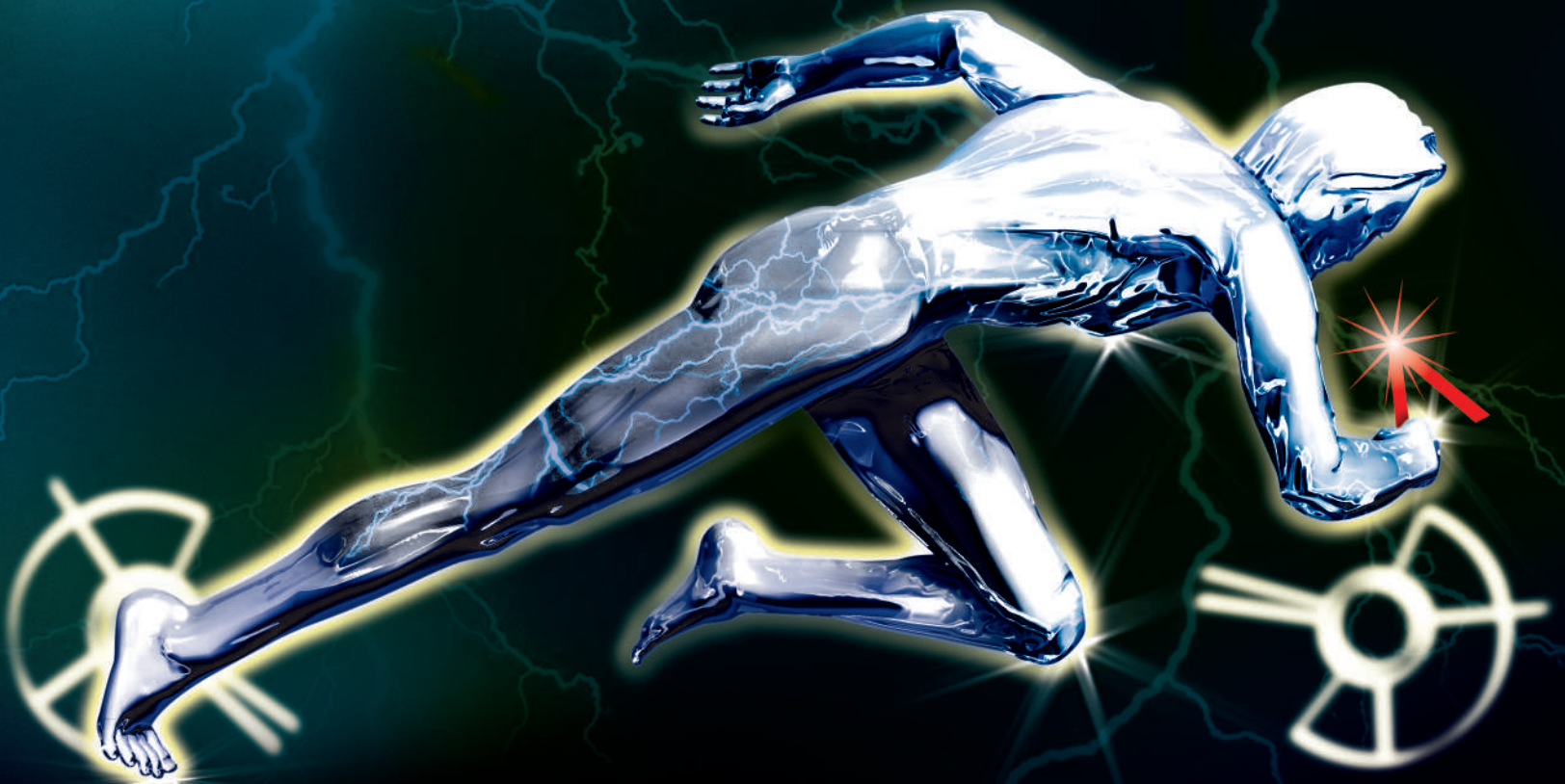


For life on the move...



*Powered by Passion*

# Adding value to automobiles worldwide, we are Spark Minda

## ABOUT THE GROUP

SPARK MINDA, Ashok Minda Group is a leading manufacturer of automotive components with plants in India, Europe, Asean, CIS, Mexico, China and a design centre in Japan. In a fast-moving world, we make automobiles safer, faster and better. Standing true to our name, we add value to them. At SPARK MINDA, we simply have one motto – to facilitate our esteemed customers in staying ahead!



"Powered By Passion, we have set benchmarks and have achieved them. The coming days will usher in a change with continuity in our vision with the SPARK being our guiding light. As Mr. Ashok Minda, GCEO says, 'Keep the fire burning in you!', Our journey to prove our passion for excellence has just begun and we still have miles to go. We should accomplish it with great zeal, competency and willingness while nurturing individual talent, making SPARK MINDA a happy, inspiring and a proud place to work where we deliver products that give customers an edge in their businesses."

## OUR VISION

To be a Dynamic, Innovative and Profitable Global Automotive Organization for emerging as the Preferred Supplier and Employer, to Create Value for all Stakeholders.

## OUR MISSION

Our mission is to be an automotive System Solution provider and Build a Brand recognized by vehicle manufacturers progressively all over the world, as an organization providing products and systems Unparalleled in Quality and Price.

## CORE VALUES

- Passion for Excellence
- Nurture Talent, Competency & Willingness
- Respect & Humility

## CORE PURPOSE

To be a happy, inspiring and proud place to work, setting benchmarks and delivering products that give customers an edge in their businesses.





# Group on the move

Founded by Late Sh. S.L. Minda in 1958, the Group achieved various milestones and established itself by becoming a leading name in manufacturing of automobile components. Mr. Ashok Minda joined this legacy in early 1983. Thereon, his untiring spirit, sharp business acumen, progressive thinking and an eye on the future ensured that the family business grew into a multifarious and multi-product professional organization with global footprints and recognition.

## Joint Ventures with Global Leaders like:

Stoneridge Inc., USA ● VAST, USA ● Silca S.P.A., Italy ● Uzavtosanoat, Uzbekistan

Furukawa Electric, Japan ● Shandong Beiqui Hai Hua, China

## Inorganic Growth Journey

With acquisitions in Germany, Poland and China along with Green Field Projects in Indonesia, Vietnam, Uzbekistan, Czech Republic and Mexico.

*Powered by Passion*

# Moving the industry...

## INNOVATING OUR WAY...

SPARK MINDA, Ashok Minda Group is a group that has grown with technology, keeping an eye on the latest advancements made across the world. With a focus on developing new products, a special cell is dedicated to develop new technology products for our customers, giving them a technological edge everytime. As a practice, all our products are benchmarked with the best in the class. We hold many patents to ensure uniqueness in our technical competence.



## OUR CURRENT PRODUCTS

### Safety, Security & Restraint System

Electronic & Mechanical Security Systems, E- Bike Controllers, Immobilizers, Latches, Striker, Door Handles, Electronic Body Controllers, Start Systems, Power Closure Systems, RCDL, ESCL, PEPs, Fuel Lid Actuator, Hood,Tail Gate, Seat Latch, Hinges, LED Soft Touch, Camera Modules, Starter Motors & Alternators, Passive Entry Systems, Keys (Mechanical & Electronics), Key Duplicating Machines & Die Casting

### Driver Information & Telematics System

Instrument Cluster, Dashboard Assemblies, Digital Clocks, Tank Units & Gauges, Chime Bells & Relays, Speed Sensors, Temperature Sensors, Position Sensors, Pressure Sensors, WIF Sensors, Wiring Harness, Coupler & Terminals, Relay & Junction Box, Steering Roll Connector

### Interior System

Injection Molding, 2K Molding Process, Kinematic Component & Premium Surfaces, Garnish & Trims, Dashboard, Consoles, Parcel Shelf, Air Vent, Air Duct, Ash Tray, Arm Rests, Cup Holder, Glove Box , 5th Door Application, Truck Oil Housing, Cylinder Head Covers, Rear Sheet Structure, Coupling, Transmission, Coolant Tanks, Interior Steering, Tool Production

### Aftermarket

Aftermarket Sales & Service Arm of the group, having more than 504 business partners, spread across 177 cities covering all segments of 2W, 4W, Tractors & Commercial Vehicles including Locks, Instrument Sensors, Wiring Harnesses, Clutch Plates, Brake Shoes, Control Cables, Filters, CDI/ RR/ Ignition Coils, Glow Plugs, Wiper Blades, Window Regulators and Bearings. .



# Spark Minda Technical Centre (SMIT)

Pune, India



- State-of-the-art R & D Infrastructure
- State-of-the-art Test and Measuring Equipments
- Embedded Development and Simulation Tools
- Semi-Anechoic EMI/ EMC Component Test Facility
- Fully Automated HIL/ SIL Test Facility

## Embedded Software

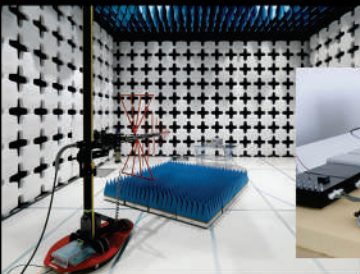
- Production Software Architecture
- Model Based Systems Engineering & Controls
- Integration, Verification & Validation
- Alignment to Functional Safety Standards

## Electronic Hardware

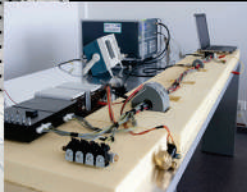
- Product Development
- Advanced Engineering/ Research
- Hardware/ Design Simulation
- RF Design

## Product Validation

- EMI/ EMC Testing
- HIL/ SIL Testing
- Product/ Design Validation



Semi-Anechoic Chamber



Bulk Current Injection (BCI)



Conducted Immunity (CI) + ESD



Radiated Immunity (RI)



Radiated & Conducted Emission (RE + CE)



*Powered by Passion*

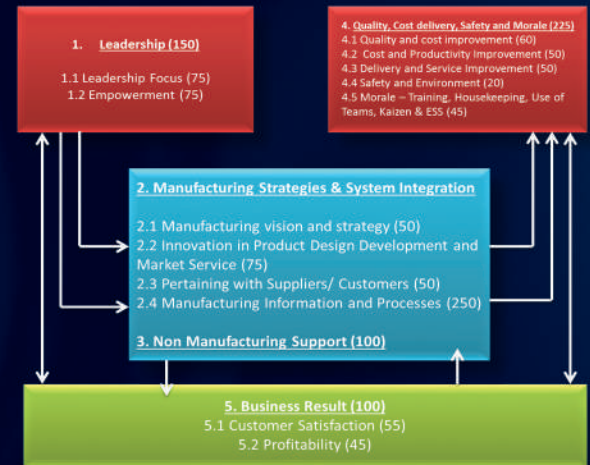
# A business on the move...

## MINDA BUSINESS EXCELLENCE MODEL

MBEM is a tool to measure the Organizational Performance in quest for Business Excellence.

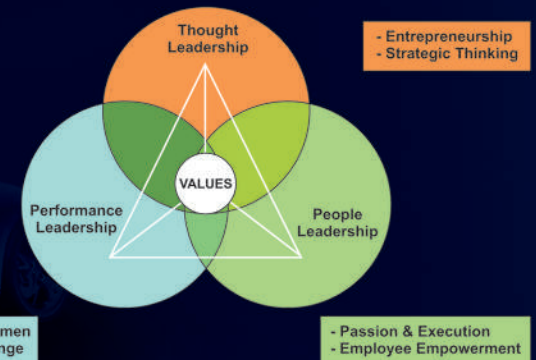
This model enables companies to strengthen their management systems, practices and capabilities to enhance and sustain their competitiveness to become world-class organizations.

- A comprehensive coverage of strategy-driven performance
- Focus on the needs, expectations and satisfaction of all stakeholders
- Examination of all processes that are essential in achieving business excellence
- A framework to assess and enhance business excellence throughout the organization
- Continuous improvement in the overall performance and capabilities of the organisation
- Delivering ever-improving value to customers, resulting in success in the marketplace
- All Group Companies are compared through this model and suitably awarded on annual basis



## Moving towards leadership...

Our Human Resources are our valuable assets.  
We follow a unique **Leadership Development Model**.





# Moving towards society...

## CORPORATE SOCIAL RESPONSIBILITY

Education & Vocational

Livelihood Promotion

Community Health & Safety

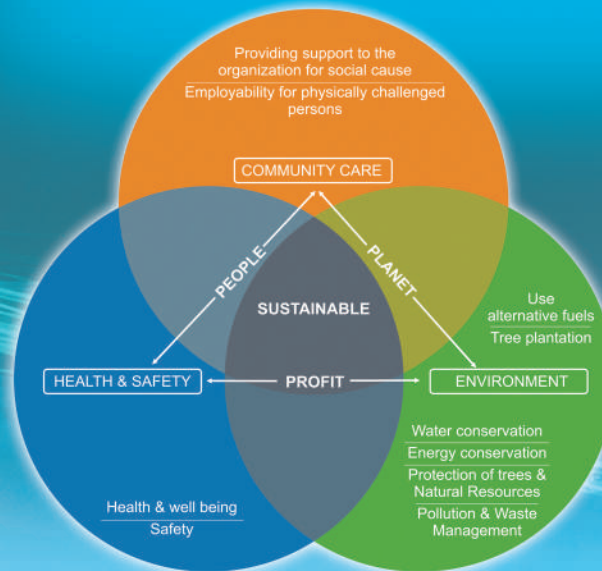
Community Infrastructure

Environment & Resource  
Protection

Disability

### MOGA DEVI MINDA CHARITABLE TRUST

- **Minda Balgram:** Long term institutional care to children in need at Alipur, Delhi.
- **Minda Seva Kendra:** Training, employment & entrepreneurship of youth at Hisar, Haryana.
- **Moga Devi Minda Memorial School:** Quality education for the less privileged children at Hisar, Haryana.
- **S L Minda Sports Academy:** Promotion & encouragement to the youth in Haryana.



### SPARK MINDA FOUNDATION

- **Aakarshan:** Vocational training program for children and youth at Greater Noida, Chennai, Pantnagar & Pune.
- **Care for Persons with Disability:** Assistive & accessible technology with ergonomics, training & employment.
- **Women Empowerment:** Through improved health status & entrepreneurship.
- **Business Integrated CSR:** PPP model at Tihar Jail for Wire Harness Manufacturing.

*An effort towards shaping lives, spreading smiles & making the world a better place to live...*