

# AUTOGUIDE

India's Automotive Industry & Trade Journal

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## Focus on Child Safety





Mr Praveen Gupta, CEO, Minda SAI and Mr Ashok Minda, Group CEO, Spark Minda, receiving the 'Best Supplier Award' from Dr Pawan Goenka, ED & President, along with Mr Hemant Sikka, Chief Purchase Officer, Auto & Farm Sector, Mahindra & Mahindra



**Q**UALITY has been the motto of Spark Minda, Ashok Minda Group ever since its inception and that was manifested once again with the company getting flooded with awards in this area from top manufacturers in FY15. One after the other award was a testimony to the fact that Spark Minda, Ashok Minda Group's stress on quality has been hugely valued by the industry across segments.

'Quality is the Best Business Plan'... and this has been the key strategy followed all along by Spark Minda, Ashok Minda Group, a leading manufacturer of automotive safety & security systems, driver information & telematics systems, and interior systems with a specially dedicated aftermarket wing. The Group caters to the needs of all major car, motorcycle, commercial vehicles, tractor and off-road vehicle manufacturers in the country and overseas.

## Spark Minda, Ashok Minda Group Quality is the buzzword

Currently operational from 32 plants located in India, Germany, Poland, Indonesia, Vietnam, Uzbekistan with office in Japan and Russia, the Group has several JVs with leading companies from the USA,

Japan, France, Italy, and Uzbekistan.

The USP of its products lies in low-cost manufacturing at global quality levels, appropriate in-house design and engineering using state-of-the-art innovative technologies.

Being manufacturers of a vast gamut of automotive components, quality at Spark is achieved through continuous improvements and performance excellence to ensure high standards of products, services, processes and technology offered to its customers.

Quality assuring activities start from supplier's quality system development to receipt of final products by the customers. To ensure these, the



The 'Design & Development Award' won by Minda Corporation and Minda SAI from Maruti Suzuki India



Mr Sandeep Aggarwal, President & Director, PT Minda Automotive Indonesia with 'Excellent Quality Performance Award 2013'



Mr Hemant Sikka presenting the award for Progress in 'Supplier Business Capability Building' to Mr Praveen Gupta and Mr Neeraj Sharma, SBU Head West for Minda SAI, in presence of Mr Lalit Verma, Senior V-P, CDMM of Mahindra, Mr R Sridhar, Senior V-P, Strategic Sourcing of Mahindra, Mr Suhas Hulyalkar and Ms Brinelle Monteiro of Mahindra SBCB Cell

company has dedicated suppliers improvement cells, sample inspection cells and incoming inspection facilities. Calibration activities, in-process inspection and pre-dispatch quality audit are supported by quality planning activities.

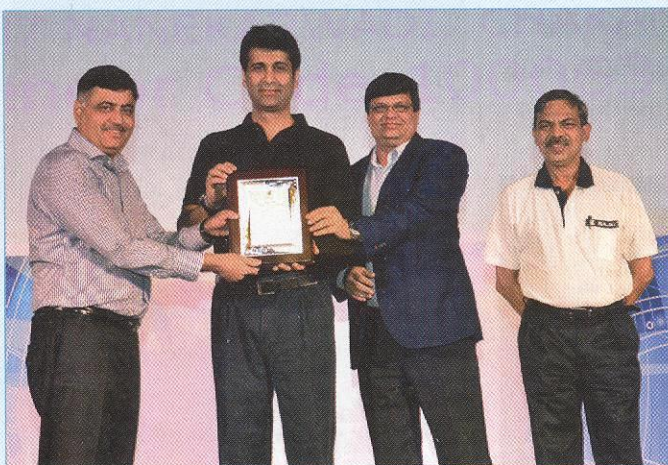
International level laboratories are installed to validate new products, undertake life testing of products and

periodic endurance testing to maintain consistent product quality.

Quality is accorded high priority to ensure market competitiveness and to enable supply of cost effective products to the customers. Post production, each product goes through stringent quality checks with the help of hi-tech machines that ensure quality-finished products. The Group believes in

building quality into the products and all aspects of business processes through continuous improvement in human capabilities, machines, materials and methods for achieving zero defects and total customer satisfaction.

A never-ending passion to deliver only the best, the Spark Minda, Ashok Minda Group swears to stand by its motto – help the customers stay ahead!



Mr Ashok Minda and Mr N.K. Modi, MD, Minda Stoneridge Instruments, Pune, receiving the 'Special Quality Award' from Mr Rajiv Bajaj, MD and Mr Pradeep Srivastava, COO, Bajaj Auto



Mr Ashok Minda receiving the 'Special Quality Award' from Mr Rajiv Bajaj