

Smart Keyless System

1 MILLION Milestone



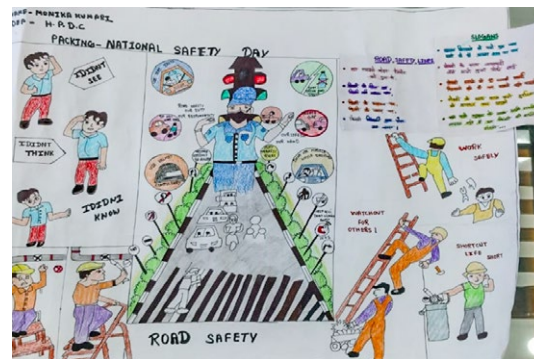
EMPLOYEE CORNER

VARSHA GAUJAR



A GLIMPSE OF WORLI ART

MONIKA KUMARI



UNDERSTANDING SAFETY THROUGH ART

ANKIT SHARMA



A HINT OF GOLD IN THE SKY

SHIVANI RAY



REJOICE THE CIRCLE OF LIFE

MOITREYEE GHOSH



SMILING GANESHA

DEEPAK KUMAR JOSHI



COLOURS OF NATURE

TABLE OF CONTENTS

04 Chairman's Message

Our success is deeply rooted in our people

05 ED's Message

Undertaking significant transformation

07 Mechatronics

SM Achieves 1 Million Smart Keyless Milestone

11 Humans of Spark Minda

Explore the captivating journeys of our employees

19 Spark Minda Pantnagar

We take a look at our Pantnagar facility

20 Business Highlights

This section showcases the latest milestones achieved

22 Awards & Accolades

We look at the Awards received by us recently

23 Kaizen

Small changes make a difference!

29 CSR Efforts

SMF committed to empower communities

32 Employee's Corner

Take a look at the creative talent of our colleagues

34 GETs

Welcome to the Graduate Engineering Trainees section

38 Know your EC Member

Impossible = I am possible

OUR SUCCESS IS DEEPLY ROOTED IN OUR PEOPLE



Dear Colleagues,

Reflecting on our journey together at Spark Minda, I am reminded of a quote from the Bhaagwad Gita:

"इंसान अपने विश्वास से बनता है, जैसा वो विश्वास करता है वैसा वो बन जाता है।"

"We truly become what we consistently think, and a positive mindset is pivotal in our journey towards progress."

This timeless wisdom resonates deeply with our collective pursuit of excellence while staying grounded in a greater purpose. I truly believe in the power of thought and faith in one's abilities.

At Spark Minda, we are not merely following trends; we are shaping the future of the automotive industry. With strong focus on innovation and embracing cutting-edge technology, we are pioneering a transformation that drives both business growth and serves humanity.

The automotive landscape is evolving, and we are at the forefront of this change. From connected cars to electric vehicles, our commitment

to staying ahead of the curve is unwavering. Through initiatives like research and development at SMIT, we are securing our position in the Electric Vehicle domain, championing eco-friendly mobility.

Our success is deeply rooted in our people. With a workforce of over 16,000, diversity is not just a word; it is our strength. We are dedicated to nurturing each person's growth, ensuring they are equipped for the future and contributing to our collective success.

Customer-centricity drives everything we do. Through strategic partnerships and collaborations, we are driving technological advancements that redefine the industry. Our recent participation in events like the Bharat Global Mobility Expo and Automechanika 2024 showcased the power of teamwork, amplifying our brand globally.

Aligned with our belief in inclusive growth, the Spark Minda Foundation's CSR initiatives, such as the recent 7-day camp for people with disabilities in Pune, underscore our commitment to making a positive impact. Congratulations to the entire team for the honour of receiving

the CII-ITC Sustainability Award, recognizing our efforts in bringing meaningful value to communities. Reaffirming our commitment to Make-in-India, we rolled out our 1 millionth two-wheeler Smart Keyless System.

As we look ahead, our focus remains on nurturing talent, fostering innovation, and forging strategic alliances to exceed customer expectations. Together, as One Team, One Spark Minda, I would urge you to embrace optimism and determination as we shape the future of the automotive landscape.

I want to express my heartfelt gratitude to each of you for your dedication and commitment to Spark Minda. As we continue this journey of progress, remember that collective efforts drive our success. Let's remain steadfast in our shared vision and values, setting higher benchmarks, and leading our organisation to even greater heights.

With warm regards,

Ashok Minda
Chairman & Group CEO

UNDERTAKING SIGNIFICANT TRANSFORMATION

Dear Team,

As a technology-driven brand, Spark Minda continually pushes boundaries to shape the future of mobility. Traversing the dynamic landscape of the automotive industry, Spark Minda finds itself at the cusp of a significant transformation. With an unwavering commitment to our customers, we continuously strive to strike a delicate balance between fortifying our esteemed legacy portfolio, pioneering new-age mobility solutions, and embracing the ethos of premiumization.

I wish to underscore our technology-centric approach, fortified by ground-breaking innovation. Our steadfast dedication to research and development propels us to push the boundaries of possibility, ensuring our position at the vanguard of industry trends.

In the preceding quarter, Spark Minda actively participated in two notable expos: the Bharat Global Mobility Expo and Automechanika 2024. These platforms provided an exceptional opportunity to showcase our comprehensive product portfolio and engage directly with our clientele. I extend my congratulations to the teams involved and urge all of you to capitalize on similar opportunities in the future enhancing our brand presence.

The narrative of Spark Minda is compelling, seamlessly weaving together the depth of our legacy with cutting-edge technology, thereby sculpting a brand primed for the future. While our brand visibility continues to grow, there remains ample scope to expand our outreach. I firmly believe in the power of collaboration and in sharing our narrative with both internal



and external stakeholders alike.

As we conclude the previous fiscal year and gear up for the next phase of expansion, innovation remains the driving force behind our endeavours. Our R&D team is steadfast in conceptualizing and developing advanced products, with a keen focus on solutions tailored for the modern era of mobility. Additionally, strategic partnerships with industry peers will enable us to enhance localisation, introduce superior-quality, scalable, and cost-effective EV solutions to the Indian market.

Our cutting-edge manufacturing facilities serve as the bedrock of our capabilities, allowing us to meet the most stringent quality standards while catering to a diverse array of customer requirements. Teamed with our strategic alliances with global suppliers, these facilities grant us access to state-of-the-art technologies, thereby furnishing us with a competitive advantage in the market.

I also wish to underscore our steadfast commitment to embedding sustainability as a core value, and we will continue to implement initiatives aimed at reducing our environmental footprint across all facets of our operations.

Looking ahead, we remain resolute in our pursuit of innovation and in delivering solutions that prioritize our customers, propelling us forward on our transformative journey towards building a brighter future for generations to come.

Let us continue our ideation, innovation, and collaboration as we march steadfastly into the future.

Warm regards,

Aakash Minda
Executive Director

In the preceding quarter, Spark Minda actively participated in two notable expos: the Bharat Global Mobility Expo and Automechanika 2024

EDITORIAL TEAM



**KAWERI
RAJ**
WHD, Greater Noida



**POOJA
BHADURIA**
SSD, Noida



**MANISHA
PATIL**
MIL, Pune



**ANUPAMA
UDPIKAR**
SMIT, Pune



**YASH
GAUTAM**
AMD, Noida



**NEERAJ
SINGH**
WHD, Pune



**MURARI
KRISHNA**
GCO, Noida



**NIRANKAR
SINGH**
SSD, Noida



**VENKATASUDARSAN
PAYASAM**
WHD, Mysore

CREATED AND CONCEPTUALISED BY THE GROUP COMMUNICATIONS TEAM, SPARK MINDA



1 MILLION SMART KEYLESS SYSTEM MILESTONE ACHIEVED

*Spark Minda Achieves 1 Million Smart Keyless System
Milestone for India & Global Markets*

Designed & developed at its state-of-the-art Smart Minda Technical Centre, Spark Minda is the first company in India to develop Bluetooth with NFC SMART Key solutions for two-wheelers and is one of the top three brands globally for smart keyless system in two-wheelers. We are blessed to have continuous support, guidance and learnings from all our customers – Domestic and Global.

We are committed to engaging fully with all our Customers, Employees, Business Partners and all stakeholders for the growth of our Organisation.

Keynote by Mr Sumit Doseja, CEO, Mechatronics, Spark Minda

From joining the Group as a Graduate Engineer Trainee in 1994 to becoming the CEO of Mechatronics, my journey at Spark Minda has been phenomenal. It is a true testament of Spark Minda's focus on nurturing, growth and development of its employees.

Spark Minda truly believes that people are the foundation of our success. It has been a privilege to witness the journey of Three generations, starting with Babu Ji (Shri Shadilal Minda Ji), Ashok Minda Ji, and Aakash Minda, each carrying forward

the same legacy in alignment with our group values of nurturing talent, respect, and humility.

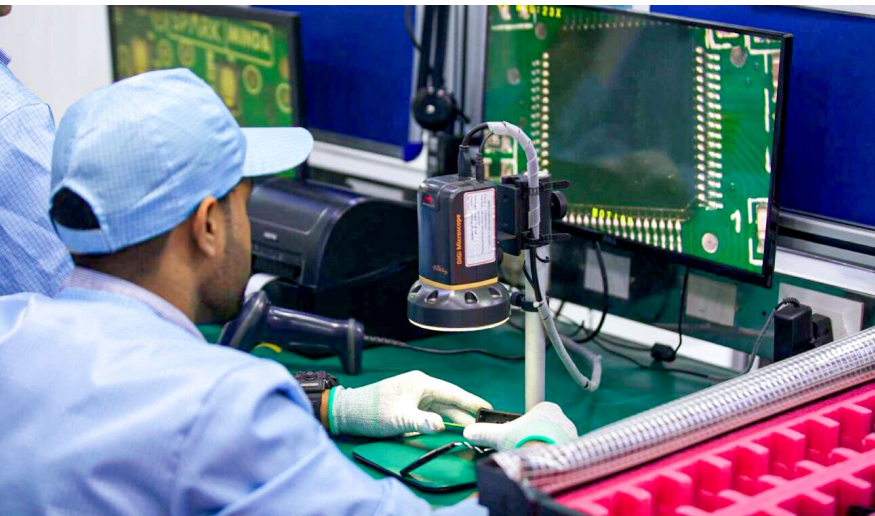
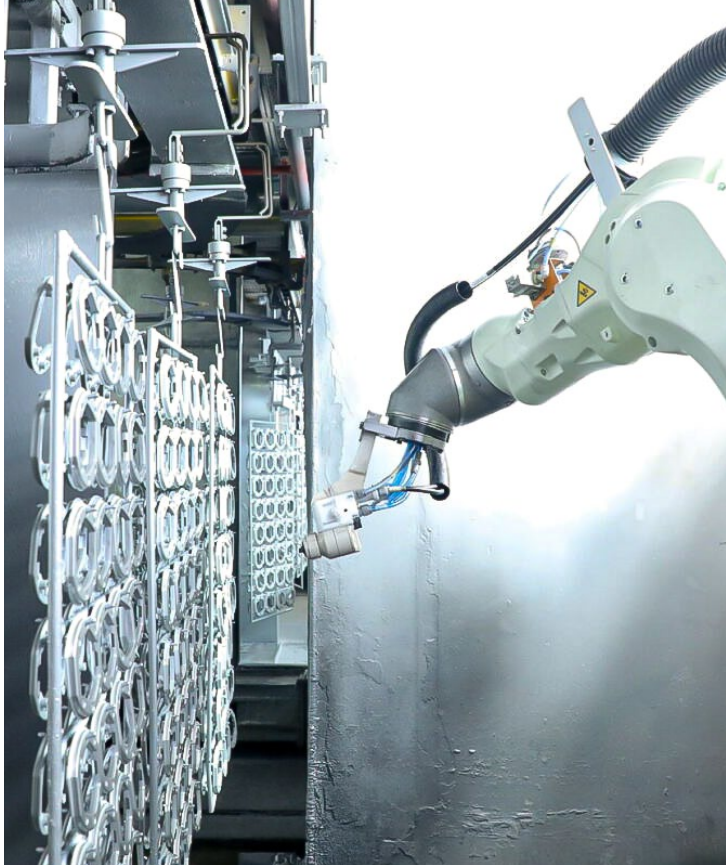
Underlining One Team, One Goal philosophy, Mechatronics team has been diligently working towards achieving organisational objectives with a focus on delivering the best products and solutions to our customers, supported by cutting-edge technology and sustainable manufacturing processes.

Fuelled by innovation, we are passionate about delivering results by consistently adhering to processes and striving for business excellence. We are working towards attaining Zero Defect levels with special focus on:

- Manufacturing excellence through adoption and implementation of

**Spark Minda is the first
company in India to develop
Bluetooth with NFC SMART
Key solutions for
two-wheelers**

MECHATRONICS



Mechatronics stands as one of Spark Minda's flagship business divisions, boasting a rich and dynamic journey since its inception.

operational excellence.

I am proud to share that our efforts have been duly recognized on numerous fronts. In the past year alone, the division clinched a staggering 101 awards and accolades across prestigious forums such as CII, QCFL, ACMA, and various customer accolades.

2. What are the various sub-verticals under Mechatronics BV?

Mechatronics encompasses Four key sub-verticals or Businesses, each contributing to our diverse portfolio of offerings:

1. Security System Division (SSD):

This division is at the forefront of producing a wide array of security products, including both mechanical and Keyless locksets, mechatronics handles, immobilizer systems etc notably, SSD leads in the segment of lock and key sets for two-wheelers in India, and has almost more than 36% share of Business. Our division is a significant player in Electronic, Mechanical, and Connected Security



systems. We take pride in being the sole Indian company to hold patents for Magnetic Shutters for 2W vehicles. Our range of locksets boasts various key applications, such as conventional keys, 2 track keys, 4 track keys, and Snake-biting keys. SSD has filed numerous patents with groundbreaking innovations and is pioneering Keyless locksets for electric vehicles.

2. MINDA VAST Access System Limited:

MINDA VAST Access System Limited is a distinguished global supplier of security and access control products for the motor vehicle industry. As part of an alliance of three organizations (WITTE Automotive from Velbert, Germany; STRATTEC Security Corporation from Milwaukee, WI; and ADAC Automotive from Grand Rapids and MI, USA) MINDA VAST is managed by a single team, ensuring effective global customer service. As one of the global market leaders in security and access systems, MINDA VAST brings cutting-edge solutions to the

As one of the global market leaders in security and access systems, MINDA VAST brings cutting-edge solutions to the automotive industry worldwide

World class practices i.e. JIPM (TPM)/Deming (TQM) Recognitions.

- Adherence to the best standards and upgrading to technological advancement through implementation of Industry 4.0
- Transforming Associates into Staff as a part of people development by assigning higher responsibilities to ones with potential; groom them to become future-ready and fully engaged Organisation.

My Mantra for the year is- Be Disciplined, Stay Focussed, Passion for Execution, Collaborate-Walk together and Excel-Stand Out!

1. As one of the verticals, could you please tell us about Mechatronics' journey at Spark Minda?

Mechatronics stands as one of Spark Minda's flagship business divisions, boasting a rich and dynamic journey since its inception. Originally named Locks Division, it was later rebranded as Security System Division and eventually as Mechatronics. Over time, this division has evolved significantly in terms of products, processes, and people, expanding its portfolio to encompass diverse sub-divisions.

Our steadfast commitment revolves around crafting innovative solutions that not only bolster safety and convenience but also resonate with our customers. By prioritizing the development of technologically advanced products, we want to create a substantial impact to enhance customer satisfaction and fostering

automotive industry worldwide.

3. ASEAN Business:

Vision of our GCEO to cater to the 3rd largest market envisages our ASEAN business operations are conducted through two locally incorporated subsidiaries: PT Minda Automotive (Indonesia) and Minda Vietnam Automotive Co. Ltd. These subsidiaries cater to the thriving markets in the ASEAN region, supported by Greenfield manufacturing facilities in Indonesia and Vietnam. This strategic setup aligns with our core philosophy of being 'near to the customer' and delivering the highest quality products from more than the last two decades.

4. Minda- HCMF Business:

Vision of Vehicle Access goes forward to form recently new Business entity named as Minda-HCMF for Sunroof and Power Lift Tail Gate which shall cater to Domestic OEMs by offering our quality and cost competitive products with our partner from Taiwan.

3. How does Mechatronics foster automation/technology in its offerings?

Mechatronics is dedicated to integrating automation and technology to enhance its offerings. We adopt a phased approach to automation, focusing on optimizing machining costs and other expenses, including reducing raw material costs.

Spark Minda prioritises building its core competencies through automation rather than relying solely on external purchases. Our commitment is evident in our in-house design and development team, which specializes in manufacturing Special Purpose Machines (SPM) for various components such as ignition switches, fuel tank caps, seat locks, door handles, and latches.

With a strong focus on technology and innovation, we ensure involvement from our suppliers, explore new channels for raw material procurement, and strive to develop the best products for our customers. This proactive approach enhances efficiency and reinforces our position as an industry leader committed to innovation and technological advancement.



Sumit Doseja
CEO, Mechatronics

Spark Minda prioritises building its core competencies through automation rather than relying solely on external purchases

4. Please share the division's focus on the quality measures

Focusing on Zero Defect, Spark Minda prioritises excellence in quality across all aspects of our operations. We have made prudent investments in adopting best-in-class technologies to deliver top-notch security systems that adhere to stringent quality standards. Our premium offerings are meticulously designed to optimize automobile performance, enhancing factors such as weight, speed, and manoeuvrability.

To uphold our commitment to quality, the team employs a comprehensive double-check approach for high-quality components. This includes both incoming inspections and process inspections, ensuring that our

products consistently meet and exceed strict quality benchmarks.

Testing Facility:

We have established a state-of-the-art testing and validation facility at Minda Corporation Limited, enabling us to conduct comprehensive testing and validation of a wide range of products. Additionally, Spark Minda also maintains its own standards laboratory for regular calibration of equipment, ensuring the accuracy and reliability of our testing processes over time.

Certificates:

Quality and standardization are paramount in our operations, and we are proud to be recognized by OEMs (Original Equipment Manufacturers) worldwide for our exceptional quality standards. All of our plants are certified to IATF/ ISO/TS 16949 and ISO 14000 standards, underscoring our commitment to quality management and environmental responsibility highlighting our dedication to ensuring a safe and healthy workplace environment for our employees.



“Time rehte badalna hoga warna aap peeche reh jaoge”

With a two-decade long journey in Spark Minda, Mr. Gupta gives us an insight into his professional journey, his approach to life and how he chooses to relax after work.

JK Gupta, AVP, Finance & Accounts, Mechatronics



Please let us know about your experience with Spark Minda.

My two-decade-long journey which began as a Deputy Manager in finance team has been nothing short of extraordinary, I've had the privilege of collaborating with teams across India, gaining not only professional expertise but insights into diverse cultures. Spark Minda's focus on growth has not only taught me the importance of staying adaptable but trend-focused, ensuring relevance and impact in the industry.

Please share something about your team. Any memorable experience you remember.

I've been lucky to work with a fantastic team. They work hard and are always eager to learn. Even though finance can be tough, and mistakes are costly, my team is great at listening and improving. We believe in learning new skills, and respecting each other, and I make sure to understand and help my team with any problems they have. We're like a family, always supporting each other towards our goals.

What is one of your favourite initiatives taken by the company and any memory of it?

One of my favourite initiatives by the company is 'Internal job rotations' where in each year, a selected group of talented employees gets the opportunity to work across various functions. It not only motivates the employees but leads to positive changes in the workplace.

Tell us something about your family. How do they support you?

In the journey of life, having a supportive and loving family by my side is a blessing beyond measure. My wife takes care of our home and I always try to make things easier for her by helping on weekends or on holidays. They understand when I'm busy with work and take care of most things on their own. Seeing my children happy when I come home is the best feeling. They teach me to forgive and let go of things easily.

What are your career growth and aspirations in the upcoming year?

I am committed to advancing my career and contributing to the growth and success of the organization.



In his journey of over 13 years with Spark Minda, Mr. Agarwal tells us how his exemplary team has helped him navigate various projects and how he has been able to deliver, time and again, successfully.

Ajay Agrawal, Finance Head, AMD

Please let us know about your experience with Spark Minda.

From overseeing greenfield projects in Indonesia and Mysore to navigating complexities in the wiring harness department, my experience of 13.5 years has been dynamic. Despite the manual nature of operations and intense competition, I've remained dedicated to overcoming challenges and supporting the company's success.

Please share something about your team. Any memorable experience you remember.

I'm truly blessed with a team that embodies dedication, responsibility, and positivity. Some memorable moments include the successful establishment of plants in Indonesia in 2012 and

Mysore in 2019. Additionally, our team's enthusiastic participation in various learning events, such as off-site Finance Meets and Annual Sales Meets, has been truly rewarding. Moreover, the unwavering support provided by both my team and the organization during the difficult time of my father's demise in 2022 stands as a testament to our strong bond and compassionate culture.

What is one of your favourite initiatives taken by the company and any memory of it?

Establishing a greenfield project in Indonesia was challenging due to language and cultural differences, along with the difficulty of recruiting and managing operations. Similarly, transitioning from north to south India posed hurdles,

including language barriers and cultural differences. Despite these challenges, we turned around the Indonesian plant into one of Spark Minda's most profitable ventures and working closely with individuals like Mr. Ashok Minda who provided unique insights.

Tell us something about your family. How do they support you?

My family consists of my wife, who is a chartered accountant running her own practice and now venturing into career counselling for grown-up kids. Our eldest son recently completed his B. Tech in computer science and is interning as a Business Development Manager in a prestigious media company. Our younger son is pursuing BA LLB from a prestigious college, NLIU, Bhopal.

What are your career growth and aspirations in the upcoming year?

Successfully implementing SAP in the After Market Division and automating various processes were significant achievements. These initiatives streamlined operations, enhanced efficiency, and improved overall productivity.



Omkar Sawant, Manager, Corporate Finance, MIL

Please let us know about your experience with Spark Minda.

I began my career with Spark Minda Group and have completed a fulfilling 17-year tenure with the company. Throughout this time, I've had the opportunity to refine my skills and broaden my horizons, thanks to the excellent support provided by the organisation.

Please share something about your team. Any memorable experience you remember.

Teamwork has been instrumental in my success. I've been fortunate to work alongside an exceptional team that has consistently supported me in achieving my targets. I prioritise listening to my team and mentoring them, fostering understanding and respect among team members.

What is one of your favourite initiatives taken by the company and any memory of it?

During a period of business challenges and turnover in leadership positions approximately 6-7 years ago, the company placed its trust in me and offered me the opportunity to lead. I am proud to say that I not only met but exceeded expectations during this time.

Tell us something about your family. How do they support you?

Beyond work, I enjoy travelling with my family and friends. Their support and resilience always inspire me to tackle professional challenges smoothly.

What are your career growth and aspirations in the upcoming year?

Looking ahead, I aim to continue growing within the company, taking on more responsibilities, and contributing my utmost value.

“A journey of a thousand miles begins with a single step”

Mr. Sawant in this candid interaction talks about how his journey with Spark Minda has helped him evolve and how teamwork has been instrumental in his success over the years.



“The only person who never makes mistakes is the one who never tries anything”

In his 14 years with Spark Minda, Mr. Srivastav has worked in various departments and locations, and has been a key team member when important business transformations were required.

Manish Srivastav, Manager, Engineering, WHD

Please let us know about your experience with Spark Minda.

I have been a part of the Spark Minda family for almost 14 years. The experience has been truly enriching and diverse. Throughout my tenure, I've worked across multiple locations and departments, at both corporate

and plants. Owing to my background in engineering, I've been able to contribute to company's technological advancements, business expansion & implementing visualisation & branding requirements at a green field project. What truly fills me with pride is company's commitment to progress and

innovation is commendable and I am proud to be a part of this journey.

Please share something about your team. Any memorable experience you remember.

In my time with Spark Minda, I've had the privilege of experiencing remarkable teamwork and achievements. I led the transition from ISO to IATF certification across multiple plants, with invaluable support from my team. In 2020 during pandemic, I was part of a special assignment at Pune & Murbad, our mission was to seamlessly transition from BS4 to BS6 standards to meet regulations & customer requirements. This assignment brought together teams from various Spark Minda plants, each contributing their expertise towards a common goal. The experience was incredibly memorable and underscored the strength of our teamwork.

What is one of your favourite initiatives undertaken by the company and any memory of it?

One of my favourite initiatives is Senior Management Gemba. This intervention has significantly improved the process and expedited error rectification during manufacturing including its prevention with systemic actions.

Tell us something about your family. How do they support you?

My wife takes care of our home and my daughter graduated from DU and is going to pursue MBA from a premier institution in Mumbai. They understand the demands of my work and go out of their way to support me. Their unwavering support allows me to thrive both personally and professionally.

What are your career growth and aspirations in the upcoming year?

In the upcoming year, my primary goal with the company is to excel in my new, more challenging role. As I transition into this position of taking care of Engineering Governance my aim is to meet and exceed the expectations set by the management.

“Work Hard, Dream Big, and Never Give up”

As a part of the HR Team, Mr. Singh talks about how he has been able to contribute to the company, as well as how he aims to help boost employee morale.

Nirankar Singh, Lead HR & IR, BV1

Please let us know about your experience with Spark Minda.

My experience with Spark Minda has been dynamic, fulfilling & rewarding. During the pandemic, I played a crucial role in fieldwork and emergency response teams, ensuring continuity of operations. Transitioning to plant administration, I have been handling diverse responsibilities like IR Cluster Head for north zone and leading some corporate programs. Throughout my journey, I've demonstrated resilience, adaptability, and leadership, earning recognition and trust from colleagues and management alike.

Please share something about your team. Any memorable experience you remember.

At Spark Minda, I work alongside dedicated team members who brings creativity and innovation to our events and efficiently manage facility operations and event logistics. My team ensures tasks are completed promptly and together we navigate challenges and uphold high standards in our work, ensuring smooth operations and successful outcomes.

What is one of your favourite initiatives taken by the company and



As part of my professional development, I participated in the Managerial Development Programme (MDP) aimed at enhancing managerial skills.

Tell us something about your family. How do they support you?

My father's commitment to education, despite coming from a farming background, has always inspired me. He not only pursued his post-graduation in a time when education wasn't a priority but also supported others in their educational journeys. Living in a joint family, adds to the sense of unity and pride in our family. I remain connected to my farming roots, often visiting our ancestral lands and seeking to learn and innovate in agriculture whenever possible. Our ancestral home serves as a reminder of our farming heritage, which I cherish deeply.

What are your career growth and aspirations in the upcoming year?

As an HR professional, my focus is on boosting the morale and motivation of all employees, regardless of their role. I believe in fostering a sense of belongingness and recognize their contributions equally. I try to ensure that my dedication to my work translates into tangible results, often completing tasks ahead of schedule to avoid delays.

any memory of it?

One standout moment was successfully hiring nearly 200 manpower in a single day, and it was appreciated by BV-II HR Head. Additionally, being awarded for best associate retainer during the HR IR workshop was a proud accomplishment. Another significant achievement was our first day celebration which was also appreciated by GCEO for creating a benchmark and other employee engagement activities.

Honey Mishra, Lead-Legal, GCO
Minda Corporation Limited

Please let us know about your experience with Spark Minda.

My experience with Spark Minda has been both challenging and rewarding. Shortly after joining the organization, I was promoted to lead a department, which came with significant responsibilities and little room for error. However, I embraced the challenge and have been working diligently with my team every day to achieve our goals. Over my 1.7 years with the company, I've found that Spark Minda encourages experimentation and provides space for innovation, which has allowed me to grow both personally and professionally.

Please share something about your team. Any memorable experience you remember.

My team is exceptional—they're proactive, dedicated, and we share a strong bond. One memorable experience was when we achieved remarkable wins in litigation and cases in favour of our company, showcasing our collective strength and expertise. Drawing inspiration from my idol at Mahindra, I've strived to implement processes that foster teamwork and collaboration. If I can achieve even 40% of what my idol has accomplished in terms of teamwork, I'll consider it a significant success.

What is one of your favourite initiatives taken by the company and any memory of it?

One of my favourite initiatives by the company is the focus on learning and development, particularly the departmental trainings provided by the learning and development department. These trainings offer insights into various departments, giving us a broader understanding of the organization's workings.

Tell us something about your family. How do they support you?

While every day brings its own challenges, my family supports me in every way they can, teaching me the

“Wahi haqdaar hain kinaaro ke, badal de bahaav jo dhaaron ke”

Recalling her journey with Spark Minda, Ms. Mishra tells us about her professional successes and what keeps her happy after a long day at work.



importance of resilience and unity in facing life's hurdles together. Living with my husband, daughter, and mother-in-law, our home is filled with love and understanding. After a hectic day, my daughter's smile, the moment I enter home, brightens my world. Coming from a background in Jharkhand, Ranchi, where I grew up with my two siblings, family has always been central to my life. Having a child has taught me the value of patience.

What are your career growth and aspirations in the upcoming year?

In the upcoming year, my primary goal with the company is to earn and maintain the trust of the promoters in myself and my team. Being entrusted with the responsibility of leading the legal department by the promoter is a testament to their confidence in my abilities, and I am determined to fulfil this role with passion and dedication.

“A Spark Minda Journey of Amazingness”

Mr. Singh tells us about his experience working at Spark Minda, as well as the company initiatives that stand out for him in his professional life.

Neeraj Singh, Senior Manager, Business Excellence, Minda Corporation Limited

Please let us know about your experience with Spark Minda.

My journey with Spark Minda has been truly amazing. The abundance of opportunities and supportive leadership have been instrumental in shaping my professional growth.

Please share something about your team. Any memorable experience you remember.

Teamwork has been the cornerstone of my success here. Working closely with the entire leadership and team as one cohesive unit, particularly in turning around the BV2 Units, stands out as a memorable experience. This collective effort led to winning over 150 awards and improving QCDD (Quality, Cost,

Delivery, and Development) areas significantly.

What is one of your favourite initiatives taken by the company and any memory of it?

The Annual Chairman's Award and the Annual QC & Kaizen Competition stand out as excellent initiatives. These initiatives foster healthy competition and motivation among employees, leading to management appreciation. Being awarded the “Star Performer & Best Employee of the

Year” by GCEO & GCHRO remains a cherished memory for me.

Tell us something about your family. How do they support you?

Despite living far away from my family in Ayodhya, UP, their support has been a constant pillar of strength. Daily voice/video calls and encouraging messages always keep me connected and motivated, even amidst a busy schedule.

What are your career growth and aspirations in the upcoming year?

Reflecting on my journey, I feel optimistic about taking on a strategic leadership role soon to contribute more actively to the company's success.



SPARK MINDA PANTNAGAR

We take a look at Spark Minda's “Pink Line” initiative at our Pantnagar facility. The Pink Line, which is dedicated only to female employees, is a unique step that makes the plant stand out.



The Spark Minda facility in Pantnagar commenced operations in 2007. Having started the journey with manufacturing for Bajaj and Aftermarket Division in the year in 2007, the plant expanded the customer base by incorporating M&M in 2010 and Ashok Leyland in 2012. Over the years, it has witnessed remarkable growth of 17X in revenue from the year of inception. This success is attributed to the introduction of new processes

and products year on year and the production of a diverse range of 4,000 products for the customers. The plant's adaptability to changing market demands and its proactive approach to embracing technological advancements has further added to its success. The facility currently undertakes manufacturing processes: Die Casting, Painting & Assembly, manufacturing locks for 2W-4W, Wiring Harness for 2W-4W, Fuel tank cap, ignition switch, instrument cluster, door handle, battery cable & Wheel lock.

This plant is considered as a benchmark facility for all our group companies and is the only Plant with TPM JIPM Excellence Recognition and showcasing OPEX Culture by sustaining Zero Customer Complaints for last >7 Years.

This plant is considered as a benchmark facility for all our group companies and is the only Plant with TPM JIPM Excellence Recognition

Reinforcing the plant's commitment to meeting evolving industry, one of the noteworthy milestones include implementation of On-Board Diagnosis (OBD) Wiring harness for one of its customers, Anchoring sustainability, the plant has made remarkable progress by introducing non-hazardous biodegradable packaging for lock & wiring harnesses and various water recycling initiatives, boards optimization / Communization activities.

Over the years, Spark Minda's Pantnagar plant has witnessed remarkable growth of 17X in revenue from the year of inception



BUSINESS HIGHLIGHTS

Welcome to the Business Highlights section. This section showcases the latest milestones and initiatives that drive Spark Minda towards excellence and keeps the team inspired.

BHARAT MOBILITY GLOBAL EXPO & AUTOMECHANIKA 2024

We showcased Spark Minda's product portfolio at Bharat Mobility Global Expo 2024, highlighting offerings across different business verticals. The platform also facilitated interactions with customers visiting the stall, allowing us to gather valuable feedback and insights.



YOUNG SPARK



Spark Minda believes in nurturing young talent. Graduate Engineering Trainees bring fresh perspectives, energy, and ideas. This commitment ensures a pipeline of future leaders.

CHAIRMAN OF CII



CII announced the election of Mr. Aakash Minda, Executive Director of Minda Corporation Limited, as Chairman for Western Uttar Pradesh for the term 2024-25.

ACMA EXCELLENCE AWARD



Spark Minda Highly regards the ACMA awards and process as pivotal in recognizing industry excellence.

NEW SERIES OF HELMETS



Spark Minda Helmet's newest addition offers high Grade ABS Shell for maximum protection. Both these ranges of helmets ensure superior safety for riders.

GRANT OF 100 PATENTS



We pushed the envelope further to induct new technologies and as a result, we were granted 100 patents across business verticals out of the 268-plus applications we had filed.

1 MILLION SMART KEYS



This achievement underscores our commitment to the Make-in-India initiative. We celebrate the milestone, providing technology-led, advanced manufacturing solutions.

AWARDS & ACCOLADES



MIL, Pune received the Certificate of Merit for "MERITORIOUS PERFORMANCE IN INDUSTRIAL SAFETY DURING THE YEAR '22"



MIL Process Engineering team won 3rd Position Award in 13th Spark Minda ME Conference - Oct' 2023



MIL Received an Appreciation Certificate for Highest Nos. of External Awards and Accolades won during the Year 2023 -24



MIL Pune has won 3 Excellence awards in 37th National Convention on Quality Circles (NCQC), Nagpur



Lakshya Kaizen Team won GOLD Award in Annual Group QC & Kaizen Competition



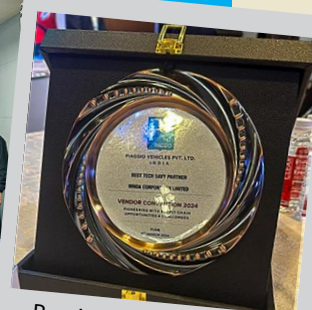
QCFCI TQM Competition Bengaluru - Won 6 GOLD Awards - on 15th Jul 23



MIL Maintenance team won GOLD Award in QCFCI Energy Conservation Competition-2023



MIL, Pune won 3 GOLD Awards in Int'l Competition ICQCC - 2023-24



Received Best Tech Savvy Partner Award from Piaggio for development of TFT Cluster for year 2024



MIL Pune plant has received 2nd Runner-up Award in ACMA Kaizen Competition held at Pune on 22nd Dec, 2023

SMALL CHANGES MAKE A BIG DIFFERENCE!

Spark Minda harnesses the power of continuous improvement through the implementation of Kaizen. This section explores the benefits of Kaizen for the organisations.



Jitendra Kumar, Senior Supervisor,
(Wiring Harness Division - GN)

The transition from manual sleeve slitting to streamlined automation for low-cost productivity.

The Gap:

Previously, the process of sleeve slitting was carried out manually, requiring two individuals and resulting in high labour costs and low productivity. Jitendra recognised the inefficiency and spotted the gap.

Eureka:

Jitendra created and seamlessly integrated a slitting tool with a sleeve cutting machine for the automatic slitting process.

We did it:

The intervention resulted in substantial cost savings for the company. By eliminating the need for two individuals, it achieved annual savings of ₹3,60,000.

Ajay Sharma, Deputy Manager, Business Excellence

Elimination of Muda Movement to improve productivity.

The Gap:

Muda refers to waste or any activity that consumes resources without adding value to the final product or service. The goal of the Muda Movement is to identify and eliminate these wastes to improve efficiency, productivity, and quality within organisations. There was an opportunity to enhance productivity through the elimination of the Muda movement and improving the current practices.

Eureka:

Ajay identified the scope for improvement. He innovatively introduced a cubical station (known as A-Z station), where all essential processes for creating pigtail harnesses could be completed in a single workstation.

We did it:

As a result of this intervention, the company experienced a reduction in wastage and better utilisation of space.



Nilesh Wakchaure, Assistant Manager,
Quality MIL

Resolution of LCD Light Pass Issues in Clusters
by eliminating MURA effects.

The Gap:

Mura refers to the irregularities or inconsistencies in processes, workflows, or outputs. Mura effects can lead to inefficiencies, increased costs, and reduced quality. Previously, there was an issue of LCD light passing in the cluster due to the MURA effects.

Eureka:

Nilesh recognized the necessity to modify the compartment to prevent direct contact between the LCD and the compartment.

We did it:

As a result of the intervention, internal COPQ was reduced by ₹14 Lacs, and daily rejection rates decreased from 14% to zero. Additionally, this initiative contributed to the enhancement of knowledge.



Sunil Gargote, DGM Production
Ram Arekar, **Hanif Maniyar** & **Rushikesh Chaudhari**, Production Department, MIL (TBD)

Reduction of Raw Material Cost (RMC) initiative for manufacturing the Cluster of a leading 3W customer.

The Gap:

The cost of RM for R122 Cluster was high

Eureka:

Sunil Gargote and his Production team worked on it adopting a CFT approach. and found one solution with the help of Purchase team. They decided to change LED make (which is required in R122 Cluster) from 'Everlight' to 'Osram' with same specification, performance and lowest cost.

We did it:

As a result of the intervention, Per Cluster Saving achieved was ₹10.7 (Total 13 nos. of LEDs required per Cluster) i.e., Per Month Cost Saving – ₹3.74 Lacs. And Per Year Cost Saving achieved – ₹44.94 Lacs.



Making a Difference is a section where we proudly highlight the extraordinary individuals who are the force multipliers inside manufacturing facilities.

PAVING THE PATH TO PROGRESS, PUNE

Dayanand Shere has been an integral part of the Spark Minda family since 2011.

His family, comprising his mother, wife, daughter, and son, is the cornerstone of his motivation. Dayanand firmly **believes in the fundamental importance of cleanliness in the workplace, emphasising its role in fostering a conducive environment for productivity.**

He credits his self-motivated team and the supportive company management for instilling appreciation in his work.

Since joining Spark Minda, Dayanand has witnessed numerous positive changes in his personal life, ranging from improving the standard of living for his family to facilitating quality education opportunities for his children.

His dream is to contribute diligently to the company's success through his dedicated efforts.

Beyond work, Dayanand finds joy in dancing, celebrating festivals, and actively participating in puja rituals and preparations within the company.



WITNESSING GROWTH WITH PRIDE

Pramod Kumar has been a dedicated leader at LPC for 27 years, overseeing tasks like Rework (RED BIN), 5S activities, and MRN. His family includes his wife and two sons, both now employed after finishing their studies.

Reflecting on the essence of teamwork, **he credits his seniors for listening to his problems and providing valuable solutions, fostering a culture of teamwork that inspires everyone.**

Pramod recalls joining Spark Minda when it was a small plant. Over time, it has grown into a large facility with a sizable team. Witnessing the company's progress fills him with pride, knowing that he and his team have grown alongside it.

Fulfilling his childhood dream of bringing joy to his parents' faces, his first job at Spark Minda brought positivity and valuable experiences.

In his leisure time, Pramod finds solace in listening to devotional songs, which adds an emotional touch to his life's journey.

MAKING DREAMS A REALITY

Kanthilal Rathod has been a dedicated employee at Spark Minda since 2020. Initially serving as a Line Leader, he transitioned to the role of a machine operator within the pre-assembly area, showcasing his versatility and commitment to excellence. With a family of four, including his parents, wife, and daughter, Kanthilal takes immense pride in being one of the key earners.

He attributes his motivation to the company's culture of talent cultivation, by expressing, **"My company provides me with fresh opportunities to explore my abilities. This intrinsic motivation is what drives me to excel and grow from within."**

Recently, his achievements were recognized with two gold awards for his exceptional poster-making skills at a regional-level quality circle competition.

He dreams of securing a bright future for his daughter through quality education and providing his loved ones with every comfort. He also aspires to complete his remaining education and advance his career within Minda Corporation.

In his leisure time, he loves making paintings, visiting famous tourist places, and spending quality time with his family.

MAKING A DIFFERENCE



A JOURNEY FROM DOUBT TO DETERMINATION

Kaveri Rameshwar Atkare is employed as a PRA (Associate) at Spark Minda. Her family consists of her husband, who is employed in a company, and her ten-year-old daughter.

Reflecting on the importance of teamwork, Kaveri acknowledges the support and encouragement she receives from seniors in her department at Spark Minda. She takes pride in her team's numerous achievements, including winning several awards in the quality circle.

Drawing from personal experience,

she believes that individuals can surpass their limitations when provided with support and belief.

Motivated by the promising opportunities and supportive environment fostered within the Spark Minda family, Kaveri aspires to attain greater heights in her career, aiming to make her colleagues and family proud.

Beyond work, Kaveri actively engages in various extracurricular activities. She finds joy in participating in competitions, delivering speeches, acting, and singing songs.



EMPOWERING COMMUNITIES THROUGH 'SAKSHAM'

Spark Minda Foundation (SMF) is committed to empower communities and enable them to grow stronger.

Spark Minda Foundation (SMF) is committed to empower communities and enable them to grow stronger. It focuses on important areas such as skill development, women empowerment, improving community healthcare, empowering People with Disabilities and taking care of the environment.

Aligned with the core values of our founder, Shri Shadilal Minda (Babu Jee), SMF executes impactful programmes that deliver tangible and positive societal change.

One such flagship programme is Saksham, which is dedicated to empowering People with Disabilities (PwD's). The primary objective of Saksham is to provide accessible and

assistive aid to PwDs, equipping them with the necessary tools and resources to enhance their independence and overall quality of life. The programme augments with the Accessible India Campaign (Sugamya Bharat Abhiyan) led by the Ministry of Persons with Disabilities under the Govt. of India.

To get more information about the programme, we had a conversation with Mr. Praveen Karn, who leads our CSR and Sustainability initiatives.

Here's what he shared during our Q&A session:

1. When was Saksham officially launched? Could you briefly take us through the history of the program

under the overall aegis of Spark Minda Foundation? What motivated us to launch the project etc.?

Saksham was launched in 2015 with its first camp in Indonesia although the Group had been working for people with disability for more than a decade. The motivation behind launching this programme stems from Babuji's enduring legacy of social work, his unwavering commitment to social responsibility and his profound belief in inclusion and diversity, all of which align closely with our core values.

2. How many states have been covered so far through this campaign?

The programme has spanned across several states in India, including Uttarakhand, Uttar Pradesh, Maharashtra and Jammu & Kashmir.

The motivation behind launching this programme stems from Babuji's enduring legacy of social work and his unwavering commitment to social responsibility

CSR GOALS ACHIEVED



We have significantly contributed to enhancing the livelihoods of People with Disabilities (PwDs) by providing them with employment opportunities

Maharashtra, Uttar Pradesh and Uttarakhand?

At Saksham - Divyang Empowerment Centers in Maharashtra, Uttar Pradesh and Uttarakhand, we offer a range of support services including accessible and assistive aids, assistance with UDID registration and opportunities for skilling, employment and entrepreneurship.

6. How many PwDs have we been able to place through the programme, and what kind of support do they receive?

Over 1,000+ PwDs, across the group have successfully got placements through the programme. These individuals receive comprehensive support, including skill development, on-job training and employment opportunities tailored to their needs, fostering an inclusive and supportive work environment.

7. What is your vision for the future?

Our vision is to ensure inclusivity by reaching out to the maximum number of PwDs across the country. We aim to facilitate the registration of a Unique Disability ID (UDID) cards for all PwDs. Our goal is to empower PwDs by making them employable through skill development and training programmes tailored to their needs.

We aspire to create job opportunities for all PwDs, fostering a workplace environment that values diversity and inclusivity. Additionally, we are committed to mentoring organizations to enhance their accessibility and promote inclusivity within their structures and operations.

Our goal is to become India's most accessible organization to work for, setting a benchmark for accessibility standards nationwide. We aim to emerge as leaders in the field of accessibility, setting examples for others to replicate and championing the cause of inclusivity on a global scale.



THE JOURNEY OF SAKSHAM

2015

Camp in Indonesia (529 fitments)

2016

Camp in UP (1,154 fitments)

2017

Camp in UP (2,042 fitments)

2018

- Camp in Vietnam (533 fitments)
- Camp in J&K, Indian Army (274 fitments)
- Launch of 1st Saksham Centre - Pune
- Camp in MH (1,610 fitments)

2019

- Camp in UP (1,335 fitments)
- Initiation of UDID

2019

- National CSR award
- Membership of India Business Disability Network

2020

- Sadhbhavana Project: Covid 19 relief initiative ration kit distribution to PwDs
- Covid 19 relief centre setup in collaboration with CII Gurugram

2021

- Vaccination camp for PwDs in UK, MH and TN (2,004 vaccinations)
- Facilitation of walking aid distribution in UK (150 PwDs)
- Facilitated employment for 576 PwDs
- Saksham centre established in UP
- Camps in UP (1,075 fitments)
- Camp in MH (1,024 fitments)

2022

- Felicitated employment of 766 PwDs
- Camp in UK (188 fitments)
- Camp in J&K, with Indian Army (403 fitments)
- Camp in UP (144 fitments)

2023

- Camps in UP (3,071 fitments)
- 3rd Saksham Centre in UK

2024

- Camps in MH (1,419 fitments)
- Camp in UK (268 fitments)

Awards 2023-24

CII ITC Sustainability Award, Mahatma Foundation, Dalmia Bharat, ASSOCHAM, SKOCH, Inclusive and Diverse Workforce & Leadership and Contributions to lives of PwDs by Govt. of Tamil Nadu among others.

Additionally, the team has also extended its reach overseas to Indonesia and Vietnam.

3. Tell us about the notable impact that we have been able to make in the lives of Persons with Disabilities (PwDs) so far?

We have significantly contributed to enhancing the livelihoods of People with Disabilities (PwDs) by providing them with employment and entrepreneurship opportunities across various sectors within our organization and other companies. This initiative not only empowers PwDs economically but also promotes their social inclusion. Additionally, our foundation supports and facilitates the registration process for the Unique Disability ID (UDID) card, which provides official recognition and access to various government

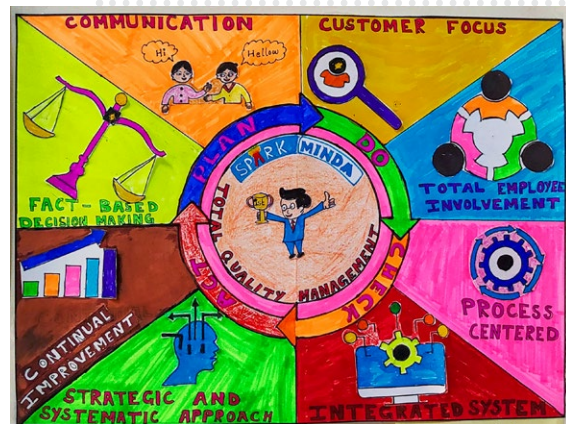
schemes and benefits.

During the challenging times of the Covid-19 pandemic, we stepped up to support PwDs through various relief initiatives, including vaccination, distribution of ration kits and the establishment of Covid-19 relief centers, providing timely assistance and much-needed relief.

4. How many PwDs have been reached through the services offered at the Saksham - Divyang Empowerment Centres?

21,000+ PwDs have positively benefitted by the services provided at the Saksham - Divyang Empowerment Centres and through our camps.

5. What kind of support do we provide at Saksham - Divyang Empowerment Centres in



Nitesh Yadav, Deputy Manager, BE 3



Shivam Kumbhar
Associate WHD, Murbad

वायरिंग हारनेस की कहानी
गाड़ियों के दिल में छुपी,
वायरिंग हारनेस की कहानी।
इंजन से जुड़ी ये जीवन रेखा,
है सुरक्षित, विश्वासनीय, निर्भर।

जादू से भरी इसकी डोरें,
चलाती है गाड़ियों को आगे।
संचार की राह पर चलते,
डाटा को संभालते, सुरक्षित
बनाते।

आधुनिकता की ये कहानी,
है हमारी जीवन शैली की कहानी।
वायरिंग हारनेस, गाड़ियों की
धड़कन, बिना उनके, हमारी यात्रा
है अधूरी।

क्या आपने सुना है, वायरिंग

हारनेस का नाम।
गाड़ी के दिल की धड़कन, जो
बिना उठाए किया काम।।

यह चोटी चोटी धागों का संगम,
जो बिना बोले कहता है कुछ
अनोखा।
सुरक्षा और निष्ठा से भरा है
इसका काम, गाड़ी के इंजन को
देता है सहारा यह सच्चा।।

धागे जैसे तोते जो गाड़ी में लगते
हैं, जब तक हैं साथ, गाड़ी को
नहीं आता कोई खतरा।
वायरिंग हारनेस बिना, गाड़ी की
दौड़ नहीं रुकती, इसकी वजह से
है सबकुछ संवारा।।

Manesh Sharma - WHD - GN

Midnight hits you with the
scariest dream, And All of
sudden, you couldn't deal

Your heart starts
pounding like heavy
bleed, In a single moment,
Flashback of all the losses
you feel,

Pain of your all losses, and
all of your grief, Pain of
your bad dreams and all
your people will leave

You wanna say, but you
couldn't speak, All the
confusing day, your heart
will bleed.

But all I hope is, you'll heal!

I wish I could write more
But the words i hold, can't
deal anymore !!

Bharti Singh, Mechatronics Supply
Chain Management



Moitreyee Ghosh - SMIT Pune

Jitender Bhati, WHD, Greater Noida



I'm not a chef, but I am
passionate about food – the
tradition of food, cooking
and sharing it. Over the
years, I learnt a few lost
recipes from my mother and
wife. And over the weekend,
I usually prefer cooking as
it reduces stress, improves
my sleep and helps to relax.
Gardening and cooking are
my hobbies. I am happy
to share some pictures of
vegetables I picked directly
from my own garden.

Manas Ranjan Parida
Head - Quality

JOURNEY OF A LIFETIME

Aditya Chavan's trip to Kedarnath,
Badrinath, Rishikesh, Punjab
and Jammu & Kashmir.



GETs

Welcome to the Graduate Engineering Trainees (GETs) section which explores the aspirations of engineering graduates, the recently added members of Spark Minda family.


Shruti Dohare, Quality Excellence

I'm thrilled to have joined the vibrant team at Spark Minda! Hailing from Dehradun, my journey into the world of the automobile industry began with a B. Tech degree in Mechanical Engineering.

Working under Sunil Tomar san's leadership, our team focuses on improving BV Suppliers' quality to enhance our company's performance as OEM suppliers. Recently, I led the 'Zero Defect Initiative,' to improve the performance of six critical suppliers.

Looking ahead, I aim to become a reliable resource for the company's success, taking on challenges and delivering exceptional results with my expertise and innovative ideas.

Beyond work, I'm always seeking opportunities to learn and grow, whether through reading, trying out new cuisines, exploring new places, or creating captivating artwork.

Naincy, Information Technology

Joining Spark Minda, a leading automotive component manufacturer in India, after graduation, was an exciting moment for me. As a fresher stepping into the realm of Cyber Security, I'm eager to contribute to innovative initiatives in this field.

Guided by a supportive team and manager, I've explored various tools and technologies, from OS internals to cybersecurity awareness sessions. Projects such as inventory reconciliation with Python and SEIM/SOC deployment have enriched my skills.

My goals within the company are to continually enhance my cybersecurity skills and take on new challenges aligned with the company's objectives. During my leisure time, I enjoy playing basketball, painting, reading historical books, and crafting poetry to express my thoughts and emotions.


**Diksha Sharma
Corporate - New Technology**

Being passionate about automobiles, I pursued a B. Tech degree in Mechanical Engineering. And joining Spark Minda after completing graduation was like a dream come true, aligning perfectly with my career goals.

I'm fortunate to be a part of Deepak Goswami's team, where I receive mentorship and support to develop my skills in the design field. Currently working on the E-47 project, I'm focused on fostering independence and driving innovation in lock designs to enhance customer satisfaction.

Moving forward, my goal is to transition into a full-time engineering role, where I can contribute to impactful projects and become proficient in designing lock systems that precisely cater to user needs.

In my leisure time, I enjoy reading, exploring nature, cooking, and practising yoga for relaxation.


Aasma Ansari, Production, ED-Assembly

Joining Spark Minda after a B. Tech degree in Electronics and Communications marked a significant milestone in my career, offering an invaluable learning experience in the technical field.

I'm privileged to be part of a dedicated team led by Nitin Arora, focused on enhancing the production of keys and locks for BV-1 Suppliers. Recently, I contributed to the 'Bajaj FOB production' project with my team, aimed at improving key production processes critical for our operations.

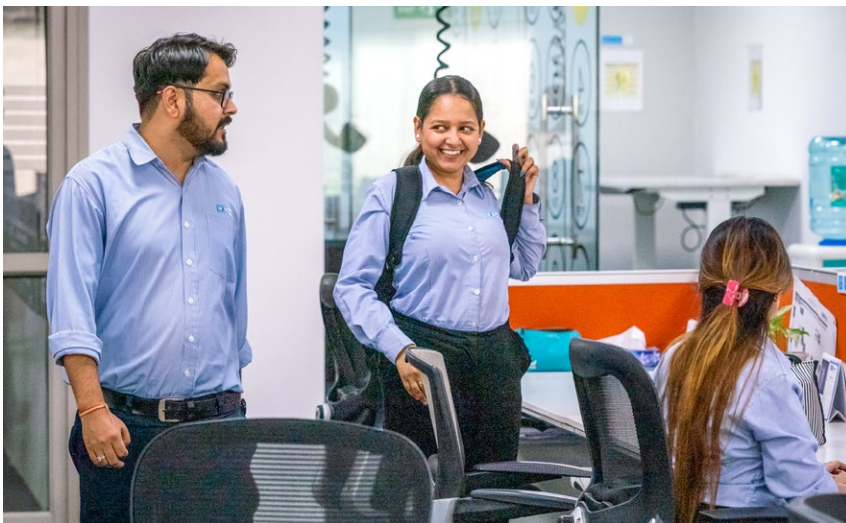
Looking ahead, I'm excited to take on new challenges with my team and be a reliable contributor to our company's success and growth.

Outside of work, I enjoy trying new things to broaden my skills and knowledge, whether it's exploring new places or engaging in creative activities.



THE UNSCRIPTED IN-BETWEEN

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





IMPOSSIBLE = I AM POSSIBLE

Mr. Modi takes a look back at his near-three decade career with Spark Minda, and how he balances work and personal health.

My journey:
Over the span of 28 years with Spark Minda, my career has traversed a dynamic journey filled with diverse roles and meaningful experiences. From my days in Minda Instruments as CFO and Business Head and later leading Business vertical 2, I've embraced every opportunity for growth. Serving as the CPO officer for Minda Corporation and spearheading our operations in Uzbekistan, where we supplied our entire product range to GM, the journey has been particularly rewarding.

In 2022, faced with a personal health challenge, I approached Mr. Minda to adjust my role, and his understanding and support were invaluable. On a personal note, I'm blessed with a loving family – a wife and two sons, each are on their unique paths towards success and life.

Turning Point in the Career:
One pivotal moment stands out amidst the milestones of my career. In 2000,

when our company encountered significant challenges, Mr. Minda entrusted me with the monumental task of leading a turnaround. It was a period marked by resilience and strong determination. Together, we revitalized every aspect of our business, from technological innovation to rebuilding customer trust. This dedication was recognized with consecutive years of exponential growth and improved profitability besides driving operational improvement in an inspiring work environment as a testimony to my passion for achieving excellence in professional pursuits.

In 2000, when our company encountered significant challenges, Mr. Minda entrusted me with the monumental task of leading a turnaround

When I'm Not Working:
Beyond the boardroom, I cherish moments spent with my family, finding solace in the simple joys of life. Whether immersed in a good book or enjoying a pacifying swim, I try to find balance and rejuvenation outside of work.

I Believe:
I strongly believe that determination conquers all obstacles. Challenges may seem insurmountable, but every goal becomes attainable with perseverance. For me, the word 'impossible' simply signifies 'I AM POSSIBLE.'

My Mantra:
"Koshish Karne Waalon ki haar nahi hoti!" This timeless mantra resonates deeply with me, serving as a guiding light during moments of doubt. For me, this underlines resilience – that every setback is merely a stepping stone towards eventual triumph.



1. How many manufacturing facilities does Spark Minda have overseas? a. 7 b. 2 c. 27 d. 9	2. What is the objective of Spark Minda's Saksham Program? a. To provide employment opportunities for women b. To empower individuals with disabilities c. To maximize corporate profits d. To neglect societal needs	3. Which sector saw the highest production growth in the Indian automotive industry in FY23? a. Sedan segment b. Passenger vehicle segment c. Commercial vehicle segment d. Two-wheeler segment
4. Which division of Minda Corporation Limited won 101 awards and accolades during the year? a. Die-casting b. Starter Motors and Alternators c. ASEAN Business d. Mechatronics	5. What technology is replacing Direct-Drive motors in the Starter Motors division of Minda Corporation Limited? a. Geared-Reduction technology b. Belt-drive technology c. Hydraulic technology d. Magnetic technology	6. Which division within the company has expertise in manufacturing air vents, glove boxes, and other interior components? a. Furukawa Minda Electric Private Limited b. Plastic and Interior division c. Minda Instruments Limited d. Aftermarket division
7. What is the theme of technology absorption for SPARK MINDA TECHNICAL CENTRE (SMIT)? a. Vehicle connectivity solutions b. Full access solution provider c. Advanced driver assistance systems d. Intelligent transport systems	8. Which division of Minda Corporation Limited focuses on EV-related product and capability development? a. Wiring Harness & Connection Systems b. Interior Plastic Division c. Instrumentation Division d. Spark Minda Technical Centre (SMIT)	9. What is the aim of developing Intelligent Transport System (ITS) 3.0 by Spark Minda? a. Improve fuel efficiency b. Enhance vehicle entertainment systems c. Improve transportation efficiency and safety d. Optimize vehicle emissions

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

www.sparkminda.com

Follow us on

