

PROPEL

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Rane Aftermarket Business:
Sparing No Effort



The World of Rane

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- Light Metal Castings India (LMCI)

- Rane Auto Parts (RAP)

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- Occupant Safety Division (OSD)

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Rane Adapting to Industry Dynamics

It is with great honour and a deep sense of responsibility that I address all the readers of Propel for the first time as the Chairman of Rane Group. As I step into this new role, I am committed to preserving our core values while driving us toward new horizons.

Auto Industry on a Growth Mode

Global unrest and economic challenges notwithstanding, the auto industry grew at a faster clip last year. The growth of the global automotive industry rested on the three pillars of technological innovation, resilience, and adaptation to a changing world, witnessing a strong growth supported by increasing demand and improving supply chain conditions. While the industry continued to pivot towards electrification, traditional internal combustion engine (ICE) vehicles also witnessed strong growth across all major geographies.

Despite external headwinds in the form of a high interest rate environment, India's automotive sector displayed positive momentum with increased offtake in EVs and safety trends in FY24. Some of the growth drivers included stabilization in commodity prices, improving chip availability, robust economic activity and new model launches.

Rane Keeping Pace

Rane Group too was in step with the trends in the automotive segment, growing at 8% in the last financial year, with an aggregate total revenue of about Rs. 7,200 crore. The group continued to focus on improving operational and financial performance. Revenue from domestic OE customers grew by 9%, while exports grew by 15%.

FY24 has been an eventful year for the group, marked by strategic efforts to rebalance our portfolio through –

- Divestment of Rane t4u and LMCA
- Merger of listed operating entities of the Group which will help unlock various synergies among the businesses and create a larger company that will serve as a strong platform for future growth.
- Acquisition of TRW Sun Steering Wheels by ZF Rane Automotive India to provide comprehensive solutions to existing and new customers with enhanced capabilities.



To sustain and grow further, these actions will position the group to leverage opportunities and navigate the complexities in an evolving technological and business environment.

Three-Pronged Approach

Customer expectations are constantly increasing and investor expectations are higher than ever before. To align our strategies with these new needs, Rane will be taking a three-pronged approach.

The first and foremost of Rane's growth strategy is to continue enhancing the customer satisfaction by providing superior products and services continuously

to meet even the most demanding expectations. Additionally, the company will aim for faster growth and higher profitability by driving operational performance and improving efficiency.

Rane has always prided itself on ethics & integrity being a foundational pillar since the beginning. We will continue to uphold our commitment to maintain the highest standards.

Together, by focusing on these core principles, I'm confident that Rane will reach even greater heights in the coming years. The unwavering commitment to excellence will not only help us navigate the evolving landscape but also ensure our sustained success and growth in the competitive market.

ESG

While Rane's vision is to achieve rapid growth, this will come responsibly and through sustainable practices. Our group prioritizes ESG initiatives as integral components of our business strategy. Some of the initiatives include reducing carbon footprint across all facets of our operations.

Energy conservation continues to be a key focus area. We saved 58.5 lakh units of power on an annualized basis in FY24,

which is equivalent to 4,200 tons reduction of CO2 emission.

Another emphasis has been on usage of renewable energy – 36% of group's power requirements were met through renewable sources. We have established dedicated committees that have set ambitious goals to drive significant change across water conservation, waste reduction, etc.

We will increase our focus on environmental parameters to improve our Rane ESG performance. Going forward, this will be a differentiating factor while global customers decide on their sourcing strategy.

The first and foremost of Rane's growth strategy is to continue enhancing the customer satisfaction

Corporate Social Responsibility

Our CSR efforts were augmented in FY24 across the four thrust areas– Education, Healthcare, Environment and Community Development. Our school in Trichy continued to flourish and entered into 7th academic year with about 1,000 students.

Rane Foundation through strategic partnerships with established organisations contributed medical equipment to not for profit hospitals of repute, making a significant impact on society across various specialties. We will continue to collaborate with stakeholders to implement projects that not only address immediate needs but also create long-term benefits.

A Word to Rane Employees

The Rane Group's achievements have been possible because of our employees, who have been instrumental in translating our vision in different areas into reality. The auto industry continues to be exciting with the changes happening around technology and customer preferences. With the expectation of sustained faster growth over the next two decades, we will have many opportunities as we propel to become the second largest economy.

Rane is tapping into these developments by investing in processes and technologies and focusing on sustainability.

We will continue to build on our strengths and continuously improve where needed to drive Rane Group towards a promising and successful future.

Rane Aftermarket Business: Sparing No Effort

RAB enables synergies among various business units' aftermarket segment, strengthening brand value and providing diverse products

Introduction

The Indian automotive market is experiencing a significant transformation, marked by rapid growth and evolving consumer preferences. Rapidly growing economy coupled with increased purchasing power is driving vehicle sales creating significant growth opportunities for the aftermarket sector in the country. As per Global Automotive Aftermarket Research Report published by ACMA, Indian automotive aftermarket is expected to reach USD ~14 billion by 2028 from USD 10 billion in 2023.

In the past two decades, all the Rane group companies have diligently worked on enhancing the 'Rane' brand and its presence in the domestic aftermarket. Rane Aftermarket Business leverages and synergises the key strengths of Rane group companies in spare parts to derisk and ensure a balanced growth. The creation of Rane Aftermarket Business (RAB) has helped grow the sales of the aftermarket segment at a healthier rate of 12 to 15% as against the historic levels of 6 to 8% in the past few years.

In 2023-24, the aftermarket business of Rane was about Rs. 610 crores, representing

about 9% of the total turnover of the Group. RAB is on track and poised to grow and reach the "M1K", which translates as 'Mission 1000 crores' – milestone of Rs.1000 crores within the next 3 to 4 years' time.

Unification and Standardization of Processes

RAB is enabling synergies among various business units' aftermarket segment. With a strong brand and diverse products, RAB is strategically positioned to capitalise on emerging opportunities.

The organic growth in the aftermarket sector is entirely dependent on "grass-root level" work with end mechanics and retailers to generate demand. Hence, the company's priority has been to maintain a strong field team that ensures continuous customer connection and relationship building. Synergising the field team to augment sales is an important initiative of RAB.

In today's digital age, RAB is leveraging the power of social media to boost promotional activities and engage with the audience in new and innovative ways. Additionally, RAB is optimizing the

workforce and consolidating the warehouses to make the operations more efficient and sustainable.

The aftermarket team is working on various initiatives such as dealer network pollination across group companies, automation of MIS and dashboard reports, digitalisation of promotional activities using social media, optimization of manpower, and consolidation of warehouses. These efforts aim to enhance operational efficiency, improve customer engagement, and drive overall growth and profitability for Rane Group's aftermarket business.

Customer Centric Approach

At Rane Group, the customer-centric approach is the cornerstone of the aftermarket business strategy. The company prioritizes understanding and meeting the unique needs of the customers, from end mechanics to retailers, ensuring that they deliver exceptional value and service at every touch point. The dedicated field team works tirelessly to build and maintain strong relationships, providing personalized support and fostering trust.

“The priority focus for Rane Aftermarket Business has always been to cultivate a robust field team that ensures continuous customer connection and relationship building” says T Giriprasad, President – Rane Aftermarket Business.

By actively engaging with the customers through social media and other digital platforms, RAB stays connected and responsive to their evolving preferences. The business regularly gathers customer feedback to refine the products and services, ensuring they align with market demands.

This multi-faceted approach not only drives continuous improvement efforts, but also solidifies the reputation as a trusted partner in the aftermarket industry. This commitment to customer satisfaction drives forward our efforts, enabling us to offer innovative solutions and maintain the competitive edge in the marketplace.

Network Strength

Through Rane group’s robust network, RAB has established an extensive network of dealers, distributors, and service centres across diverse geographies, ensuring the products are readily available to customers wherever they are.

The strategic partnerships with dealers and distributors help leverage local market knowledge and expertise, further enhancing the market presence and operational efficiency.

The organic growth in the aftermarket sector is entirely dependent on “grass-root level” work

The expansion of the channel network is driven by continuously identifying unrepresented and weak markets where Rane’s products have opportunities for expanding reach and enhancing revenues. RAB will focus on expanding into Tier 2 and Tier 3 cities. These markets are growing rapidly and represent a significant opportunity for the company. In line with the commitment to maintaining strong relationships within their network, RAB conducts annual sales and distributor conferences. These events serve as a platform to share the latest innovations, provide updates on business strategies, and recognize outstanding performances. Through these events, RAB ensures that the partners are well-informed and aligned with their vision, fostering a cohesive and motivated network dedicated to driving mutual growth and success.

Charting the Path Forward

Rane Aftermarket business will continue to focus on synergy activities this year and accelerate these efforts to achieve growth benefits. The commitment to innovation and operational excellence remains significant.

There is renewed emphasis on training like negotiation skills, time management, data analytics competency, and relationship management. So the team is well-equipped to face customers with the needed skills and confidence.

The major growth drivers for Rane Aftermarket Business will be multifaceted. RAB will focus on organic growth fuelled by the increasing vehicle population and expanding the product range in each vehicle segment they currently service. The strategy includes improving market share by enhancing market penetration and offering compelling and excellent services to the end customers. In addition, it will pursue inorganic growth through targeted product development and launches.

By leveraging these key drivers, RAB is poised for robust growth and continued success in the dynamic automotive aftermarket.

Reviewing Past Performance, Planning for the Future

Rane Aftermarket Business held its third Annual Sales Conference in Goa in the month of May 2024, bringing together 130+ aftermarket team members. This year's theme, 'PENTA' encapsulated key values: Passion, Energy, Nurture, Trust, and Accomplishment.

The session commenced with a keynote address by T Giriprasad, President -

RAB, emphasizing various methods by which the sales revenue could be enhanced by the aftermarket team, even in challenging times. The zonal heads presented their performance from the last year, facilitating benchmarking of best practices among each other.

A highlight of the event was the 'Field Gyan' session, where 5 teams showcased

their achievements using structured problem-solving techniques. The winning team was awarded the prestigious President's Rolling Trophy, motivating all participants to strive for excellence. The aftermarket heads from Rane group companies presented their strategic business plans for the upcoming years, outlining essential focus areas for growth and development.



Bringing Key Distributors Together

Rane Aftermarket Business conducted its third edition of the Distributor's Conference in Goa. The event witnessed enthusiastic participation from all our key distributors, alongside the business heads of our group companies. Rane Chairman, Harish Lakshman, addressed the gathering and conveyed his appreciation to our channel partners.

“As the main customers of Rane, the dedication and excellence in distribution have been instrumental in the flourishing growth of

Rane's aftermarket segment. Your constant support has enabled us to expand our reach, enhance our product offerings, and consistently deliver exceptional value to our end customers,” said Harish Lakshman.

This conference marked an important milestone for the aftermarket team, offering a valuable opportunity to strengthen relationships with our distributors, share strategic insights, and align our collective goals for the future.

“Attending the Rane Aftermarket Distributor conference was truly exciting. Meeting the frontline warriors of our all important aftermarket business was very insightful with many takeaways. The enthusiasm and feedback from our distributors showed strong commitment to our brand boosting our confidence in achieving even greater success together in the future,” says R Balakrishnan, President – Rane Brake Lining.



Madras Auto Service & Sundaram Motors Empowering Employees with Tools and Techniques for Growth

Sharath Vijayaraghavan is the Executive Director of Sundaram Motors & President – Madras Auto Service, divisions of Trichur Sundaram Santhanam & Family Pvt Ltd - TSSFPL (demerged from TVS & Sons Pvt Ltd), the largest manufacturer and distributor of automobile components in the country. He is also a Director on the Board of Sundharams Private Ltd, and a Committee Member in Motor Vehicles & Allied Industries Association, Chennai, and in Sundaram Charities. A mechanical engineer from the University of Madras, Chennai, India, he also has a master's degree in Industrial Engineering and an MBA from Lehigh University, Pennsylvania, USA. He has around 50 years' experience in marketing industrial products, automobile components and vehicles. He is instrumental in building the Parts Distribution business of TSSFPL consisting of Sundaram Motors and Madras Auto Service. He speaks to Rane Propel about his journey and working with Rane as a distributor of Rane aftermarket products.



Based on your experience, kindly share the aftermarket industry perspective - how the year that went by was and how do you expect the coming year to be?

We are all aware that the potential for the aftermarket business, particularly for consumables, is high and needs to be leveraged. However, in the year 2023-24, we have not had an encouraging response from the market due to:

- Slowdown in demand across all segments and states
- Poor cash flow
- Reduction in margin
- Difficulty in retaining talent
- Increasing operating costs

For the year 2024/25, we do not expect a dramatic change in the demand pattern, particularly in the first half of the year. In the second half, we expect the situation to be lot better, as the rural market demand is expected to grow, particularly, B & C class towns. At the same time, competition is intensifying with OEMs focusing on the aftermarket. While growth is expected in the MUV, SUV and passenger car segments, new products will play a major role in spurring growth.

Tell us about the journey of Sundaram Motors and Madras Auto Service and

some of the key milestones in the last few years.

We have been in the aftermarket parts business for over seven decades. Since 2011, a massive network expansion was undertaken to cater to B & C category towns and to penetrate the retail market segment. We expanded in the East, North East, and Northern regions and opened branches in interior towns in Southern region. We are pleased with the fact that Madras Auto Service is the first organized distributor to open a branch at Srinagar!

Parts Training Academy is a major pillar in the aftermarket operations of our company. It allows our teams to improve product knowledge and build the right attitude through in house training programmes.

Our field staff have been equipped with MSMSOFT app in their mobile to ensure improved connectivity with customers and in turn provide the service that is demanded in the market place.

Some of our other initiatives include Auto Ordering, Auto GRN, Auto Credit etc. for dealing with stakeholders transparently.

5S implementation across the network plays a major role in ensuring that the branches maintain standards and discipline.

What are some key trends you're seeing in the automotive aftermarket – both in India and globally? How are you preparing to take advantage of these?

With the entry of electric vehicles, the aftermarket parts requirement will undergo a dramatic change from traditional parts to electrical & electronic components. OEMs are likely to increasingly focus on the aftermarket apart from more regional distributors being appointed by manufacturers. Internationally recognized manufacturers / distributors would also be targeting India as a potential market.

Another important trend is the improved product quality we are noticing, with longer warranty periods by OEMs, which has a major impact on

the demand of aftermarket parts, particularly, the HCV segment.

What are some of the challenges you are facing as an industry?

The cost of operation is constantly rising and managing stocks for the wide range we are distributing is becoming critical. Also, training, retaining talent and providing new product update constantly to the sales team is becoming extremely critical for operational excellence. At the same time, competition is also gearing up and we could see E-commerce business beginning to take off in the market place.

What role does technology play in your organization for forecasting demand, planning, distribution and managing quality?

Our company has been digitizing its operations over the last many decades. The mobile app, MSMSOFT, available for our field staff, has made a huge impact on our ability to service customers. We are connected online with most of the major suppliers for ordering, GRN preparation etc.

Today, the aftermarket business is facing competition from OEMs as well. What are your strategies for growth and protecting your markets?

Suppliers have compulsions from OEMs to supply aftermarket parts at targeted price, which is becoming a huge bugbear for the aftermarket distributors, in view of the price differential that exists with OES parts. It's now up to the suppliers, to support aftermarket distributors and improve supply of parts in order to penetrate the hinterland of this country and improve market share.

What is your experience working with Rane Aftermarket Business?

Over the years, we have had an excellent working relationship with Rane Group on account of their extremely distributor friendly approach supported by strong competitive products across all segments apart from a hardworking marketing team. Our suggestion would be for Rane, to focus on maintaining the product price in the market place by minimizing discounting in order that distributors maintain adequate margins to support investments and growth over the years.

As the market is getting increasingly competitive, the end price of the product together with the range that is available in terms of new products, would be some of the key areas that will make a difference in the market place.

Rane Group's Commitment to Reducing Food Waste

Food waste is a pressing global issue, with significant environmental, economic, and social implications. According to the Food and Agriculture Organization (FAO), approximately one-third of all food produced for human consumption is wasted annually. In this series on sustainability, we delve into Rane Group's innovative initiatives aimed at handling food waste productively and raising awareness among its employees, which is closely aligned with the United Nations Sustainable Development Goals (SDGs).

Not everybody realises yet that food loss and waste is not only a humanitarian and economic crisis, it's a huge environmental issue. Food waste contributes to greenhouse gas emissions, particularly methane, which is 25 times more potent than carbon dioxide. When food ends up in landfills, it decomposes anaerobically, releasing methane. While food is wasted, millions of people worldwide suffer from hunger and food insecurity. Reducing food waste can help bridge this gap and contribute to alleviating hunger.

Recognizing the importance of addressing this challenge, Rane Group has launched comprehensive food waste campaigns across the group companies, signifying its commitment to sustainability and corporate social responsibility.

Food Waste Reduction Initiatives at Rane

Rane Group has taken significant steps to address food waste within its operations and has implemented comprehensive initiatives focusing on various methods to reduce food waste, with the following objectives –

- Enhance awareness among employees by educating on food waste reduction
- Implement the “Refuse, Reduce, Report” strategy to track and reduce food waste generation

Raising Awareness Among Employees

Understanding that awareness is the first step towards meaningful change, Rane organized a week-long awareness program across

its group companies. This initiative aimed to educate employees about food waste and its far-reaching consequences.

To support these efforts, strategically designed posters were placed in various locations within the company. These posters highlight the statistics about food waste and provide practical tips for reducing it. It also ensures that the message resonates with employees, encouraging them to adopt more sustainable practices both at work and at home.

The company has also undertaken a few key initiatives during the awareness campaign to engage employees directly. These initiatives include interactive sessions on

sustainable food practices and a company-wide challenge to minimize food waste.



Implementing the “Refuse, Reduce, Report” Strategy

Rane has adopted this strategy to systematically tackle food waste. Efforts are made to reduce food waste

through better planning and efficient use of resources.

In this reporting system, the various instances of food waste are documented and analysed. This data-driven

approach helps in identifying patterns and areas needing improvement, ensuring continuous refinement of the waste reduction strategies.

Spot Rewards for Employees

The group has introduced spot rewards for employees who consistently demonstrate a commitment to minimizing food waste by ensuring no leftover food after meals. These employees receive a spot reward as a token of appreciation for their dedication to sustainability. Additionally, rewarded employees are invited to plant tree saplings inside the plant campus on a specific day, acknowledging their efforts in promoting responsible resource management within the organization.

Recognizing Low-Waste Generated Plants

One significant initiative by the company is recognizing the plant with the least or no food waste generation and awarding them. This recognition highlights the dedication of these plants of effective resource management. By assessing food waste generation independent of headcount, the award honours plants that excel in minimizing waste production regardless of their workforce size. This initiative encourages the sharing and adoption of best practices across different manufacturing facilities.

Food Waste Forum

This new initiative involves displaying QR codes at prominent places across plants and offices. By scanning these codes, employees and various stakeholders can access a set of questions aimed at understanding their perspectives on reducing food wastage and their habits related to food disposal.

The responses are carefully noted, and action items are developed based on the insights gathered. The input guides the company in implementing strategies to minimize food waste and promote responsible consumption habits.

Case Study

Creating Energy from Waste

In one of our manufacturing facilities, we efficiently utilize food waste by channeling it into our on-site biogas plant. The food waste generated from the canteen is collected and systematically fed into the biogas digester. Here, microorganisms break down the organic matter anaerobically, producing biogas and nutrient-rich digestate.

This process not only reduces the amount of waste we send to landfills but also transforms it into valuable resources: biogas for cooking in our kitchen and digestate for use as an organic fertilizer. This sustainable practice highlights our commitment to reducing waste and promoting renewable energy.



Rane Group's Commitment to Society: Enhancing Healthcare Accessibility

Rane Group's commitment to Corporate Social Responsibility extends to the healthcare sector, where we make a tangible difference in

communities we serve. Our support for various initiatives aligns with our dedication to fostering accessible

healthcare solutions for all, ensuring that essential medical services reach those in need.

Slit Lamp to Sankara Nethralaya

As part of Rane Group's commitment to the society, we recently donated Photo Slit Lamp equipment to Sankara Nethralaya. This advanced equipment will significantly enhance ophthalmic care, particularly benefiting indigent patients who will now have access to essential eye care services.



Healthcare at Sringeri Sharada Equitas Hospital

In addition, as part of our Corporate Social Responsibility efforts, Rane Group sponsored medical beds, wheelchairs, and other essential utilities to Sringeri Sharada Equitas Hospital. This collaborative initiative between Sringeri Sharada Mutt and Equitas Healthcare Foundation aims to provide affordable cancer treatment and multispecialty care.



Celebrating the New Academic Year at Rane Vidyalaya

Rane Vidyalaya successfully entered the 7th academic year on June 10th, 2024. The students felt a mix of excitement and curiosity as they stepped into the school, exploring their vibrant new classrooms. The dedicated teachers worked hard to make the first day memorable, creating a warm and inviting atmosphere with colourful charts and birthday reminders. To ease the transition and

build lasting memories, the school organized fun activities for both the new students and their parents.

L Lakshman, Chairman Emeritus, Rane Group, graced the school with his presence and bestowed his blessings upon the students as they celebrated the new academic year. His visit served as a reminder of the enduring impact of his commitment to

education and his dedication to the community.

Rane Vidyalaya has been well received in the surrounding environment, which is reflected in the swelling enrolment numbers over the years. The school has crossed a total strength of 900 students, with 150 new admissions every year.



Digital Exhibition at Suzuki Motor Corporation, Japan

Rane Group Chairman Harish Lakshman participated in the Digital Exhibition organized by Maruti Suzuki India (MSIL) along with Maruti Suzuki Suppliers Welfare Association (MSSWA) at Suzuki Motor Corporation (SMC), Japan. The exhibition featured over 300 participants and covered six different categories, including Human Capital

Management, Localisation, Robustness of Quality, and ESG practices.

A case study on Rane NSK Workforce Management was presented to the visitors. This case study highlighted effective strategies for managing workforce challenges, providing practical solutions and best practices.

The event focussed on showcasing the capability of Indian suppliers to SMC and how MSIL have worked over the years to enhance supplier capabilities. It helped in knowledge sharing and collaboration among suppliers and how it supported them to improve their operations across various platforms.



Rane NSK Wins Platinum Award

Rane NSK Steering Systems Pvt. Ltd. received the Platinum Award, a Certificate of Appreciation for Consistent Quality Performance in FY24, from Ashok Leyland.



Rane NSK Wins accolades from Maruti Suzuki



Rane NSK Steering Systems Pvt. Ltd. won the Overall Performance award and Localization of Design and Development Capability award from Maruti Suzuki at their Vendor Conference.

Rane Group Wins an Award from Maruti Suzuki

Rane Group received Supplier Collaboration initiatives award from Maruti Suzuki at their Vendor Conference.



Rane NSK Wins Quality Performance Award



Rane NSK Steering Systems Pvt. Ltd. received Quality Performance (Zero Defect) award in recognition of their superior performance in the year 2023-24 from Suzuki Motor Gujarat Private Limited

Recognition for Excellence in Workplace Culture at Rane Group

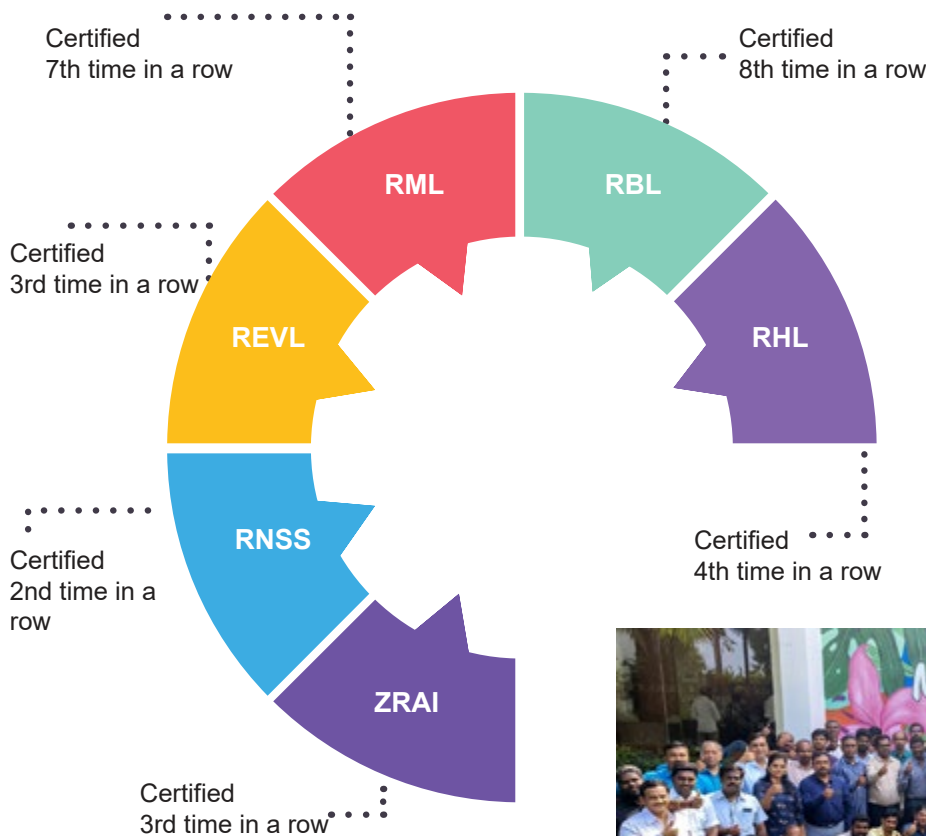
For the second time in a row, all Rane Group companies have been certified as Great Place to Work. Our individual businesses have earned this recognition on multiple occasions, reflecting our commitment to foster an inclusive and supportive work culture.

Rane Group believes in continuous improvement in all aspects of our operations.

Employee satisfaction and engagement are the key elements to create a positive work environment and establish connections with our employees.

Achieving GPTW certification offers us a unique opportunity to benchmark our workplace environment against industry standards and beyond. Through this comprehensive assessment, we can gain

valuable insights into our employees' perceptions, helping us to not only celebrate our strengths but also pinpoint areas where we can enhance our organizational culture. At Rane Group, we prioritize innovative strategies to ensure a positive work atmosphere. This certification is a testament to our achievements and inspires us to keep striving for improvement and growth.



Rane (Madras) Rated as GreenCo Gold

Rane (Madras) Limited, Varanavasi plant, has successfully achieved the standards in accordance with the Green Company Rating System and is being rated “GreenCo Gold”.

The GreenCo Rating is a holistic framework that evaluates companies on the environmental friendliness of their activities using a life

cycle approach. Implementation of GreenCo rating enables us to make products and operations greener.



Rane Holdings Acquires NSK's shares in the Joint Venture

Rane Holdings Limited (RHL) acquires 51% stake from the joint venture partner NSK Limited in Rane NSK Steering Systems Private Limited.

Post-acquisition, the company will become a Wholly-Owned Subsidiary of RHL and named as Rane Steering Systems Private Limited

(RSSL), subject to necessary approvals.

RSSL will continue the existing technology license and supply agreements with NSK Steering & Control, Inc.



Commenting on the acquisition, Harish Lakshman, Chairman of Rane Group, said, “We deeply value the relationship with NSK over the past two and half decades, which helped us to create a strong position in the Indian automotive steering market. This acquisition further expands our group’s expertise in the steering systems.”

Outbound Training for High Potential Leadership Development

Rane Group recently organized a customized experiential learning event at Pegasus Institute, Pondicherry for our High Potential Leadership Development (HPLD) group.

The outbound had continuous feedback assessments that helped them to have easy acceptance of feedback and concrete developmental takeaways. The event's unique approach included a series of experiential activities that encouraged collaboration among participants, fostering a spirit of teamwork.



Nurturing Future Leaders: Young Leadership Development

Rane Group commenced the 8th batch of the Young Leadership Development (YLD) program for the year 2024-25 in partnership with Shri Dharmasthala Manjunathesheshwara Institute for Management Development (SDMIMD), Mysuru. YLD is a flagship intervention program that enables individual contributors to successfully transition into first time managers.

Gowri Kailasam, CEO - Rane (Madras) Limited, inaugurated the session and



in her address emphasized the significance of learning and utilizing the plethora of resources available to grow and develop in the manufacturing sector. She also impressed upon the participants how such programs had shaped several leaders at Rane Group.



Rane Group's Green Initiative: Celebrating World Environment Day 2024

Rane Group celebrated World Environment Day on June 5, 2024, with a collective effort to make a positive impact. Tree plantation drives were organized at multiple locations, and group companies distributed saplings to employees, encouraging them to take a step towards a sustainable future.

To further emphasize our commitment, a pledge-taking ceremony was held where employees pledged to protect the natural environment and adopt practices that minimize wastage and conserve natural and energy resources. As part of the celebrations, environment-friendly gifts such as seed balls were distributed to all employees,

promoting sustainable practices and encouraging green habits.

Rane Group's celebration of World Environment Day reflects our ongoing commitment to environmental sustainability, showcasing our efforts to foster a greener and more sustainable future for all.



Rane Group's Commitment to Excellence

Rane Group has always prioritized quality and continuous improvement in all its manufacturing operations. As part of our Business Excellence initiatives, Rane Group recently conducted its Annual QCC and QIT conventions. These events have consistently provided valuable platforms for sharing knowledge and learning best practices across the group.

This year, to further enhance the conventions, the event pattern was modified. Each business was allowed to nominate two QCC and two QIT teams to participate in a Preliminary Convention, which was held separately and evaluated by an external jury. The shortlisted teams then competed for prestigious awards, including the Chairman's Excellence Trophy (Rolling Trophy), the Dr. Washio Quality Award for the top-ranked QCC, and the Dr. Washio Quality Award for the second-ranked QCC.

Rane Group's Annual QCC and QIT Convention

Rane Group hosted the 17th Annual Rane QCC Convention for the operators and introduced the 1st QIT Convention for the management staff.

The event featured a keynote address by L Ganesh, Chairman – Rane Holdings Limited and the entire senior leadership team participated in the event. The event concluded with a valedictory speech by Harish Lakshman, Chairman of Rane Group, followed by the awarding of the winning teams.

This year's competition saw an impressive array of projects that addressed various operational challenges, reflecting the participant's commitment to excellence and continuous improvement.

The QCC Competition at Rane Group is an established tradition that empowers operators to actively engage in identifying and solving operational issues. This grassroot level initiative allows frontline employees to leverage their on-the-job experience to develop practical solutions that enhance efficiency and reduce waste.

In the 17th Rane QC Convention 2024, the 'Gladiators' QCC team from Rane Brake Lining, Trichy, won the Winner's Award, while the 'Innovators' QCC team from ZF Rane Automotive India Pvt. Ltd. - Steering Gear

Division, Trichy, secured the Runner-up Award.

The establishment of QIT convention shows our belief in fostering cross-functional team's collaboration. This is a significant step towards encouraging innovation and continuous improvement within our organization.

In the QIT Convention, the 'Aqua Vita' QIT team from Rane Brake Lining, Chennai, won the Winner's Award, and the 'LMCI - QIT P2' team from Rane (Madras) - Light Metal Casting India, Sadasivpet, won the Runner-up Award.

Rane Group is constantly striving to enhance the processes and deliver products that exceed the customer's expectations. As the company strives for excellence, quality control must be a part of everyday culture.

Rane Group reaffirmed its commitment to excellence by hosting these events and fostering a culture of quality and innovation at all levels of the organization, ensuring that every team member contributes to the company's success.





Rane Corporate Centre

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