

ENGINEERED COMPONENTS BUSINESS

THE SPARTANS

Success

in new
Product
Development

10 Crore
Achievement

in **Hydraulic**
production

**Annual
Sales meet
glimpses**

**Safety training
for
employees**





WELCOME

Welcome to the first edition of our new monthly newsletter!

Welcome to the first edition of Spartans, an innovative attempt by the ECB team to share and exchange information about business progress, milestones, and personal accomplishments in a single forum.

Spartans newsletter has been designed in such a way that every business function's efforts led to success is shared to reach a larger audience, and I encourage each of you to share your ideas to bring in improvements as we progress in future editions.

Aristotle first coined a term that dates all the way back to ancient Greece, “The whole is greater than the sum of its parts”.

Lets live it!!!

Cheers
Shivakumar K

Highlights

VISION

We will Excel in the field of Engineered Steel Products with operating foot prints in **Design, Engineering and Manufacturing** considering the best in class Technology and Safety

We Aspire to be Supplier Of Choice to **OEM & Tire 1** Operating in Auto, Off Highway, White goods and General Engineering with **Exports** being a major thrust area for growth.

Our addressable markets are in the segments of **Brake, Suspensions, Hydraulics, and Material Handling Equipment's and Attachments.**

MISSION



The Product Gallery is a collection of curated photos of our capabilities and technology at a glance. This includes the following segments to demonstrate our manufacturing excellence, such as CQE, NPD, SQE, Business Development, production, CAPEX and our hydraulics products display.

Birthday Celebrations



Independence Day Celebrations



10 Crore achievement in Hydraulic production

It gives me immense pleasure in congratulating the entire Hydraulics team for this wonderful effort of crossing 10 Cr revenue mark in the month of July 2022.

My memories goes back to 2014, the year in which we acquired the hydraulic business from Wayne Burt and had to go through lot of struggle to scale up due to bad market conditions and insufficient infrastructure at our end. I need to admit that it's the confidence of our key customer that gave us the platform to grow and I can't thank enough Bailey USA which supported us in building this business to a scalable entity.

From a humble beginning of 45 lacs revenue in the first year to 66 Crs revenue in FY 22, we have come a long way and now aspiring to be a 300 Crs business in the next 5 years seems to be an achievable task, considering the confidence we have on Design and Engineering , NPD , Business Development and Production teams

I recollect Nelson Mandela's Quote " Remember to celebrate milestones as you prepare for the road ahead" and await more of such celebrations and Milestones to be met.

Let's keep rocking !!!

K.SHIVAKUMAR



A trophy was presented to Hydraulics team for their outstanding performance in achieving 10 crore revenue for the month of July 2022

Training

Fire safety training was provided to plant employees by MR. Venkatesh, Chennai plant safety officer, ICB unit on 17th Aug 2022 and on forklift safety training was provided on 18th Aug 2022. The following topics were covered during the training session.

1. Basic fire prevention awareness.
2. 2.Classes of fire
3. Types of extinguishers and method of use.
4. How to respond in the event of *emergency*.
5. PASS and Stop Drop and Roll technique.
6. To avoid forklift operating injuries.



ANNUAL BUSINESS MEET Glimpses

The Annual Business Meeting was held on July 9, 2022, at Ideal Beach Resort, with our MD, ED, and CFO as special guests. The event featured both business development and entertainment. Here are some glimpses of the same.





Pennar's in-house talent was on display when Ms. Sasirekha presented a beautiful painting to Mr. Shivakumar EVP Engineered Components Business.



By G. Sreenivasan
ICD, F&A

முயற்சி

முடியாது என்று உலகில் எதுவும் இல்லை - முயற்சி
முடிவானால் வானம் அதுவும் தூரமில்லை
முடிவொன்று முடியுமென்று நீ துணிந்தால் - இமய
முடிபிடித்து தூக்குவதும் பாரமில்லை
சோம்பல் என்னும் இருட்டறையில் இருந்தமட்டில் - அந்த
சூரியனை காண்பதுவும் வீணே ! வீணே !
காம்பு அருந்த காயாகி மண்ணில் விழ்வாய் ! உழைப்பின்
நெருப்புட்டால் இருமபதுவம் இளகும் தானே
முயற்சி என்னும் கதிரவனின் பார்வைப்பட்டால் - மலையை
மூடிவந்த பணிமூட்டம் ஓடும் தானே !
உயரத்தின் உச்சம் நீ தொட நினைத்தால் - வெற்றி
உனதடியின் நிழல்வந்து விழும் தானே

New Hire



Ms.P.Nadhiya, Executive – SAP PP/MM module joined our ECB Unit Ms. Nadhiya has 6 years of experience in material management in various companies and handled Material Planning, Inventory Management and Customs clearance, She has sound knowledge in SAP PP/MM module. She has worked with Wipro Infrastructure Engineering and Schneider Electric India Pvt.Ltd

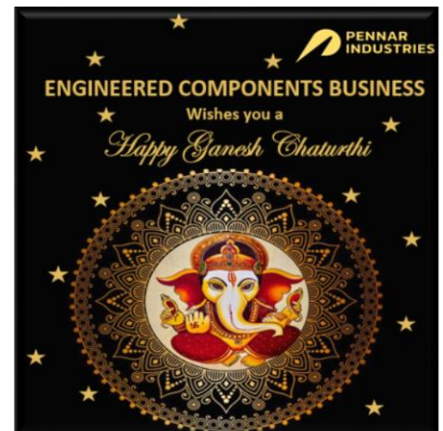


Mr. Mohammed Jaffer Shathik NS – Manager – Quality joined our Pennar ECB Business Unit. Mr.Shathik previously worked as Deputy Manager – Quality Assurance in Wheels India Ltd and HI Tech Arai Ltd as Quality Officer. Overall Mr.Shathik has 20 + years of experience in Quality Department. Mr.Shathik has handled customers like Hyundai, Renault Nissan, Isuzu and TKML and has vast experience in Quality Department.



Mr. Swaminathan R – Senior Manager – Product & Process Engineering in our Pennar ECD division. Mr.Swaminathan has more than 24 yrs of experience in manufacturing and expertise in production function, well hands on New product development, exposure in Lean Manufacturing techniques and creation of lean supply base.

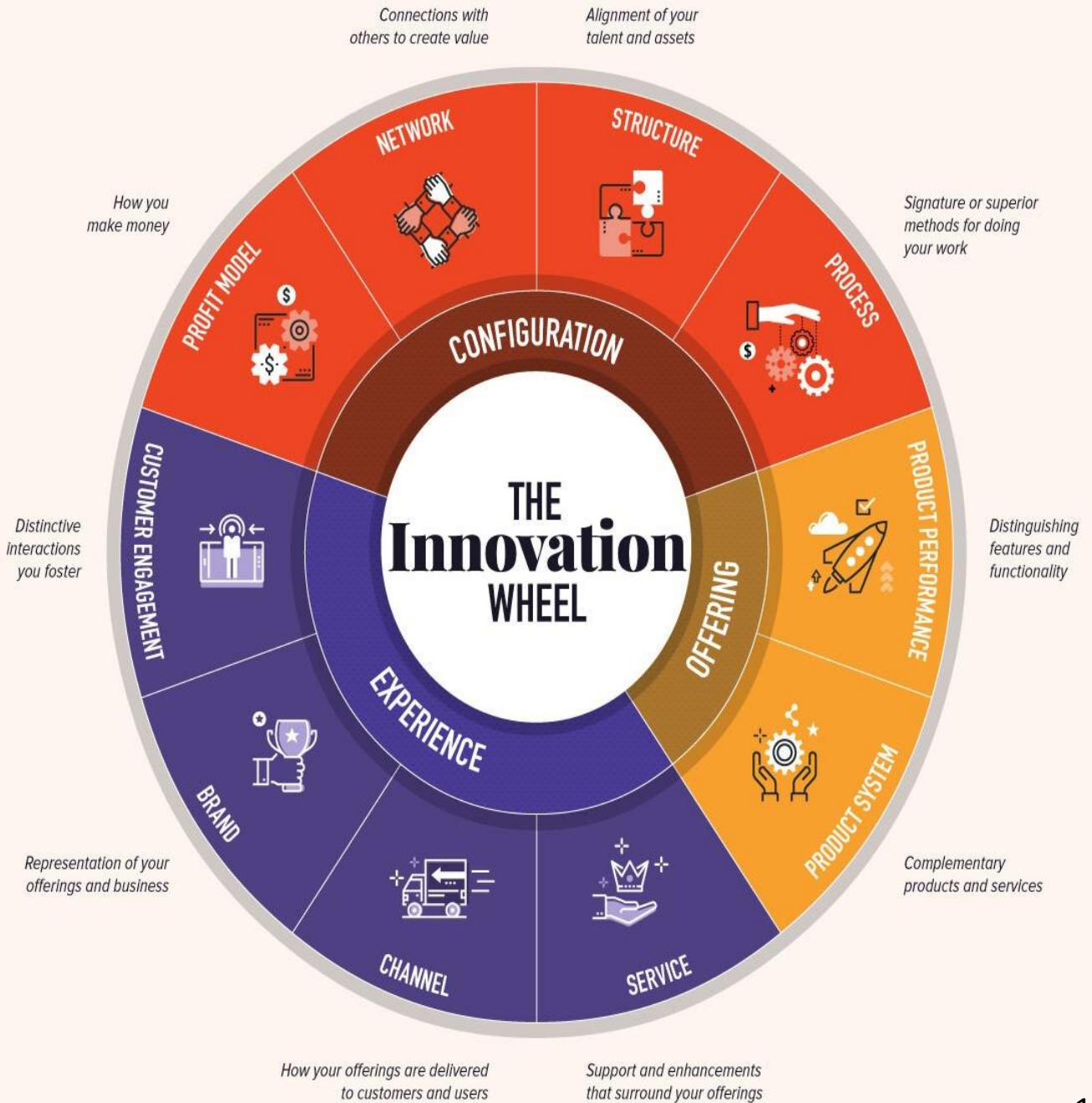
Social Media Posts



UNDERSTANDING THE 10 Types of Innovation

New products are invented from scratch all the time, but this is merely one way to innovate.

According to innovation firm **Doblin**, most big breakthroughs in history comprise some combination of the following 10 types of innovation.





Art by
Sasi Rekha

Editor's Note

Aug 2022

Greetings and a warm welcome to the first edition of Spartans, we focus more on the happenings of the company, let the journey continue indefinitely, stay tuned for more updates.

Sangeetha N