

PROPEL

ISSUE 32 | JAN 2023



Deming Award for
Taking TQM Beyond Rane



The World of Rane

Rane Holdings Limited (RHL)

Rane Brake Lining Limited (RBL)

Rane Engine Value Limited (REVL)

Rane (Madras) Limited (RML)

- Steering & Linkages Division (SLD)

- Light Metal Casting India (LMCI)

- Rane Auto Parts (RAP)

- Rane Light Metal Castings Lnc (LMCA)

Rane NSK Steering Systems Private Limited (RNSS)

ZF Rane Automotive India Pvt. Ltd. (ZRAI)

- Occupant Safety Division (OSD)

- Steering Gear Division (SGD)

Rane Holdings America Inc. (RHAI)

Rane Holding Europe GmbH (RHEG)

Rane t4u Private Limited



Please send in your feedback and queries to
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Welcoming 2023 Warmly, Though with Caution



Macro Environment

Defying global norms, India is expected to grow at about 7% this year and continue to grow next year too, which is good news.

Overall, the auto industry, too, has done well, especially passenger cars. The commercial vehicles segment too experienced very high growth in the first quarter due to a low base effect of Covid last year and stabilised in the second quarter. Tractors have also done very well due to good rains though two-wheelers experienced a mixed response, especially the entry-level bikes facing some resistance in the rural areas.

On the other hand, the penetration of electric two-wheelers is increasing and is at around 4 to 5%. The investment in this segment is high but the need for matching infrastructure may result in slow down.

Rane Performance

The positive business environment has also helped Rane perform well in the H1 FY22, with 33% overall growth and 25% growth in exports. The order book is also healthy, especially for the export markets. But, there are some concerns too. The US and Europe markets are slowing down because of inflation, semiconductor shortage and geo political concerns. China is facing its own challenges, opening and closing operations on and off. The overall impact of that has to be seen. Japan has also slowed down. So, we must wait and see how 2023 turns out and hope that the global economy rectifies itself.

But we are optimistic as the Indian economy looks good and seems to be on the path towards becoming the third largest economy in the world. With good, strong and stable leadership at the centre, India will get its place in the global scenario. All we need to do at Rane is to continue to work on sustaining our quality, which is still very vital, and continuously improve the products.

Message to the Employees

Competitiveness is something we should never take for granted. There are new emerging players all the time who will challenge our competitiveness. Our competitiveness is what is creating our export opportunity today. So we must be ahead of the cost and continuously improve productivity. I wish the employees stay healthy in 2023 and look forward to another good year ahead.

Chairman Ganesh Receives Deming Distinguished Service Award

Taking TQM Beyond Rane Walls



the globe set up Manufacturing Operations in India and also encouraged their suppliers to come to India. This significantly improved opportunity and increased competition in India.

Though Rane initiated several initiatives across its manufacturing processes and supply chain to meet global standards, the improvements were incremental and not significant. What was needed was a total reappraisal of its Competencies and Business Processes.

L. Ganesh, Chairman, Rane Group, recently received the Deming Distinguished Service Award for Dissemination and Promotion (Overseas) in Japan for the effective implementation of the TQM principles in the company. One of the primary reasons for the chairman being conferred this honour, as cited in the citation, is:

“Since 2003, five of the group’s companies have received the Deming Prize, three have received the Deming Grand Prize, and the company has been recognized as one of the best TQM companies in India. In addition, Mr. Ganesh has vigorously promoted Japanese TQM to customers and suppliers in India, ASEAN, Japan, and other countries through lectures and guidance. In this way, he

has contributed to demonstrating the effectiveness of the Japanese TQM and enhancing its international reputation in his own corporate management.”

Rane’s TQM Journey

In the early 1990s, India saw reforms in the form of liberalisation that opened up the economy and gave the Indian industries an impetus to grow faster. But, it also became clear that quality was a challenge, and to be accepted at a global level, only those who met international quality standards would be able to leverage the benefits accruing from the liberalisation.

The effects of liberalisation were felt in the automotive sector too, which was ideally poised to capitalise on the growth wave. Major car companies from across

At such a time, Ganesh had an opportunity to attend a TQC Seminar for India Top Management by JUSE in Tokyo to understand and learn TQM philosophy. In 1999, along with all the Rane Top Management of the group companies under the leadership of L Lakshman, the then chairman, an annual internal introspection was conducted at a two-day CEO retreat for Strategic Visioning. The team recognised the need for major improvements in quality, cost and delivery performance.

“In December 1999, we arranged for a one-day workshop on Japanese TQM by Professor Dr. Yasutoshi Washio,” recalls Ganesh. “It was a watershed event that completely changed our management philosophy,” he adds.

Why TQM

The reason Rane chose TQM was that the strong suit of Japanese companies is customer focus, continuous improvement in quality, the use of statistical tools for analysis and employee involvement. One cannot do improvements in the company or on the shop floor without involving all employees.

“We realised that you cannot become world-class without all these elements coming together. That is what convinced us. We have seen the success of Japanese companies and how they have become world-class global quality world leaders,” explains Ganesh.

The Success Factors

The leadership committed itself to the TQM journey and ever since started implementing it very seriously. Its dedication culminated in five Deming prizes, three Deming Grand prizes, and the individual Deming award for Ganesh.

According to him, the first key success factor was the belief that this was the way for them. It was a leap of faith at that time since they had no precedent in India to understand what it will take in terms of resources, efforts, and implementation. A TVS company, Sundaram Clayton was the only company that had won Deming Prize at that time.

The second was the senior management commitment. All the presidents of the Rane



companies became part of the effort. The programme was not forced on the individual companies or any target set, but the corporate office facilitated the journey for whichever Rane company wanted to pursue it.

Training and retraining was the third aspect that played a big role in Rane's success in TQM. It took several years to get everybody on board. There were times when some people found this new method of management quite different from what they were used to, what they learned in college and what they practiced so far. Rane therefore invested a lot of resources in training and retraining these people, encouraged continuous interaction and also invited a couple of Japanese sensei for various specific topics such as strategic planning and QC methodology.

This led to creating a one-week TQM Initial Initiation, which is now a part of the Rane Institute of Employee Development and delivered to every new employee who joins the group.

The last factor is discipline. The quality initiatives taken prior to TQM had not been sustained. TQM cannot be done overnight and takes long, hard work and is a journey. The top-down approach ensured that Rane persisted and was guided by Prof Washio, who was like a school teacher.

Spreading the TQM Message

The current Deming recognition for Ganesh comes from the fact that Rane is taking the message of TQM beyond its group companies, to its suppliers and customers. “We started this pretty early because we realised that just like employees, suppliers are also an extension



of ourselves. Our key suppliers are as important because in some products that we make, like steering, maybe 60% of the value comes from them. As we matured in TQM implementation over the years, we realised that we have to take the suppliers with us in this journey,” explains Ganesh.

So Rane identified key suppliers and helped them to understand TQM. Not every supplier can take up a Deming Prize challenge because it needs the company to be of a certain size and requires a lot of effort that was not warranted. But important elements such as continuous improvement, early engagement of suppliers and development of products, and how to keep the shop floor clean and the like would be of great benefit. So Rane selected statistical quality control and provided direct support or through consultants.

“Secondly, and it was really satisfying for me, that some customers reached out to us, which was really unique and an honor. We have facilitated or helped some of our customers understand TQM and explain what we did,” Ganesh points out. Many very senior people visited the Rane plants and Ganesh and others from Rane have visited customers and industry bodies to give talks on TQM.

Moving to the Next Level

The objective now for Rane is

to sustain the good work that has gone in. One option is to continue to challenge Deming Grand, or re-challenge, the other is to create other systems internally to sustain. So Rane has upgraded its TQM model and made it into a Business Excellence model.

TQM was more focused on process, quality, productivity, housekeeping, etcetera. While there is some emphasis on long-term goals such as profitability, performance and growth, it is not the main focus. In the Business Excellence model, Rane has enlarged the scope to increase the emphasis on results by about 10 points while continuing to get the process right.

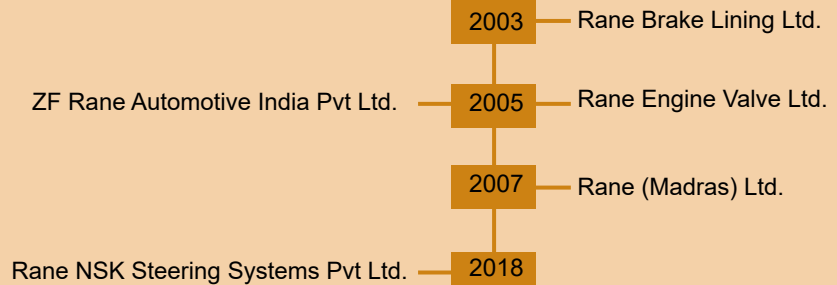
Rane also introduced reviews and audits - interdepartmental or interplant audits, and external auditors from other Rane companies. But this required a critical mass of specialists and coordinators knowledgeable in TQM. So Rane doubled up the training and created a critical mass of about 30, 40 people in the group who are good at understanding and auditing TQM.



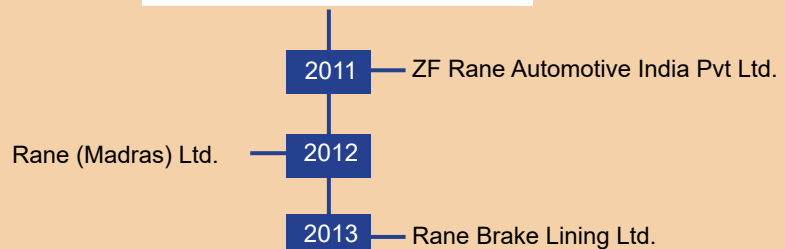
The company also created Rane Business Excellence Audit (R-BEAT), where about three companies are audited in a year so that each company is audited once every two years. The TQM audit used to be plant focused earlier but now the scope includes auditing the business plans, vision, strategic initiatives, and measuring progress. From a one-day process, it is now conducted over two days, with one day focusing on strategies and the second day on processes.

This has helped the company meet the business challenges with greater ease and grow significantly over the years. Rane hopes to continue its victory march by balancing process and business strategies.

DEMING PRIZE



DEMING GRAND PRIZE



Felicitations for Chairman from ISQ



Chairman L Ganesh was felicitated by the Indian Society for Quality (ISQ) for his outstanding achievement of receiving the Deming award in dissemination and promotion (overseas) of Total Quality Management.

The chairman received the felicitations in Chennai on December 9, Friday, in the ISQ's Annual Conference 2022.

Role of the Board

- Ensuring Sustainable Growth

Ramesh Rajan, Independent Director on the Board of Rane Engine Valve Limited and Rane (Madras) Limited, is a graduate in commerce and a fellow member of the Institute of Chartered Accountants of India. He is the founder and senior partner of LeapRidge Advisors LLP and also the Chairman of Indo National Limited.

He has over 38 years of experience in the fields of finance, strategy and operations. He was a member of PwC's India Leadership Team and was the Engagement Partner for several large domestic and multinational groups. As the Chairman and Senior Partner at PwC India, he was responsible for the overall strategy and operations of all PwC entities in India. He also represented India on the Global Strategy Council of PwC International and served as a member on PwC's Central Cluster.

In an interview with Rane Propel, he shares the role of an independent board member in helping the company grow. He also provides insights into financial discipline and strategy for expansion and meeting global challenges.

What is the role of a high-quality Board and the key responsibilities of a board member?

The Board of Directors is elected by the shareholders of the company and acts in a fiduciary capacity in decision-making on behalf of the company, its shareholders as well other stakeholders. The role of a Board is also to provide an objective and independent perspective and view during Board deliberations, including in the planning and strategizing of long-term as

well as short-term goals. The Board's responsibilities include oversight over financial reporting, selection and evaluation of senior executives, compliance with the company's code of conduct/ethics, risk management framework, accounting policies and dividend payout, amongst others.

What is the right approach to running a board meeting?

Planning the schedule for the Board meetings, circulating the agenda and the related papers/



documents well in advance and facilitating an open and transparent discussion during the meetings is not only good corporate governance and practice but also ensures well-reasoned decisions and outcomes. Having the senior executive concerned make a presentation and participate in the deliberations provides a good perspective and aids in the decision-making

What are some tips to improve the board process effectiveness?

Having a good balance of individuals from different backgrounds and having diverse expertise and skill sets greatly improves the deliberations and decision-making process. Directors should have a sound



knowledge of the sector as well the company and its operations. A robust induction program for new directors followed up with refresher programs where necessary would assist the directors to have a better appreciation of the operations of the company which would be useful in deliberations of the Board.

How can a company's board balance between short-term and long-term objectives?

Ideally, the long-term and short-term objectives of a company should be aligned as the two are not necessarily at cross purposes. Both the long-term

and short-term objectives should be discussed and agreed upon as part of the company's strategy. Periodical evaluation and measurement of the milestones relating to the short-term objectives would give an indication of the progress in relation to the long-term objectives. However, there may be circumstances arising out of an opportunity or an unexpected event, which may warrant a modification or deviation from the agreed-upon plan. In such an event, the company would need to reassess the situation and re-formulate the strategy and plan keeping the long-term interest and sustainability of the

company. It must also quickly re-align the short-term objectives with the long-term objectives wherever necessary.

To become a truly global company, what is the financial discipline a company must have?

A company should have well-laid-down accounting policies and standards which should be supported by a robust accounting system and a good qualified team of professionals. The risk management framework, related internal controls and clear SOPs should be properly established and followed. Companies should have a strong and independent

internal audit system. There are times, especially when companies are going through a very high growth or following a merger/acquisition when systems and controls are not given the required attention, which could lead to unwanted outcomes. Also, remediation becomes that much more difficult at a later point. Over the years companies have moved to integrated ERP accounting packages and solutions.

In the early 90s a major multinational company introduced a concept of 'control self-assurance' whereby every employee would take responsibility for following and complying with the company's code of conduct and laid down policies and procedures. This brought awareness that ensuring compliance was not exclusively the job of the internal audit function and the finance department.

From a finance management and strategy standpoint, what are some of the key lessons you've learnt from your journey?

The Finance team should be properly and effectively involved in developing the strategy and business plans in any organization for successfully implementing, monitoring and delivering on the strategy set by the company including ensuring the required funds are allocated and available at the required point in time. There should be a proper understanding and appreciation that the finance function is there to support and

enable the business in achieving the goals and strategies of the company. The finance function should work closely with the business groups and take a pragmatic approach in dealing with the business requirements without comprising on the laid down policies and procedures. At the same time, the business should not view the finance function as merely creating impediments or obstacles in achieving the goal and plans whenever an issue is raised by the finance team, including compliance with policies and procedures. The finance function should be viewed as business partners. In my experience, this ensures harmony and facilitates achievement of the plans and goals of the company.

What role can the board play in ensuring sustainability practices while protecting business interests?

A company's Board of Directors should facilitate and oversee the long-term sustainable growth of the company. Over the years there has been broader appreciation and acceptance by corporates that for growth to be sustainable, they should look beyond profitability alone and that adequate attention and involvement is required in relation to the environment, society, and communities to not only ensure that they are not adversely impacted by the company's operations but also attempt to protect, enhance and enrich them. The Indian Companies Act mandates that every company should spend a percentage of its annual

profits on Corporate Social Responsibility (CSR) initiatives. Globally as well as in India, there is increasingly greater focus on Environmental, Social and Governance (ESG) initiatives. Investors or lenders are also looking critically on the ESG initiatives of companies as part of their diligence before investing or lending to a company. The Board has overall responsibility for approving and monitoring the CSR or ESG initiatives of the company and reporting on the same where applicable. In fact, increasingly sustainability including ESG matters are becoming an integral part of a company's long-term strategy. The Board can put forward best practices as part of the deliberations and guide the management in these matters wherever necessary apart from periodically reviewing the compliance to such practices and also be involved in evaluating the impact and effectiveness of related initiatives/programs. The Board of Directors also contributes to and oversees the corporate governance framework and related practices of an organization and reviews and monitors effective implementation of the same as an integral part of the company's ethos and culture.

The finance function should work closely with the business groups and take a pragmatic approach in dealing with the business requirements without comprising on the laid down policies and procedures.

MAITHRI 2022

Rane Group celebrated Maithri 2022, an evening get-together for the senior management. Maithri denotes friendship, togetherness and celebration of success.

There were thrilling performances and fun-filled entertainment to make it a memorable event for all the participants. The event is also celebrated as a forum to present the ACE (Achieving and Celebrating Excellence) Awards for 2021-22 to celebrate the successes in achieving the annual business goals and recognise best practices.



Maithri Awards

1. Excellence in Plant Operations

Winner: Rane NSK Steering Systems – Pantnagar

2. Excellence in Plant Operations

Winner: ZF Rane Automotive India Steering Gear Division – PR&P Plant, Guduvanchery

3. Excellence in Plant Operations

Runner-up: ZF Rane Automotive India Steering Gear Division – Uttarakhand

4. Excellence in High Impact Initiatives

ZF Rane Automotive India – Occupant Safety Division
Indigenous Development of Curtain Assembly Line in Record Time

5. Excellence in High Impact Initiatives

Rane Engine Valve
Operational and Financial Turnaround of Export Oriented Plant

6. Excellence in High Impact Initiatives

Rane (Madras) – Steering & Linkages Division
Contribution Improvement in Farm Tractor Hydraulic Cylinder

7. Excellence in High Impact Initiatives

Rane (Madras) – Steering & Linkages Division
Project Artha – Peer Company Acquisition

8. Excellence in High Impact Initiatives

Rane Brake Lining
Sintered Friction Business Reshaping for OE

9. Excellence in HR Practices

Rane Brake Lining

10. Excellence in Business Performance

ZF Rane Automotive India – Steering Gear Division



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10

Aligning After Market Business to Growth Goals

Three employees from Rane After Market Business share their journey and experiences



A Siva Kumar

Assistant General Manager - Marketing | ZRAI SGD

Most Memorable Experiences

The CEO's generous appreciation of my contribution to ZRAI when my family was attending the "School Topper's Award" was a memorable moment. I cannot forget ZRAI's support when my family members were down with COVID in the first phase. Another memorable experience was attending the WSD Distributor's Conference in Almaty.

Memorable Experiences

I joined Rane Brake Lining Limited as a Regional Manager Marketing - East Zone in 2014. Initially, it was challenging to improve the zone performance, motivate the national distributors, and build the team. Within six months, we regained our lost market and increased our market share across all the states in the zone by initiating strategies to improve product quality and market reach. East received the Best Zone award for the first time in RBL history and again

Greatest Learning

With power comes compassion, understanding and magnanimity. This is something I have learnt from all my Rane Group leaders (ZRAI & RAB). The importance of coordination between Production and Marketing and the techniques and methods to ensure the same is another learning for life. The third significant development is learning the importance and helpfulness of analyzing the TQM way for thinking. Though it was initially tough, it's a continuous pursuit.

Key Contributions

The creation of an aftermarket sales team and the strategies to ensure that the distributors approach the product as a consumer product (rather than a difficult technical product) has been my key contribution to the company.

ZRAI way of doing the Power Steering Fluid business was considered a benchmark for any new aspirant. This was a good recognition of our success in this product

Keeping Pace

Magazines & online portals (Linkedin) are great sources of information. REID programmes are a great way to learn things and ensure that my team and I utilize them to the maximum.

One Word to Describe Rane: Dream Run

became number one for the consecutive year, 2016-17. In 2018-19, East got Best Zone for AF CVBL and DP/BS sales growth.

Greatest Learnings

My biggest learning in Rane is strategic thinking to understand the market and customer needs. My eight-year journey with Rane improved my analytical skills, innovation, customer-centricity, team-building capability and enhanced team performance by working with the team in the field.



Surajit Bose

*Senior Manager, Marketing - REVL
Regional Manager - East - RBL*

Key Contributions to the Company

We expanded the distributor network to accelerate business growth in the East Zone by appointing TVSJ as the distributor across the East Zone. We improved communication to empower the sales teams. We worked with the group company to strengthen the dealer network in M&HCV and PCV segments. We also expanded the number of distributors in the 2-wheeler segment.

Keeping Pace

An HPLD programme enhanced my leadership capability and strategic thinking ability. The company gave me the opportunity to meet experts during the internal and external training programme at RIED, which upgraded my knowledge. The two roles I handle helped me to learn and deliver operational excellence, work independently, multi-task and become proficient in customer relationship management,

One Word to Describe Rane: Reliable

Most Memorable Experiences

In Rane, the annual sales conference with my team is a memorable and refreshing experience, helping in self-organizing as well as team development. It provides a platform to understand our past work done in the whole year and align our actions with key strategies to go forward.

Greatest Learning

Trying the continuous improvement through the PDCA process in each sales process keeps me challenged in success and failures and brings out good action plans.

Key Contributions

One of the key contributions is increasing the productivity of the sales team through online "Order Management System". This automated the process of order collection to dispatch information through a simple mobile application without the need for multiple manual entries.

Keeping Pace

Appreciate the unique way of collating information from the leadership team and sharing it with the employees through a simplified process: Green book, REAP helps in understanding the dynamics

of our industry, which helps in planning our actions with facts and data.

Rane has offered opportunities to refine my career path through exposure to HPLD training programs, cross-learning sessions with group company aftermarket business reviews of RAB and joint synergy working projects.

One Word to Describe Rane: Process-oriented



TS Kumareswaran

*Assistant General Manager -
Marketing | Rane Auto Parts*

Seat Belts

Strapped for Safety

A Brief History of Seat Belts

The first seat belts were not invented for a vehicle at all, but for tourists, painters, firemen, or anyone who worked in a job where they might need to be held safely. It wasn't until the early 1950s when a doctor in California conducted a study that linked the rudimentary seat belts to a decline in the high quantity of head injuries that were coming into the hospital he worked at. After his study was published, car manufacturers started to implement his idea of the retractable seat belt into their vehicles. The first car companies to integrate seat belts were Nash and Ford, quickly followed by Saab.

Proper Wear

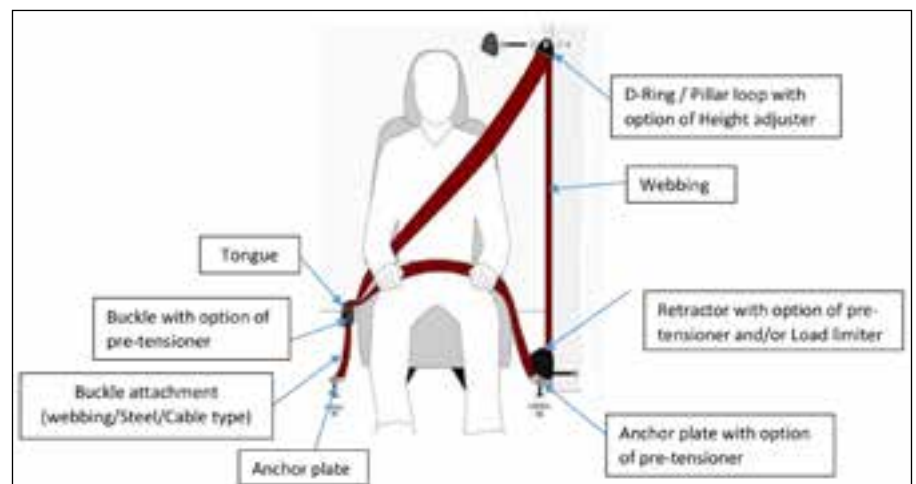
Most seat belts have two parts. A lap belt that goes over the wearer's pelvis, and the shoulder belt that extends over the shoulder and across the chest. For children under 12 years, there is the option of adding a child seat or a bolster seat. Car seats are mandated for younger and smaller children because there is no safe way for them to wear a seat belt.

Why Are Seat Belts Required?

The main purpose of a seat belt is to keep occupants safe in the event of a crash. A car moves with inertia, which is an object's tendency to move until something works against the motion of that object. When the vehicle hits something or is hit by something, that inertia changes. Without the seat belt, occupants can be thrown into various parts of the interior of the car, or thrown completely out of the car. The seat belt usually stops an occupant being thrown out of the car by slowing down the momentum. The rear seat has a seat belt that is considered safer and is integral for ensuring safety of all passengers in a vehicle and mandatory under law.



Seat Belt Nomenclature





The Retractor

A seatbelt consists of a belt made of flexible webbing and a retractor device. The retractor will be mounted on vehicle side pillars or on a parcel shelf, seldom on the roof of the vehicle, and contains the spool and spring that the belt is rolled onto. When you pull a seatbelt across your chest and pelvis, the spool spins in the extraction direction, untwisting the spring. Since the spring wants to return to its coiled position, when you let go of the belt, the spring helps to retract the webbing.

The Locking Mechanism

The most important part of a seat belt is the spool's locking mechanism, a device that makes the belt hold tight in the unfortunate event of a crash. The locking mechanism is activated either by the car's movement or by the belt's movement.

The first sort of system locks the spool when the car rapidly decelerates (when it hits something, for example). The second kind of system locks the spool when something jerks the belt webbing. The activating force in most designs is the speed of the spool rotation.

Pre-Tensioner

The idea of a pre-tensioner is to tighten up any slack in the belt webbing in the event of a crash. Whereas the conventional locking mechanism in a retractor keeps the belt from extending any farther, the pre-tensioner actually pulls in on the belt. This force helps move the passenger into the optimum crash position in his or her seat.

Load Limiters

Some seatbelt systems use load limiters to minimize belt-inflicted injury. The basic idea of a load limiter is to release a little more excess belt webbing when a great deal of force is applied to the belt.

Over the years, seatbelts have proven to be far and away the most important safety device in cars and trucks. They are by no means infallible, however, and car safety engineers see a lot of room for improvement in today's design. In the future, cars will be fitted with advanced seat belts and airbags technology.



Pretensioner



Force Limiter

RANE VIDYALAYA ROBOTICS CLUB



Rane Vidyalaya, as part of its Skills Development initiative, nominated students across various classes to attend a robotics workshop, “Arduino Robotics”, at Rane Polytechnic Technical Campus (RPTC). This was a part of the STEM initiative. It was conducted by the Department of Mechatronics Engineering of RPTC. The students were given a basic introduction to robots and interfacing with the sensors and electrical components. They quickly absorbed the jargon and wrote programmes in Arduino starting from easy to difficult levels. The students also visited the other departments and had a quick tour of the machine labs.



FANCY DRESS COMPETITION

A fancy dress competition not only blends learning with fun but also develops confidence in students by giving them an opportunity to speak in front of their own classmates.

To celebrate this fun-filled learning activity, children of LKG to 2nd standard participated in a fancy dress competition on Dec 2, 2022. The creativity of the parents came to the fore as they dressed up their children like organic farmers, traffic signals, foods, policemen, soldiers, etc. The children also participated with a lot of enthusiasm and displayed confidence while speaking. Their innocent words and stage presence won the hearts of teachers and judges. The competition proved to be a great learning experience for the students and gave them a platform to explore their hidden talents.



RNSS receives award from Volvo Eicher Commercial Vehicles



Rane NSK Steering Systems Pvt Limited has received an award for outstanding contribution in Overall Quality Excellence from Volvo Eicher Commercial Vehicles. The award was presented at the Annual Supplier Conference 2022, which was held on December 22, 2022, at Indore.

REVL receives award from Volvo Eicher Power Train

Rane Engine Valve Ltd has received the Best Supplier Award in the category of cost and capacity excellence from Volvo Eicher Power Train. The award was presented at the Annual Supplier Conference 2022, held on December 22, 2022 at Indore.



RNSS receives award from Daimler India Commercial Vehicles

Rane NSK Steering Systems Private Limited has won the award under the Technology category from Daimler India Commercial Vehicles. The award was presented in the Daimler Supplier Meet 2022 held in Chennai on December 1, 2022, Thursday.

RNSS has supported Daimler India with a frugal engineering solution within a short time to localize a critical component.

Distributors' Meet in Almaty Kazakhstan



The integrated Rane Aftermarket Business (RAB) reached an important milestone of Rs. 500 crores revenue from the aftermarket business in 2021-22. To recognize this, a joint distributors' conference was held in the beautiful city of Almaty in Kazakhstan in the second week of October 2022, which was the first-ever conference overseas.

The event started with a poignant moment of paying tribute to Virat Sondhi of Jullundur Motor Agency (JMA), who had passed away on Aug 17, 2022, followed by recognising the contributions of various industry stalwarts in building up Rane's aftermarket business so far. T Giriprasad, President of RAB, gave a briefing of the overall RAB's business and initiatives such as digitalization, group activities, etc.

Following this, each group company presented the performance and expectations from the distribution community on accelerating the business growth of this segment.

Marketing heads of the companies jointly presented the industry trends and growth opportunities. Each company presentation was punctuated by the inaugural address by the respective CEOs and Presidents of the companies, creating an exciting way forward for this business.

Brainstorming with the distributors generated a host of ideas for working together to grow the aftermarket business further. The whole theme of the conference centred on the slogan of "M1K", the acronym for "Mission Rs.1000 crores", for the aftermarket business of RAB in the next 3 to 5 years' time frame.

T Karthick resuscitates man from death

For T Karthick of Corporate MMD, RML - SLD, it was just another train journey when he boarded it. But within a short period, not only did his life change, he was able to bring a person declared dead back to life by giving Cardiopulmonary Resuscitation (CPR).

CPR is a lifesaving technique that can save a person suffering from a heart attack or near-drowning when their breathing or heartbeat has stopped. Karthik was one of the many who had been given first aid training by RML, including how to administer CPR. When he saw his co-passenger suffering from a heart attack, his training kicked in and he was able to perform CPR immediately, reviving the person.



Rane Tech Day at Daimler India Commercial Vehicles



Rane Group conducted Tech Day at Daimler India Commercial Vehicles, Oragadam, Chennai on November 24, 2022.

The expo showcased various new technologies of Rane Group products. The leadership teams of Daimler and Rane discussed the Technology Roadmap. There was also an exclusive Value Analysis and Value Engineering (VAVE) workshop that ran alongside the exhibition.



The Digital Presence of Rane Group



Rane Group is stepping up our digital media presence across various social media platforms. Given the importance of social media, we will be actively engaging in different forums through creative posts and videos that disseminate information about our products, achievements and employees, communicating our dedication, commitment and integrity to our customers.



Facebook
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ranegroup](https://www.facebook.com/ranegroup)



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[https://www.linkedin.com/
company/rane-holdings-
limited/](https://www.linkedin.com/company/rane-holdings-limited/)

New Website Launch



Rane Group revamped its existing website and launched it at the beginning of October 2022. The new site launch is live and the URL is www.ranegroup.com

Our goal with this new website is to provide our visitors with an easier way to learn about the products that we manufacture and also to allow the visitor to browse information based on their own choice.

Amongst the new features, the homepage has a soft scroll function and the site contains integrated social media buttons for Facebook, Twitter and LinkedIn to foster improved communication with customers. We will be constantly updating our website with helpful information, newsletters, company announcements and various accolades that we receive in the News & Media section.

Our new website with a fresh look is easily accessible and we also wish to establish this portal as a source of information for those who visit our site.



Rane Corporate Centre

"Maithri" 132, Cathedral Road, Chennai - 600 086. India. Phone: +91-44-28112472/73