



RANE GROUP

relies on technology to be an export business major

FROM a company founded to indigenise parts for the post-Independence auto industry to a supplier catering to global vehicle makers, Rane Group of Chennai has come a long way. The company has made major inroads into export business and currently approximately 15 per cent revenue of the company accrues from export market.

Rane is today one of the largest Tier-1



supplier for the auto industry in India and in few markets across the globe.

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Mr L. Ganesh, Chairman, Rane Group

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Dynamometer testing

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Currently it has seven companies in its fold. The Rane Group's flagship company is Rane (Madras) that makes manual steering gears, linkages, suspension components, hydraulic products and high pressure die-cast products. The other

companies in the group are Rane Engine Valves, Rane Brake Lining, Rane TRW Steering Systems, Rane NSK Steering Systems, Kar Mobiles and HET Technologies.

From the year 2000, Total Quality Management (TQM) became the foundation for the existing twin principles. The two principles made the group aggressive in whatever assignment it received. It proved to be successful in



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practising TQM. Of the total 24 Deming awards in India, Rane accounts for the largest number of the awards.

Rane (Madras) Limited (RML), pioneer in steering and suspension products in the country serves all major OEMs and is the market leader in most of the product segments. This flagship company of the Rane group was formed decades ago to localise safety critical parts for the fledgling auto industry, which were hitherto being imported.

Opening of the economy ushered in the focus on quality and over the decades RML evolved qualitatively due to various factors, key ones being the drive from OEMs and strong urge to establish global presence. Operational excellence was achieved thanks to TQM initiatives, which led to recognition through Deming Application Prize in 2007 and Deming Grand Prize in 2012.

RML established credentials with MNCs who set shop in India. Some of them explored opportunities to source components from India and this provided the impetus for them to look beyond boundaries. Some of the key doctrines of TQM like customer focus, continuous improvement, concurrent new product development and

benchmarking made overseas OEMs recognise RML as potential partner. One of the key strengths of RML, namely the strategic business planning combined with vision of “establishing global presence” aided in identifying overseas customers.

Rane acquired a high pressure Die-cast company in Hyderabad in 2005 and added further die-cast machines and a machine shop in the plant. Rane Diecast currently supplies about one million Aluminium steering parts to North American customer. The company is currently working on the development of components for automobile engines as well. The division has planned to expand significantly in the next three years to



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double the sales from Rs 100 million to Rs 200 million.

With a strong manufacturing base and more than five decades of involvement in the automotive component sector, Rane Engine Valve Ltd (REVL) has rich experience serving the fast growing and rapidly changing automotive industry. In the late nineties with the opening-up of the economy, REVL was the first engine valve manufacturer to export to VW in Europe. Keeping in line with these global requirements, REVL has overhauled the vision for the company, which focuses on efforts to go from being a supplier towards becoming a ‘world class solutions provider’.

A comprehensive technology roadmap in line with emerging trends in engine technology focuses REVL’s efforts on innovation towards light-weighting of components, special surface treatment methods and establishing new materials for improved product performance. Infrastructure for R&D has been strengthened in consultation with global domain experts to create a state-of-the-art engineering lab facility comprising simulation test rigs, engine test cells, material testing and design-development software.