

# **AUTOGUIDE**

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# **Saluting Brand India**





# SPARK MINDA

## builds a brand that stays ahead

**T**HE self-professed mission of Spark Minda, Ashok Minda Group is to be an automotive system solution provider and build a brand that is recognised by vehicle manufacturers the world over. It has been constantly working towards building an



ASHOK MINDA GROUP

organisation providing products and systems unparalleled in quality and price.

Spark Minda, Ashok Minda Group is a leading manufacturer of automotive security systems, driver information systems, connective systems, plastic injection-moulded interior parts, die-casting, keys and key duplicating



Mr Ashok Minda

*Along with producing world class products, the Group manufacturing is geared towards innovation, reduction of costs and overheads to offer value for money solutions.*



Minda Furukawa, Bawal

machines. The Group caters to the needs of all major car, motorcycle, commercial vehicles, tractor and off-road vehicle manufacturers in India and overseas.

Some of the known names from the industry, which have associated themselves with Spark Minda Group include Mahindra & Mahindra, Bajaj Auto Limited, Renault Nissan, Maruti Suzuki, Hero MotoCorp, Tata Motors, Ashok

Leyland, Volkswagen & Daimler.

For over five decades, Minda has been a major presence in India's automobile industry. These 50 years have been interspersed by a number of technological innovations that have gone on to become industry standards. Today, the Group has emerged as one of the leading manufacturer of automobile components with a turnover of Rs 3,000 Cr (\$500



Minda Valeo Security Systems, Pune-2



Minda KTSN, Poland

million) for 2013-14 and employs more than 11,200 in India and overseas.

The Group companies are accredited with QS 9000, ISO-14001 and TS Certification and operate from 32 plants located in India, Germany, Poland, Indonesia, Vietnam and Uzbekistan with offices in Japan and Russia and several JVs with leading companies from the US, Japan, France, Italy, and Uzbekistan. The products are well accepted worldwide both within OEMs and the aftermarket.

The Group operates domestically and internationally through Minda Management Services Ltd, Minda Corporation Limited, Minda SAI Ltd, Minda Valeo Security Systems Ltd, Minda Silca Engineering Ltd, Minda Stoneridge Instruments Ltd, Minda Furukawa Electric Pvt Ltd, Minda KTSN Plastic Solutions, Minda ASEAN Operations, UzMinda LLC and Minda Automotive

Solutions Ltd, Noida.

Along with producing world class products, the Group manufacturing is geared towards innovation, reduction of costs and overheads to offer value for money solutions. The best practices like Kaizen, VSM, Poke-Yokes, cellular manufacturing, piece flow etc are implemented throughout its plants, so that at the time of process design reduces and when the product reaches the production stage, it is an error-free/ defect-free product.

The state-of-the-art testing and validation equipment is installed for ensuring world-class process control. It also has robust and self-sufficient product validation capability in order to meet stringent customer/international product reliability standards. Special purpose and fully-automatic machines and dedicated lines for each customer

provide ability to handle critical operations for good wiring harness manufacturing.

For technological edge, the Group has a dedicated R&D facility and has collaborated with many pioneers of the automobile industry. For assimilating the latest technologies, Spark Minda has entered into strategic alliances and technical collaborations with leading international companies and acquired businesses across Europe. This has provided the Group with cutting edge in product design and technology to meet strict international quality standards. The company has a separate focus on developing new products and has a focused cell, which is working day and night to develop new technology products for its customers.

Being a responsible corporate citizen, Spark Minda has been doing Corporate Social Responsibility since its inception. The Group is striving to shape the lives of the underprivileged through various community development programmes.

The Group's USP lies in low-cost manufacturing at global quality levels, appropriate in-house design and engineering using the latest technologies.



Uz Minda, Uzbekistan



MMSL (Corporate Office), Gurgaon-1