



Spark Minda products displayed at Yamaha Global Suppliers' Conference 2018 held in Japan

Spark Minda takes part in Yamaha suppliers' conference

Showcases new technology products

SPARK Minda, Ashok Minda Group showcased and demonstrated its latest technological products and unique capabilities at the Global Suppliers' Conference 2018 organised by Yamaha Motors Co. (YMC) on April

25-26 at Shizuoka, Japan.

The highlight of the event was the visit of Mr Inoue San, Mr Matsuda San, Mr Olivier Prevost San, Mr Yoshimi San, Mr Fujio San and Mr Shin Yokomizo San - the company's customers from

Yamaha Motors Co., Japan, to the company's stall. During the two-day conference, Spark Minda Group had the opportunity not only in terms of brand visibility, but also to connect to various audiences on specific subjects in the

A group photograph of Spark Minda team at the event



A view of the Spark Minda pavilion

field of innovations and advanced technology, a company release stated.

From Spark Minda, the business group companies that participated and showcased products at the stall included Minda Corporation Ltd - Security Systems Division, Minda Stoneridge Instruments Ltd, Minda SAI Ltd along with Component Division, and Spark Minda Technical Centre

(SMIT), EI Labs. On display were products based on three themes: Solutions for Electric Vehicles, New Technology Products and Environment Protection. Engineers from YMC took great interest in understanding the company's

new technology initiatives especially - smart key on Bluetooth communication, ESCL with electronically operated seat open and side cover open, connected mobility and TFT based speedometer.

Spark Minda Group was represented by Mr Sudhir Kashyap, Mr Sanjiv Saxena, Mr Suresh D, Mr Rajesh Kumar, Mr Amit Goyal, Mr Sumeet Verma, Mr

Hemant, Mr Sudhir Khurana, Mr Sajjan Kumar and Mr Suganuma San at the event. The stall set up was prepared by Group Communication, Group Marketing department along with the support of MMSL Japan office, MSL, MSIL, MCL SSD, SMIT & EI Labs besides MCL SSD Pune logistics team.

The suppliers' conference provided an opportunity to demonstrate relevant and innovative products, tools and capabilities to Yamaha's leadership. It also opens up avenues for future partnerships. A total of 21 suppliers participated in the meeting. Some of the Indian companies who participated were Minda Industries, Fiem, Gabriel, Advik, Endurance, Shriram Pistons, Emitec, Sansera Engineering etc.

TVS Motor Company bagged five awards under various categories of JD Power 2018 study. The company has been ranked highest in India Two-Wheeler Customer Service Index (2WCSI) study, Two-Wheeler Initial Quality study (2WIQS) and Two-Wheeler Automotive Product Execution & Layout (2WAPEAL) study.

TVS Motor has been ranked number one under 2WCSI study. In the 2WAPEAL study, the company's



TVS bags five awards in JD Power studies

products *Jupiter* won the award in the scooter segment, *Apache RTR 180* was ranked highest in motorcycle premium segment and *Star City+* in motorcycle economy segment. The 2WIQS study has ranked *Star City+* best product in the economy segment.