chennai on the occasion of its Platinum Jubilee celebrations, Mr. L. Lakshman, Chairman, Rane Holdings Ltd., said that the company relied on 'the customer first' principle. This mostly accounted for it receiving the Deming and JQM medals.

He said the company's first foray into manufacturing, particularly in the 1950s, would have called for enormous courage because of the associated risks involved. The company has many achievements to its credit. The industry has changed dramatically in the last 15 years, and the customers' requirements have also undergone a sea-change, he added.

According to Mr. L. Ganesh, Chairman, Rane Group, based on

'the customer first' approach, the group has witnessed major changes over the decades. As for Rane Holdings, its strong foundation has become a brand image among the shareholders. Particularly the period 2001-10 marked a decade of excellence for its growth, and the company's focus would be more on employees' innovative approach.

Even during the recessionary phase, the company maintained a moderate growth of 10-12 per cent, confirming the high quality of its products and the customer acceptance.

For the current year, the group has set a sales target of around Rs. 2,300 crores, of which exports would account for 15 per cent. In order to become a globally innovative company in the next few years, it has enhanced its R&D spend from 0.5 per cent to 1.7 per cent of the turnover.

Mr. Harish Lakshman, Director on the Board of Rane Holdings Ltd., observed that 40 per cent of the overall sales of the group companies comes from the commercial vehicle segment, which would remain a thrust area in the future as well. Since there is significant growth in sales of commercial vehicles as well as the number of players in the field, the company remains bullish on the growth prospects.