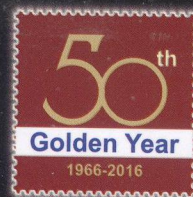


# AUTOGUIDE



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## Positive start







**SPARK MINDA**  
ASHOK MINDA GROUP  
*Powered by Passion*

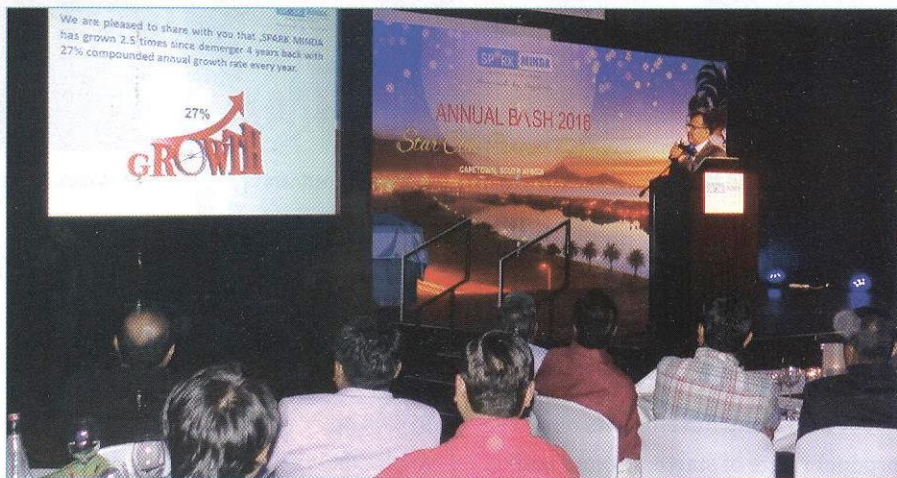
Star Club business partners seen having a good time during their visit to Capetown, South Africa

**M**INDA Automotive Solutions Ltd, the aftermarket business group company of Spark Minda, Ashok Minda Group, celebrated the successful business association and achievement of sales target for the FY 2015-16 at Capetown, South Africa recently. As part of the celebration, the company organised its Star Club business partners meet at Capetown.

Spark Minda unveiled new products and sales target for the FY 2016-17 with the last fiscal ending on a positive note for the company. Every year, the Star Club business partners are given the privilege to attend a foreign trip based upon their annual performance. Apart from recognising the efforts of the business partners, the objective is to further strengthen business relationship with them thus enhancing Spark

## Spark Minda takes business partners to South Africa

### Grand celebration of FY15-16 performance



Mr Sanjay Bhagat, CEO, Minda Automotive Solutions, giving his inaugural address at the meet



A view of the Star Club business partners attending the annual meet

Minda brand image in the aftermarket segment.

More than 100 Star Club business partners were part of this momentous occasion with 2 star and above category partners joining the celebration with their families. The officials of Spark Minda who were present on the occasion were Mr Sanjay Bhagat, Mr C.S Bakshi, Mr S.K Nagpal, Mr Amit Makhija, Mr Anil Batra, Mr DR Joshi



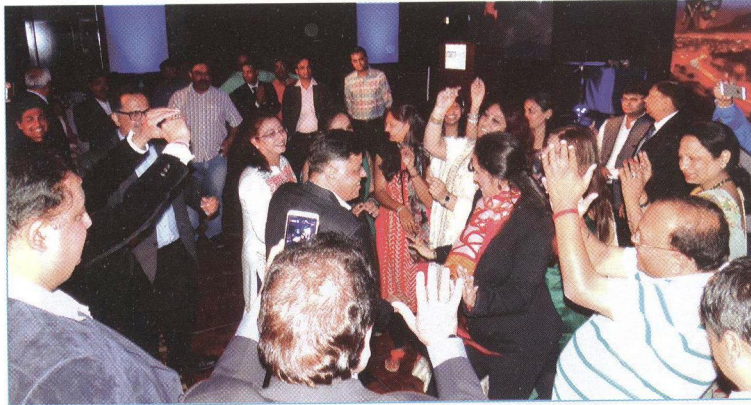
along with MASL Regional Managers.

The main highlight of the five-day long celebrations was Capetown tour organised for everyone besides other sight-seeing spots. The other days included conference on sales targets and gala dinner.

At the conference, Mr Sanjay Bhagat, CEO, Minda Automotive Solutions, shared the company's progress and highlighted the five new product



A group photograph of the executives of Spark Minda



Mr Ashok Minda and Mrs Sarika Minda enjoying with the business partners



Mr Ashok Minda felicitating a Star Club business partner

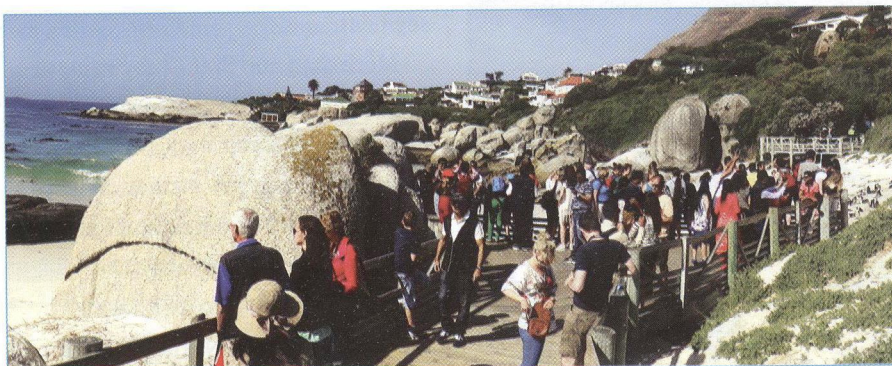
categories launched during FY 2015-16 like brake shoes, clutch plates, bearings, glow plugs etc. He also informed about the Group unveiling its new product range of starter motors and alternators after acquiring Panalfa Autoelectrik Ltd.

Mr Ashok Minda, Group CEO, Spark Minda, was also present on the occasion, along with his wife, Mrs Sarika Minda and son Mr Aakash Minda. He applauded the contribution made by all Star Club business partners. The 3 Star and above Star Club members were

felicitated on the occasion.

Speaking at the meet, Mr Ashok Minda said, "The new product category being added in the range will further strengthen Spark Minda brand in the market as one of the leading players for auto electricals. These products, being OE to most of the Indian tractor manufacturers, are quality tested on international standards both in functionally and technical aspects." He further assured to increase the range of products in four-wheeler and tractor segment.

Spark Minda has more than 450 business partners that ensured product availability at more than 20,000 retail outlets across the country.



Business partners during their visit to Penguins Boulders beach