

MOBILITY BEYOND



IGNITE YOUR IMAGINATION | 2024-26



ಮನದಲ್ಲೇಳುವ ಉದ್ವೇಗಗಳಿಗೂ
ನಿನ್ನ ಹೆಸರಿಡಬಲ್ಲೆ...
ಪ್ರತೀ ಭಾವಗಳಲ್ಲೂ
ನಿನ್ನ ಕಾಣಬಲ್ಲೆ....
ಪ್ರತೀ ಅಕ್ಕರಗಳಲ್ಲೂ
ನಿನ್ನ ಕವಿತೆಯಾಗಿಸಬಲ್ಲೆ....
ನಿನ್ನ ನಗುವಲ್ಲಿ
ನನ್ನ ಸಂತೋಷ ಕಾಣಬಲ್ಲೆ.....
ಮಗಳೇ ನೀನೊಬ್ಬಳೇ
ನನ್ನ ನಗಿಸಬಲ್ಲೆ...

ನನ್ನ ಪುಟ್ಟ ದೇವತೆ ನನ್ನ ಮಗಳು.
ಹಾಲಿನಷ್ಟೇ ಶ್ರೇಷ್ಠ ನನ್ನ ಮಗಳು.
ಬೆಣ್ಣೆಯಂತೆ ಮೆತ್ತಗೆ ನನ್ನ ಮಗಳು.
ಪಟಪಟನೆ ಮಾತನಾಡುವ ಚಿನ್ನಕುರುಳಿ ನನ್ನ ಮಗ
“ಯಶಿಕ ಸತೀಶ್”

Sathish DN, MIL, Pune



“सफलता की मंगल आरती”

जो छू लेगी आसमान को वो
उड़ान हम भरेंगे।

कर्म की राहों पर हम सभी
साथ मिलकर चलेंगे।

जो पाना है वो पाना है ये तय
कर लिया है,

अपनी विजय की हुंकार
हम भरेंगे।

जला के अंधेरों में उम्मीदों का
दीपक,

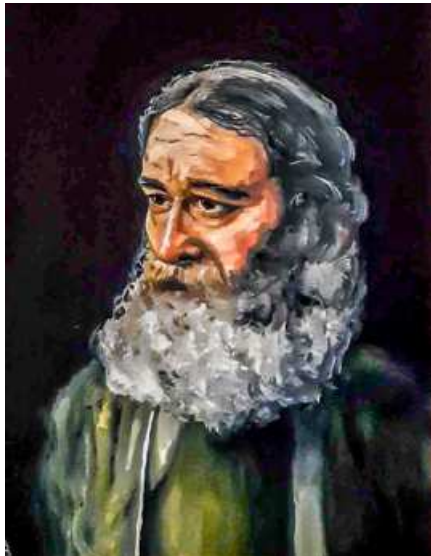
एक दिन अपनी सफलता की
मंगल आरती हम करेंगे।

मंगल आरती हम करेंगे।

Aarti Purohit Sharma
AMD, Noida



Ameesha Mathur
GCO, Noida



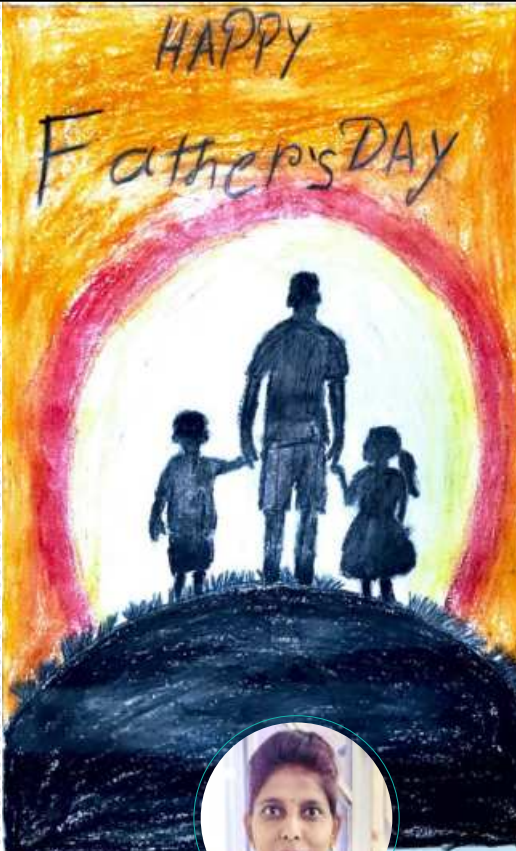
Amruta Kolekar
MIL, Pune



Nivanta Chougale
MIL, Pune

कहाँ गलत था वीर कर्ण,
जो मातृ प्रेम को तरसा था,
क्यों ना कहे दुर्योधन को भाई,
जो भ्रातृ प्रेम को परखा था,
कहाँ गई थी तब ममता,
जब पलना धार में बहता था,
रोता-चिल्लाता माँ के दूध को तरसा था,
कैसे कुन्ती उसको अब धर्म का पाठ पढ़ाती है,
और खुद के बच्चों के प्राणों की भीख खुद के बेटे से ही माँगती है,
अब बेटा कह उसको कौन सा प्रेम बरसा देगी,
दे उसको बेटे का दर्जा कौन सा मान बढ़ा देगी,
वो तो दानी कर्ण था जो धर्म का मार्ग दिखा गया,
खुद बलशाली हो अपने भाइयों से हार गया,
अब तो वो माँ ना खुश ना रो सकती थी,
एक बेटे की जीत और दूसरे की मृत्यु पर ना सो सकती थी,
जो हिम्मत कर बचपन में कर्ण को अपनाती,
आज सारे बेटों का सुख एक साथ पाती!!!

Prem Kumar
MVAAT, Pune



Vaishali Kamble
MIL, Pune

Nirmala Shide, MIL, Pune

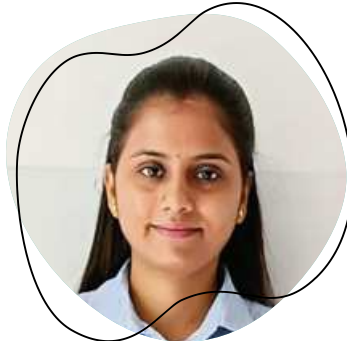


EDITORIAL TEAM



**KAWERI
RAJ**

WHD, Greater Noida



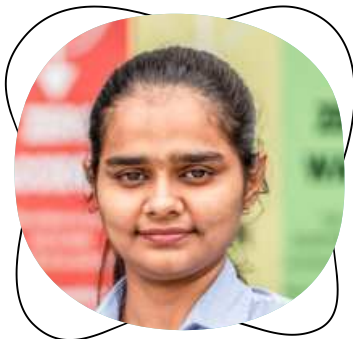
**POOJA
BHADURIA**

SSD, Noida



S MURALIDHARAN

MIL, Pune



**GEETIKA
SAINI**

GCO, Noida



**YASH
GAUTAM**

AMD, Noida



**NEERAJ
SINGH**

WHD, Pune



**MURARI
KRISHNA**

GCO, Noida



**SHIVANI
RAY**

DCD, Greater Noida



**YUGANDHRA
NAGMODE**

SMIT, Pune

CREATED AND
CONCEPTUALISED BY
**GROUP COMMUNICATION
AND BRANDING TEAM**

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a Lifetime

VISION FOR THE FUTURE



Dear Team,

True growth depends on our ability to innovate and adapt, work hard, and adopt the latest and best business practices.

Reflecting on our journey at Spark Minda, I am reminded of a quote from Mr. JRD Tata: "Productivity and efficiency can be achieved only step by step with sustained hard work, relentless attention to detail, and insistence on the highest standards of quality and performance."

I would like to begin by congratulating the team on the financial results for Q1 of FY25. While we have reported 11% growth, I believe we have yet to fully unlock our potential and achieve even greater milestones. As a testament to our progress, Spark Minda won 94 external awards in Q1 at industry forums like QCFI, ACMA, and CII. With sustainability and inclusive growth at our core, we led carbon emission reduction drives with value chain partners, planted 35,000 trees, and impacted over 5,000 beneficiaries through Spark Minda Foundation's programmes.

While Minda Corporation is charting a strong growth path, the automotive sector is also expanding rapidly,

particularly in emerging markets like India, the third-largest automotive market globally, contributing 7.1% to the national GDP. With our ongoing efforts and strategic vision, we are well-positioned to capitalise on this opportunity and drive exponential growth.

As the world changes rapidly, businesses are driven by dynamic approaches and evolving customer expectations. Our attitude and approach towards organisational responsibilities must evolve accordingly. We need to be smart, agile, and fully accountable in achieving our goals in this brave new world. I am confident that each of us has the fire and positive aggression to take a leap forward.

As we move forward with a mission to become a leading Technology Brand, I want to highlight our corporate theme, "Mobility and Beyond." This theme captures the ethos of Spark Minda's upward and onward journey, reflecting our focus on becoming a technology-driven company while striving for a greener, more sustainable future.

I urge each of you to collaborate as a team, aligned under the three pillars of 'Mobility & Beyond.'

While we grow, we will continue to

value our family of more than 17,000 colleagues across all our companies and facilities. We will remain committed to encouraging diversity among our staff, increasing the representation of women and differently-abled individuals. Digitalisation is key, and we will ensure we stay ahead of the technological curve.

Our goal is to ensure that as we progress, Spark Minda contributes to the narrative of new-age mobility by strengthening our core product range and expanding our customer base both domestically and internationally. The key driver of this will be the strength that drives our company—our employees and their team spirit.

On the back of our continuing success, I sincerely thank you all for believing in Spark Minda's vision and for being an integral part of our growth journey. I would also like to take this opportunity to wish you all a very happy and prosperous Diwali. May the *diyas* of this festive season light up your future.

With warm regards,

Ashok Minda
Chairman & Group CEO

SHINE ON AND BUILD A BRIGHTER FUTURE

Dear Team,

Growth and progress are the driving forces behind every decision we make, pushing us towards a future where we consistently surpass our own benchmarks and set new standards of excellence. Minda Corporation has not only navigated through dynamic market conditions but has also achieved significant milestones that underscore our unwavering commitment to growth, innovation, and operational excellence.

The last quarter of the fiscal year has been a remarkable period for Minda Corporation. It is clearly reflected in the steadfast progress we are making as a team.

During the first quarter of FY 25, we surpassed a Total Lifetime Order Book of INR 2,300 crores, including a new INR 250 crore order in Wiring Harness, showcasing our expertise in sustainable mobility.

We also entered into a Joint Venture with HCMF Taiwan for automotive sunroof and closure systems, further enhancing our technological capabilities. Our commitment to innovation is evident in the filing of six new patents, bringing our total to 280.

Innovation remains the cornerstone of our success. We have made substantial investments in R&D, allocating nearly 3% of our revenue to this area. These investments are about staying ahead of the curve; setting new industry benchmarks. I would like to acknowledge our dedicated product engineering teams who continually monitor and respond to emerging mega trends, ensuring that we deliver the best possible solutions to our customers.

We have established strong leadership in the rapidly evolving Electric Vehicle (EV) sector. Our



***We only have one future, and
it will be made of our dreams,
if we have the courage to
challenge convention***

Soichiro Honda

comprehensive EV product portfolio, including cutting-edge solutions such as smart keys, DCDC converters, and battery chargers, is gaining significant traction in the market. This success has firmly positioned us as a key player in the industry.

Looking ahead, sustainability and social responsibility will continue to be integral to our vision. Our greenfield projects, including the die-casting and instrument cluster plants and our Vietnam facility, will be pivotal to our growth strategy. We are also deeply committed to advancing our ESG (Environmental, Social, and Governance) and EHS (Environment, Health, and Safety) frameworks.

In the forthcoming quarters, we will continue to diversify our portfolio, enhance market competitiveness, and expand our global footprint. We will strive to maintain this growth momentum.

By increasing exports, expanding our customer base, and delivering high-quality products and solutions on time, we aim to achieve steady growth and further solidify our position in the industry.

With our strategic initiatives, robust performance, and strong resolve to pursue excellence, we are well-positioned to not only meet but exceed the demands of the automotive industry. With your continued contributions and persistent efforts, I am confident we will stay ahead of the technology curve. As we move into the festive season, I wish you have a lovely time with your family. Happy Diwali!

Warm regards,

Aakash Minda
Executive Director



WIRING EXCELLENCE: EMPOWERING MOBILITY

A Glimpse into Spark Minda's Wiring Harness Division

In this edition of the Spark Minda Times, we shine a spotlight on the Wiring Harness Division, a pillar of innovation and excellence within the company. Join us as we delve into the heart of this division, exploring how it drives the future of mobility with cutting-edge solutions and a strong commitment to quality.

Engineering Excellence: The Backbone of Operations

The backbone of the Wiring Harness Division lies in its cutting-edge infrastructure and manufacturing processes. The production lines are equipped with advanced automatic machines, ensuring the seamless assembly of high-quality wiring harnesses. From precision-driven processes like cutting and stripping to the meticulous crimping and joining of wires, the facilities are designed to

handle critical operations with ease. By integrating lean manufacturing principles, such as SMED (Single-Minute Exchange of Die) and single-piece flow systems, the division achieves high efficiency and zero wastage, while maintaining superior product quality.

Innovation at Its Core: Driving the Solutions of Tomorrow

Innovation is the cornerstone of the Wiring Harness Division. The engineering solutions are centred on emerging technologies and innovative thinking, pushing the technological envelope in a cost-effective and profitable manner. With an in-house tool room equipped with the latest technologies and dedicated R&D labs, the division ensures that it remains ahead of the curve by continuously bringing new technology products

in the competitive market and consistently delivering the best to customers.

Commitment to Excellence

Quality is at the core of the operations. Committed towards people and process safety, the team is continuously improving. We have upgraded our plants, digitalised all of our processes and continued to upgrade further to maintain global benchmarks. Comprehensive testing facilities ensure that every product meets the highest standards of safety and reliability. The division pursues excellence by following rigorous and routine testing mechanism & equipment. Business excellence methodologies like Lean Manufacturing and Total Quality Management, backed by certifications like IATF 16949 and ISO standards ensures the delivery of superior products and solutions to the customers.

Our Wiring Harness Division is more than a manufacturing unit; it is the driving force behind the vehicles of today and tomorrow. With a deep-rooted commitment to innovation, quality, and customer satisfaction, the division continues to pave the way for a connected and sustainable future.

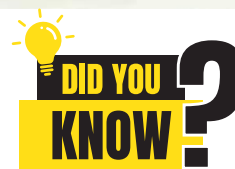
“As the division continues to evolve and adapt to the dynamic needs of the automotive industry. Our focus remains committed to drive innovation, quality, and customer-centricity. With every harness produced, we are not just powering vehicles but empowering the journeys of millions worldwide.”

Deepak Arora, CEO, Wiring Harness Division, Spark Minda



Driving Towards a Bright Future

As the automotive world rapidly evolves, Spark Minda stands poised to lead the charge into a future of connectivity, efficiency, and sustainability. With a strong focus on innovation and a passion for pushing boundaries, the Wiring Harness Division is not just meeting the demands of today but actively shaping the possibilities of tomorrow. The road ahead is filled with limitless opportunities, and we are geared up to seize them with passion and drive to excel. We have recently started exporting to North America.



DIVISION STARTED IN 1994, Formerly Minda Wire-Link

NUMBER OF PLANTS 9 – Wiring Harness
1 – Component Division

LOCATION OF PLANTS 3 – North Region
4 – West Region
3 – South Region Division

KEY CUSTOMERS Mahindra, HMSI, BAL, PVPL, Kawasaki, TMTL, VECV, ITL, Ashok Leyland, Yamaha, TVS, Royal Enfield, Kubota etc.



HUMANS OF SPARK

This section explores the captivating journeys of our employees & uncovers the heartfelt stories behind the faces that illuminate Spark Minda with their passion & perseverance.





SOMA SUNDARAM ELUMALAI

Business Head, BV-2, South Region

What change have you seen at Spark Minda during your time with the company?

Decentralisation drive including KAM structure dismantling and Zero Defect Initiative

Tell us about the work ethics that have propelled you through the ranks and kept you an integral part of the company.

Existing policies that provide clarity of work and the entire hierarchy follows them

What advice would you give to new joiners at Spark Minda?

Ask yourself everyday what did you learn today and what value did you add to the company

How have you grown your skill set in your years with Spark Minda?

Minda has given me the opportunity to enhance my skills in the new area of business, profits etc

What does your typical day look like?

Working on different projects simultaneously, reviewing the progress to meet team goals

Are there any upcoming projects you are especially looking forward to?

Yes, we have projects in pipeline from OLA, Switch Mobility and Royal Enfield

What is different about working here compared to previous organisations you worked at?

Quick and effective decision making

What change have you seen at Spark Minda during your time with the company?

Adoption of system-based approaches and process digitisation

Tell us about the work ethics that have propelled you through the ranks and kept you an integral part of the company.

Freedom to speak and express ideas, recognition and appreciation, teamwork, and respect

What advice would you give to new joiners at Spark Minda?

Keep learning and experimenting with new ideas, and have the passion and desire to create your own standards.

How have you grown your skill set in your years with Spark Minda?

Gained extensive technical knowledge on eDART systems and improved understanding of finance

What does your typical day or week look like?

A brief meeting with the team, followed by routine tasks

Are there any upcoming projects you are especially looking forward to?

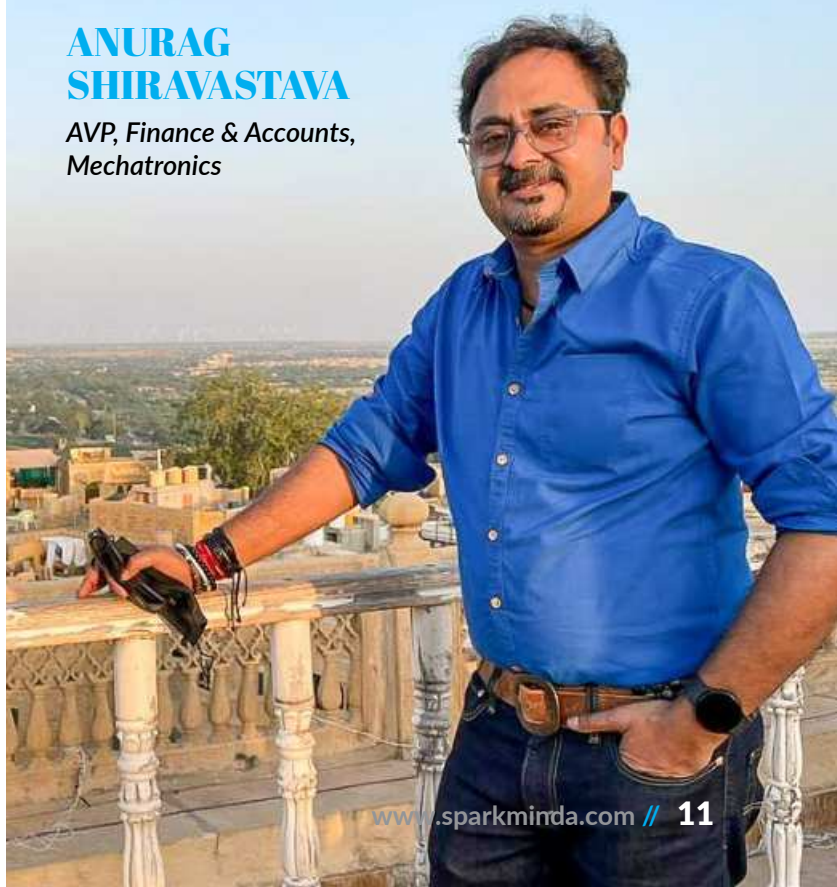
Enrolled in Chief Operations Officer Programme from IIM Kozhikode

What is different about working here compared to previous organisations you worked at?

A spirit of freedom, understanding, recognition, and a family touch

ANURAG SHIRAVASTAVA

AVP, Finance & Accounts, Mechatronics



SATYABHAN SINGH

Engineer, Production

What change have you seen at Spark Minda during your time with the company?

We have evolved into a more agile and tech-driven organisation

Tell us about the work ethics that have propelled you through the ranks and kept you an integral part of the company.

Integrity and consistency

What advice would you give to new joiners at Spark Minda?

Immerse yourself in the company culture and take every opportunity to learn from your peers

How have you grown your skill set in your years with Spark Minda?

Actively pursued both formal and informal learning opportunities and kept myself updated on industry trends

What does your typical day or week look like?

Balancing between strategic planning and hands-on management

Are there any upcoming projects you are especially looking forward to?

Our initiative focusing on sustainable manufacturing

What is different about working here compared to previous organisations you worked at?

A strong sense of community and belonging



NEERAJ TEWATIA

Head - Group ER & IR

What change have you seen at Spark Minda during your time with the company?

Automation, digitalisation, and internal growth through nurturing talent

Tell us about the work ethics that have propelled you through the ranks and kept you an integral part of the company.

Culture, environment, and recognition

What advice would you give to new joiners at Spark Minda?

Work hard and target long term approach

How have you grown your skill set in your years with Spark Minda?

Dealing with multiple unions and successfully completing all pending long-term settlements

What does your typical day or week look like?

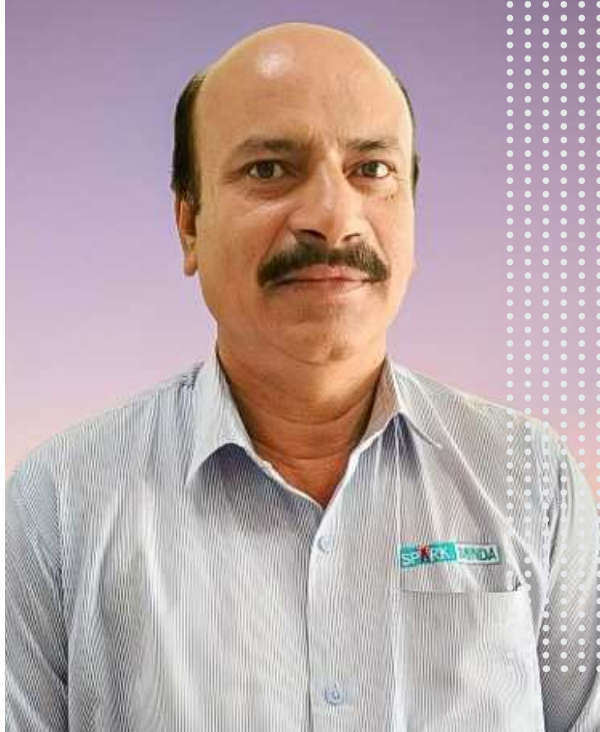
Focusing on ongoing projects/reviews and impromptu business travel plans

Are there any upcoming projects you are especially looking forward to?

Digitalisation and nurturing talent under 'Associate to Staff' program

What is different about working here compared to previous organisations you worked at?

Process & system oriented



SUNIL KOUL

Assistant Manager, SBU PE

What changes have you seen in Spark Minda during your time with the company?

Technological development along with enhancements in the work environment

Tell us about the work ethics that have propelled you

through the ranks and kept you an integral part of the company.

Strengthened our thinking and understanding while helping in character development.

What advice would you give to new joiners at Spark Minda?

Don't treat work as a burden

How have you grown your skill set in your years with Spark Minda?

Effectively communicating with production, quality and other teams

What does your typical day look like?

Coordinating with our vendors and customers

Are there any upcoming projects you are especially looking forward to?

Marking with auto greasing, which includes Laser Batch Marking

What is different about working here compared to previous organisations you worked at?

Friendly and supportive working culture

DHOOP SINGH

Deputy Manager, SBU Store

What change have you seen at Spark Minda during your time with the company?

Financial growth, automation, and technological development

Tell us about the work ethics that have propelled you through the ranks and kept you an integral part of the company

Team spirit and working on customer satisfaction

What advice would you give to new joiners at Spark Minda?

Work diligently with honesty. Treat everyone in the office with respect, especially women.

How have you grown your skill set in your years with Spark Minda?

Through training sessions conducted by our HR and observing my colleagues and seniors

What does your typical day or week look like?

Staff meeting followed by planning our daily tasks

Are there any upcoming projects you are especially looking forward to?

Working towards proper implementation of MRP (material requirement planning)

What is different about working here compared to previous organisations you worked at?

I started my career with Spark Minda itself and so far, it has been nice working here



DCD – GREATER NOIDA

A look at one of the many important cogs that keep our machine of innovation running.





KNOW YOUR PLANT

DCD Assembly Line



Group Shot DCD Plant, Greater Noida



DCD Dojo

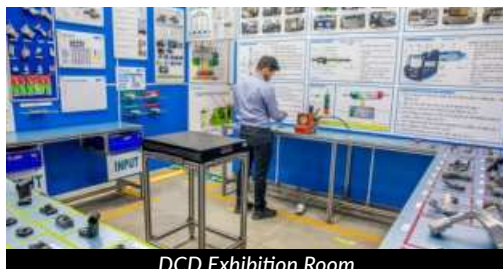


"At our Die Cast Division plant, we pride ourselves on being a dynamic changer in the industry, committed to sustainability as a green supplier. As the fastest in adapting technology, our automated pouring with robotic arms exemplifies our dedication to continuous improvement - because we believe that striving for progress, not perfection, drives real excellence."

Bharat Bhushan, Plant Head



DCD Plant Reception Room



DCD Exhibition Room



Automated Robotic Arm

A Legacy of Excellence

The Greater Noida of Die Casting Division was established in 1989 and spans over an impressive 4.5 acres. The plant hosts a dedicated workforce of 800, working together to drive innovation and excellence.

State-of-the-Art Die Casting

This state-of-the-art facility is equipped with advanced manufacturing technologies, delivering the best-in-class Gravity Die Casting (GDC), Low Pressure Die Casting (LPDC), High Pressure Die Casting (HPDC) & Zinc Hot Chamber Casting products. The Plant offers end-to-end solutions across strategic product

families covering- Prototyping, Tool Designing & Manufacturing, Casting Simulation, Core Making, Die Casting, Shot Blasting, Powder Coating, Assembly & multi process Foundry services.

Ensuring Excellence with Comprehensive Testing and Quality Assurance

The plant's comprehensive testing capabilities ensure the highest standards of quality, with facilities such as X-Ray machines for precise imaging, K Mould, Spectrometers, CMM machines, DI testers for non-destructive testing, and instruments for strength, tensile, and hardness

testing, to name a few.

Diverse Products, Clientele and Accolades

The plant manufactures various products such as Upper Brackets, Handle Holders for 2W, Compressor Housings for turbochargers, and Fuel Caps, serving a distinguished set of customers including Nidec, Hitachi, Maruti, Harley Davidson etc. With a strong commitment to quality and sustainability, the facility holds prestigious certifications such as IATF 16949, ISO 14001, and ISO 45001. Over the years, it has been recognised with numerous awards and accolades.

BUSINESS HIGHLIGHTS



Spark Minda was honoured with The Machinist Super Shop Floor Awards 2024 in the ESG category!



Clinched two prestigious gold awards by the Confederation of Indian Industry (CII).



Mr. Aakash Minda, ED, Spark Minda delivered the welcome note at the 4th edition of the Manufacturing Excellence Summit.



Mr. Suresh D, CEO & Group CTO, SMIT, Minda Corporation, presented his views on 'Sustainable Manufacturing and Sustainable Vehicles' in a session moderated by Mr. Vinnie Mehta, Director General ACMA.

Mr. Amit Jalan was awarded 'Bihar Gaurav-Bihar Asmita' by Union Minister for Food Processing Industries, Shri Chirag Paswan at the Bihar Asmita Diwas.



Yoga sessions held on International Yoga Day to enhance employee well-being.



Spark MINDA INFAC bestowed with an award at the Maruti Suzuki Vendor Conference 2024 for its exceptional contribution to Inner Part Localisation.



Inaugurated our new Aakarshan Skill Development Center in Pune, Maharashtra to help the local community.



From the sparkling waters of Singapore to the vibrant shores of Penang and Kuala Lumpur, Spark Minda Aftermarket Division embarked on an unforgettable journey during FTS 2024.

CHAIRMAN'S AWARDS

Celebrating exceptional contributions, and honouring individuals for outstanding performance, leadership, and dedication.



A NEW IDENTITY



Spark Minda's journey toward innovation, growth, and sustainability is reflected in this design. The clean and modern design symbolises the company's commitment to pushing boundaries in the automotive sector, as we carry on our continuous pursuit of excellence. The tagline "Ignite Your Imagination" aligns perfectly with Spark Minda's focus on fostering creativity and forward-thinking, with the idea that a single "spark" can light the path toward groundbreaking solutions. This visual representation captures not only the positive and upward trajectory of our company but also its dedication to exploring new technological frontiers and building a greener future. It also shows that we are ready to take on any challenge and adapt, thanks to our strong core values.



MURARI LAL

Line Leader-HPDC, DCD, Gr. Noida



Your Comfort Food?

Mithai

Your dream vacation destination?

Amar Nath, Tirupati Balaji & Rameshwaram

What's your favourite singer or song?

Ravindra Jain

If you could have one superpower to help you in your daily work, what would it be?

Impart good values in my children and make them capable

What are your professional goals for the next year?

To progress one step further

What's one thing you'd like to improve about your work environment?

Visiting other departments frequently, slows me down

Where would your dream house be located?

Mathura

How has your association with Spark Minda improved your work ethic?

The company has always encouraged me to do better

Reflect on your journey with the Minda Group?

My journey with Spark Minda has been memorable so far

What's that one quality, you wish to pass on to your children?

Knowledge of self-defence



TRIBHUJ ARORA

Die Maker - DCD, Gr. Noida

Your comfort food?

Daal Chawal

Your dream vacation destination?

Shimla & Khatu Shyam Ji

Your favourite singer or song?

"Mere sapno ki rani kab aayegi tu" & "Pal bhar ke liye koi humein pyaar kar le" by Kishore Kumar

If you could have one superpower to help you in your daily work, what would it be?

Money is the only ultimate superpower for me

What are your professional goals for the next year?

To have my own mini grocery store

What's one thing you'd like to improve about your work environment?

Cut down on travelling time

Where would your dream house be located?

Delhi

How has your association with Spark Minda improved your work ethic?

After 12th, I enrolled in ITI for enhancing my skills, and today I'm working as a senior die maker

Reflect on your journey with the Minda Group?

My experience with Spark Minda has been excellent because of its positive working environment and job guarantee

What is that one quality, you wish to pass on to your children?

A positive attitude



OMPAL SINGH RAGHAV

Operator, SSD

Your comfort food?

Dalia

Your dream vacation destination?

Chaar Dhaam Yatra

Your favourite Singer or Song?

Songs of Mohd. Rafi & Amitabh Bachchan

If you could have one superpower to help you in your daily work, what would it be?

Super speed

What are your professional goals for the next year?

Increase manufacturing capacity

What's one thing you'd like to improve about your work environment?

Instead of a vocal call, an alarm system should be used after the tea break

Where would your dream house be located?

Shimla

How has your association with Spark Minda improved your work ethic?

Learned to plan work and never say no to an assignment

Reflect on your journey with the Minda Group?

When I joined in '97, I had to do manual work with hammers and handles, but now that easier tools have been deployed, it is much safer to work here.

What is that one quality, you wish to pass on to your children?

When scolded, try to stay calm, and respond in a softer tone to resolve the issue.

USHA PANDEY

Line Leader, SSD

Your comfort food?

Tori ki sabzi

Your dream vacation destination?

Pune

What's your favourite singer or song?

Songs from Aamir Khan's movies

If you could have one superpower to help you in your daily work, what would it be?

Moving fast between work

What are your professional goals for the next year?

Growth within the company's hierarchy

What's one thing you'd like to improve about your work environment?

Playing light music at work

Where would your dream house be located?

A big house in Delhi

How has your association with Spark Minda improved your work ethic?

Improved issue resolving skills & efficient working

Reflect on your journey with the Minda Group?

I have been handling a variety of tasks related to finalising the product since 1997

What's that one quality, you wish to pass on to your children?

Be polite and live in harmony with your peers





PROJECT SHAKTI

An endeavor that addresses a critical yet often disregarded concern - menstrual hygiene among women inmates in prisons.

Spark Minda Foundation (SMF) manages CSR programmes for the group since 2014. It aims to work towards community development by catering to Skilling, Livelihood Promotion, Women Empowerment, Facilitation of Healthcare, Empowerment of People with Disabilities (PwDs) and Sustainability.

HYGINE FOR ALL

Addressing menstrual hygiene is crucial for women's holistic well-being, yet women inmates in Indian

prisons face significant challenges due to limited access to sanitary products and low awareness. This compromises their health and calls for urgent attention. Since 2016, Spark Minda, in partnership with India Vision Foundation, has been actively supporting menstrual health initiatives across India. Workshops have been conducted in communities and prisons in Haryana, Uttarakhand, Uttar Pradesh, Tamil Nadu, and Maharashtra, empowering women and promoting better hygiene management.

STEPS IN THE PROJECT

Project Shakti organises camps within communities and multiple prisons. Sanitary napkin vending machines have been installed in these prisons, ensuring access to essential hygiene products. Awareness workshops, facilitated by professional knowledge partners, are conducted within the prison facilities, accompanied by the distribution of informational booklets and interactive sessions to encourage open discussions about menstrual health and breaking

OUR VISION

- **Accessibility** - Sanitary napkins
- **Awareness** - sessions
- **Empowerment** - impact



PEOPLE BENEFITTED TILL DATE: 5K+ WOMEN

- Sanitary napkin vending machines installed
- Facilitated check-ups by experts/doctors
- Held awareness and sensitisation workshops

menstruation has dispelled myths and superstitions.

- Discussions around proper disposal of used sanitary napkins aim to bring about behavioural changes.
- Preparedness of prison warden and administration to further impart these trainings to new/other inmates.



"Shakti is more than just a Corporate Social Responsibility (CSR) project; it's a movement towards ensuring that every woman, no matter her circumstances, has the right to dignity and health. Through Shakti, we are not only addressing menstrual hygiene but also fostering a culture of empowerment and respect."

**Mrs. Sarika Minda,
Chairperson, Spark Minda
Foundation**

the taboos. Women inmates were also taught how to use cloth in hygienic manner multiple times considering the limitation of access of Sanitary Pads inside the prison.

MONITORING AND EVALUATION PROCESSES

To measure the success of the project, specific indicators such as the number of workshops, participation rates, awareness changes, and access to sanitary napkins are tracked. A systematic data collection process using surveys, interviews, focus groups, and observations ensures accurate understanding of menstrual hygiene management (MHM) practices. Regular reporting and site visits provide both quantitative and qualitative insights, with key stakeholders, including prison authorities and inmates, involved in

the monitoring process. Quarterly and annual evaluations assess the overall impact, while a communication strategy highlights achievements and shares impactful stories with the public.

OUTCOMES AND IMPACTS

- One-on-one counseling sessions have clarified doubts and increased understanding.
- Knowledge about Menstrual Hygiene Management (MHM) has led to an increased demand for sanitary pads from prison authorities.
- Women are more comfortable acknowledging and understanding reproductive health.
- Understanding the science behind

CHALLENGES FACED

MHM faces difficulties globally in resource-poor communities like limited privacy, water, soap, and economic constraints. Women often lack choices in absorbents and battle myths due to low awareness.

By providing factual information, we aim to dispell myths, and offer systematic solutions. Shakti Initiative is a testament to the organisation's commitment to holistic community development. It's a journey towards breaking barriers, shattering stereotypes, and ensuring that every woman, regardless of her circumstances, has the right to prioritise her health.

LOOKING AHEAD

Shakti will empower prison authorities and inmates in menstrual hygiene management (MHM), equipping inmates with resources and knowledge. It will establish connections with authorities, foster NGO partnerships, and launch a public awareness campaign to reduce stigma around menstrual hygiene.

The project will transfer responsibilities to prison inmates and authorities, ensuring their leadership readiness through capacity assessments. All processes will be documented for knowledge transfer, and a post-implementation evaluation will assess sustained impact. Periodic reviews and continued access to sanitary napkins will ensure long-term success.

NEXT GEN SPARKS

Welcome to the Management Trainees (MTs) section which explores the aspirations of Management graduates, the recently added members of Spark Minda family.





AMEESHA MATHUR

Human Resource

One thing that drives you to work smarter

Breaking down the task into smaller bits and organising it

One day I want to

Progress in career and become a trainer

Someone in the organisation that you look up to

Varnita Sharma, Gajendra sir & Hridayanand sir

At Spark Minda, you feel

Curious about learning new things everyday

One word to describe Spark Minda

A great place to learn

If you could pick up a new skill in an instant, what would it be?

Want to excel in multiple things

When I am not working, I am

Drawing human portraits

Your dream travel destination

California, sunny beaches & Varkala, Kerala

Are you a cat person or a dog person?

Cat person

Favourite go-to place to unwind at Spark Minda

Bits & Bytes & a relaxing walk around the campus

ANSH SAURABH

Marketing

One thing that drives you to work smarter

My interest in the automotive sector

One word to describe Spark Minda

Comfortable

One day I want to

Be a part of the higher management

Someone in the organisation that you look up to

Our ED, Aakash Minda

At Spark Minda, you feel

Excited about new products and innovations

If you could pick up a new skill in an instant, what would it be?

Horse riding

When I am not working, I am

Playing sports and biking

Your dream travel destination

Leh, Ladakh & Switzerland

Are you a cat person or a dog person?

Dog person

Favourite go-to place to unwind is Spark Minda

Wherever the team is, that's my place



PRABHU AGARWAL

Finance

One thing that drives you to work smarter

Motivation and transparency in work

At Spark Minda, you feel

Part of a cool work environment

One word to describe Spark Minda

Innovative

One day I want to

Head the finance department

Someone in the organisation that you look up to

Vinod Raheja Sir (GCFO)

If you could pick up a new skill in an instant, what would it be?

Singing

When I am not working, I am

Playing cricket, table tennis & swimming

Your dream travel destination

Kedarnath, Singapore & Iceland

Are you a cat person or a dog person?

Neither

Favourite go-to place to unwind at Spark Minda

Bits & Bytes & Parking Area

SUSHMITA PRAKASH

Finance

One thing that drives you to work smarter

Always completing my work on time and being disciplined

At Spark Minda, you feel

The work environment is fun and interesting

One word to describe Spark Minda

Interesting

One day I want to

Lead a team

Someone in the organisation that you look up to

J K Gupta and Neeraj Gupta

If you could pick up a new skill in an instant, what would it be?

Painting

When I am not working, I am

Watching movies, web series or hanging out with friends

Your dream travel destination

Ladakh & Bali

Are you a cat person or a dog person?

Dog person

My Favourite go-to place to unwind at Spark Minda

Bits & Bytes & AMD Sofa



SUSHANT AMBARDAR

Business Analytics

One thing that drives you to work smarter

Finding out the best solution to any problem and completing the tasks in an efficient way.

One day I want to

Work as a business analyst

Someone in the organisation that you look up to

My manager and mentor, Geetanjali ma'am

At Spark Minda, you feel

Eager to find new solution to a problem, each day

One word to describe Spark Minda

A legacy

If you could pick up a new skill in an instant, what would it be?

Knowledge of Artificial Intelligence (AI)

When I am not working, I am

Watching thriller and sci-fi movies

Your dream travel destination

I don't like to travel much. But I would love to go to Alaska and Southern India

Are you a cat person or a dog person?

Dog person

Favourite go-to place to unwind is the Spark Minda

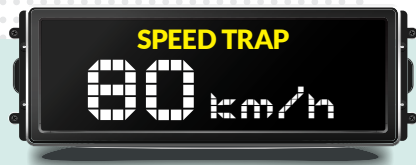
AMD sofa

THE UNSCRIPTED IN-BETWEEN

Welcome to *'The Unscripted In-Between.'* These compositions capture the candid smiles and the spirit of our biggest asset, our people, as they juggle with to-dos at their workstations. Here's to the unfiltered essence of everyday moments.







SHUBHI TAKKAR

Lead, Sustainability & CSR

MARUTI SUZUKI CIAZ

Why Maruti Suzuki Ciaz?

Comfort, looks and low maintenance

One Upgrade or Feature You Wish

A rear view camera

Your Car/Bike Will Scream About

Refuelling

Go-to Long Drive Tunes

Audio books, true crime podcasts & pop music

Odometer Reading

1.11 lakh km approximately



SAHIL JAIN

Assistant Manager, Supply Chain

VOLKSWAGEN VIRTUS

Why Volkswagen Virtus?

Reliable engine

One Upgrade or Feature You Wish

Increased ground clearance

Your Car/Bike Will Scream About

Excessive heat when parked

Go-to Long Drive Tunes?

90s classic songs

Odometer Reading

32,000 Km



UTKARSH DUBEY

Head, HR SMC

SUZUKI HAYABUSA



SARVESH GUPTA

Head, Chief of Staff

MAHINDRA SCORPIO-N

Why Mahindra Scorpio-N?

Impressive SUV stance

One Upgrade or Feature You Wish

Electronic handbrake and few more ADAS functions

Your Car/Bike Will Scream About

Nothing

Go-to Long Drive Tunes?

Any album by Stray Kids

Odometer Reading

2,000 Km



Why Suzuki Hayabusa?

The sheer thrill of speed

One Upgrade or Feature You Wish

Enhanced exhaust system

Your Car/Bike Will Scream About

Needing more fuel

Go-to Long Drive Tunes?

The conversations during group ride are music to my ears

Odometer Reading

17,000 Km



JAWWAD PATEL

Innovation Lead Manager

TATA NEXON

Why Tata Nexon?

Contemporary looks, powerful engine and competitive price

One Upgrade or Feature You Wish

Integrated display (Cluster + Infotainment) and Panoramic Sunroof

Your Car/Bike Will Scream About

Not using all features

Go-to Long Drive Tunes?

Sufi and 90s Bollywood songs

Odometer Reading

9,476 Km



GROUP KAIZEN

Kaizen or “continuous improvement” in Japanese, means small, ongoing changes to boost efficiency and quality. It drives constant progress, encourages innovation, minimises waste, and enhances productivity, creating a culture where every step forward leads to long-term success.

OEM DIVISION

The Gap: Previously, the crimping process was performed manually, requiring 164 workers, leading to high labor costs and low productivity. Additionally, there were high manufacturing lead times, significant losses, and elevated WIP inventory in the LPC section.

Eureka Moment: By applying the Value Stream Mapping (VSM) approach, we identified non-value-added (NVA) activities within the process. This allowed us to save 300 square meters of space and reduce the workforce by 70 employees.

Our Achievement: Through this intervention, we successfully reduced the manpower to 132.



(From L-R) Dinesh Joshi, Surendra Pal, Ume Mewari, Ashish Tyagi, Digpal Singh, Jagat Singh, Neeraj Sharma, Balwant Singh, Devendra Singh, Suresh Joshi, Akshay Pundeer, Jagdish Pathak & Girish Chandra

(From L-R) Tanuj Bhandari, Sunil Koul, Jagdish, Umesh Kumar, Mahesh Chand, Deepak Joshi, B C Sharma, Vinay Shankar, Kishan Dixit, Pushkar, Anuj Tyagi, Manoj Singh, Deepak Singh & Dinesh Joshi



AFTER MARKET DIVISION

The Gap: The lock assembly process was experiencing high logistic losses, primarily due to inefficient layout and non-value-added activities within the process.

Eureka Moment: By utilising the Value Stream Mapping (VSM) approach, the group identified and eliminated these non-value-added activities. This resulted in optimising the layout, saving 120 square meters of space, and reducing the workforce by 14 employees.

Our Achievement: The intervention led to a significant reduction in logistic losses and improved overall efficiency in the lock assembly process.



"The concept of Kaizen, though simple, has deep roots in our culture, dating back over a thousand years. Even today it remains a powerful tool across global industries. To achieve sustainable cultural and mindset change within an organisation, it's essential for every employee to embrace the Kaizen philosophy."

L M Joshi
Business Head, SSD



Mr. Vohra took on the role of 'chef,' cooking for the entire Spark Minda team in Germany.

THE MOVE OF A LIFETIME

A look into the life of our valuable committee member, who has helped build the organisation and become a beacon for others.

Mr Ashim Vohra

CEO, Die Casting Division &
Group Chief Operations Officer

My Journey

Coming from a strong engineering background, I began my career with a stainless steel company before joining the Escorts group for two years. Little did I know that a simple referral from a friend in 1988 would change my life forever. I joined Minda Corporation as part of the engineering team back in 1988, when it was a consolidated entity known as the 'Minda Group'. The group was undergoing tremendous transformation and rapidly transitioning towards globalisation, leading to a shift in culture and the expansion of our manufacturing footprint. Life has never been the same since then.

It's been an incredible journey, growing alongside the group. I started in engineering, moved through manufacturing, operations, and even led our first JV in Germany. Mr. Minda's trust in me fuelled my quest for new challenges, taking on new roles every few years. Leading Group Operations, I focused on nurturing future leaders through open communication and mentorship. I married in 1991, raised two wonderful daughters, and watched my family grow alongside my career.

Turning Point in the Career

Shifting from engineering to manufacturing and operations pushed me out of my comfort zone. The biggest turning point came when I was tasked with reviving the DCD business. Seeing it as a chance to push boundaries, my team and I, with Mr. Minda's guidance, successfully turned things around. This experience also deepened my understanding of resilience and the value of continuous learning.

When I am not Working

I am a passionate creator and enjoy indulging in woodworking. I've also been the 'unofficial' architect of my own house, channelling my creativity to add a touch of warmth and personal flair to spaces. Beyond this, I find joy in cooking, which allows me to experiment and unwind. These hobbies not only provide a creative

outlet but also help me stay grounded.

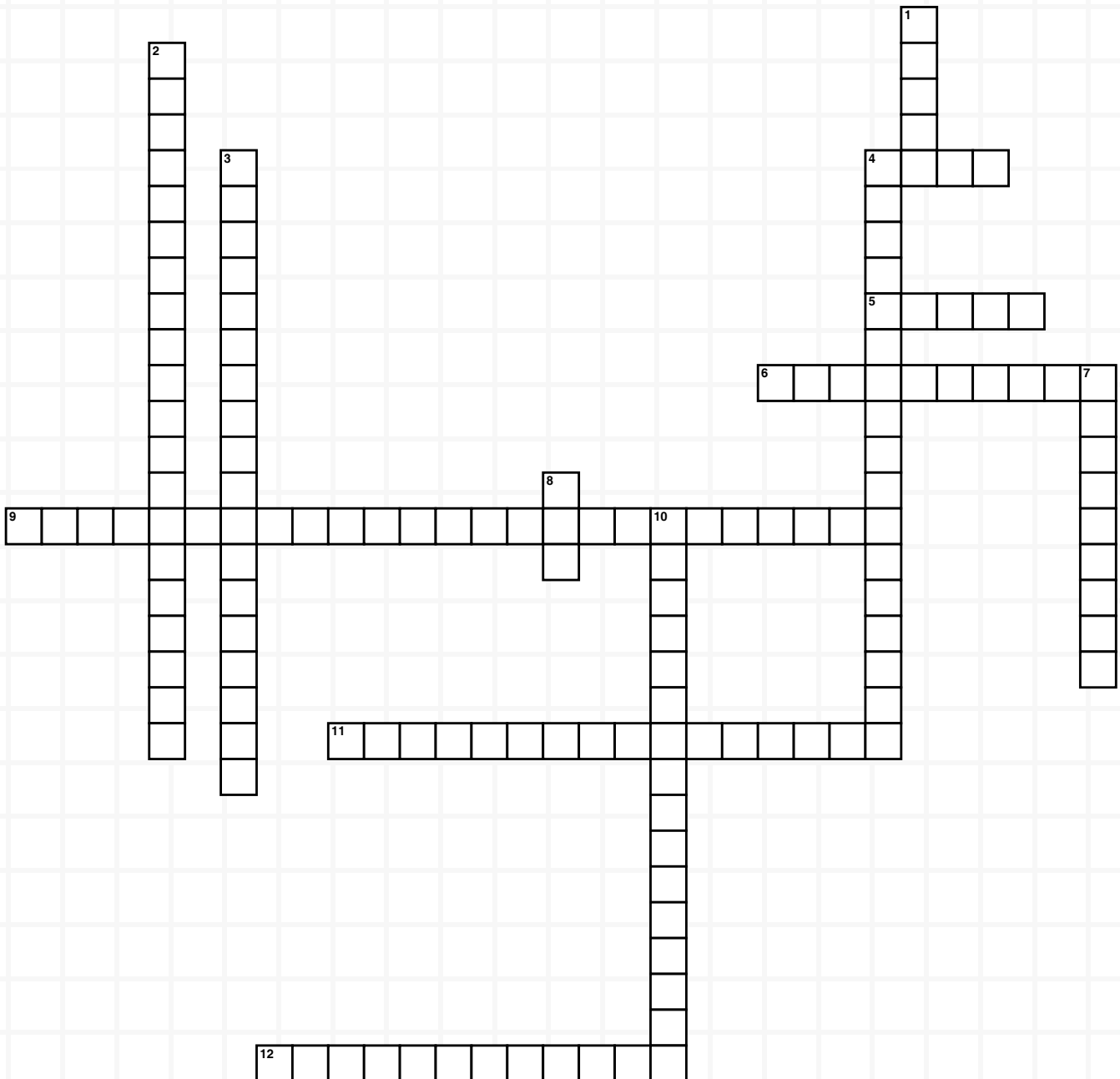
I Believe

When presented with an opportunity, you have two choices: see it as a window to change the game or view it as a burden. It's crucial to move beyond your core strengths, unlearn the old to make room for new skills, and embrace change with an open mind. By constantly evolving, you allow yourself to grow in ways that were previously unimaginable. Also, I feel happiness for self and other at any cost is must.

My Mantra

Dissatisfaction drives innovation. I value loyalty, kindness, and the relentless pursuit of happiness, while staying true to my principles. For me, growth comes from passion, persistence, and a commitment to always pushing boundaries and learning.

CROSSWORD



Across

- [4] The year Spark Minda's CSR wing was incorporated
- [5] Country where Spark Minda has a plant in East Asia
- [6] The number of plants and offices Spark Minda has globally
- [9] Division that focuses on sensors
- [11] The division responsible for interior plastics
- [12] Smart system milestone reached by Spark Minda in March 2024

Down

- [1] Number of employees at Spark Minda
- [2] Spark Minda's CSR wing
- [3] One of the core areas of Spark Minda's CSR
- [4] Division dealing with 2-wheeler security systems
- [7] Spark Minda's focus on environmental protection through this action
- [8] Number of countries Spark Minda operates in
- [10] Division focusing on advanced automotive technology

Participate to win exciting prizes. Share your entries at commuication@mindacorporation.com

www.sparkminda.com

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