

NEW YEAR
NEW POSSIBILITIES
2023
VOL. 2



WHAT'S INSIDE

**INTERVIEW WITH
BAJAJ AUTO LTD.**

**GROUP
OPERATIONS**

**KNOW YOUR
PLANT-HOSUR**

**SPARK MINDA
FOUNDATION**



Leading OEM, Mahindra & Mahindra launched a new variant of their erstwhile SUVs in 2020 and Spark Minda is one of the proud component suppliers. Name the vehicle.

2022 marked half a decade anniversary of Spark Minda's focal point of all things technology? Name the vertical.

When was Spark Minda Green Mobility (SMGM) launched?

Manufactured in a variety of colours, this product is almost like the Central Nervous System of the vehicle. Spark Minda recently launched its 28th plant which manufactures these? Name the product.



SCAN THE QR CODE &
ANSWER THESE QUESTIONS!

WINNER
WILL GET A SPARK MINDA HELMET!
HURRY UP AND
SUBMIT YOUR ENTRIES.

CONTENT

04	<u>Chairman's Message</u> Mr. Ashok Minda
06	<u>Executive Director's Message</u> Mr. Aakash Minda
08	<u>Editor's Note</u> Mr. Ashim Gupta
10	<u>Interview With OEM Partner</u>
14	<u>Humans Of Spark Minda</u>
24	<u>Know Your EC Member</u> Romi Jatta
26	<u>Spark Minda Foundation</u>
30	<u>Joining Of New GETs</u>
32	<u>Group Operations</u>
36	<u>Helmet Launch</u>

40	<u>International Office</u> Vietnam
44	<u>Know Your Plant</u> Hosur
46	<u>Spark Minda Technopoly</u>
47	<u>Tech - Specs</u> Made Easy
49	<u>Know Your Counterparts</u>
52	<u>Star Kaizen</u>
54	<u>Awards & Accolades</u>
56	<u>Activities @Spark Minda</u>
58	<u>Recap 2022</u> Linkedin Storyline With Spark
60	<u>Employee Corner</u>
63	<u>Employee Bonanza</u>



CHAIRMAN'S MESSAGE

ASHOK MINDA

We continued to forge alliances with global organisations to be future ready. 2022 also witnessed setting key focus areas: Digital Transformation, Enterprise Cost Optimisation, Export Strategy Transformation, SMIT Strategy, Electronic Organisation Structure and Manufacturing and Engineering Capability Enhancement.

Dear Colleagues,

Another year ended on a high.

Strong teams make strong organizations.

Welcoming 2023 with open arms, I would like to thank my team of 16000+ members for believing in the vision of the company and making the last year full of moments to cherish and milestones that we are proud of.

Outstanding execution is the hallmark of effective business strategy.

Growing consistently, we clocked highest ever quarterly operating revenues and double-digit EBITDA margins during the last two quarters. Our R&D efforts are continuously innovating to create #automotive solutions of global standards by integrating science and technology for a sustainable future.

Expanding our footprint, 2022 also saw the inauguration of our 28th manufacturing facility for Wiring Harness, in Chakan, Pune.

We won awards and accolades from renowned forums like QCFI, ACMA & CII. This is a testimony to our relentless efforts to deliver the best.

Spark Minda was also chosen as one of the Iconic Brand of the Year by the coveted media house, The Economic Times.

Spark Minda Foundation, the CSR arm successfully implemented multiple transformational initiatives through flagship projects Aakarshan, Saksham, Minda Mitra and others.

All the hard work during the last year has laid a strong foundation for 2023.

The coming year will see us focus on digital transformation, driving tech innovation through Spark Minda Technical Center, globalization of R&D capabilities, export strategy transformation among others.

Let us keep marching ahead. Soar higher, push boundaries.

If we sustain this momentum with passion, we will live up to Spark Minda's vision of becoming the total automotive solutions provider for our partners.

Growth shows consistency, continuity and progress. The collective commitment of each one of you to do our best is exemplary.

Each of 'you' is a force multiplier.

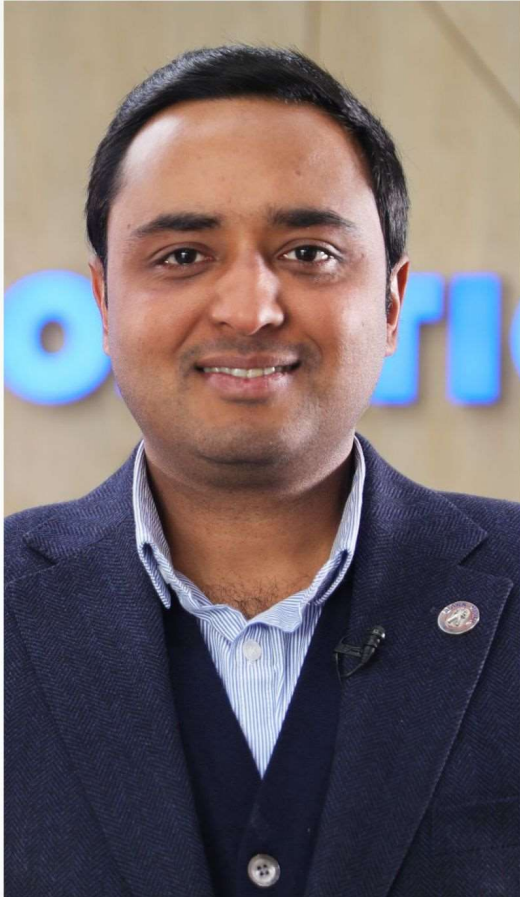
Wishing you all a powerful beginning to a brand-new year!

Ashok Minda

“

Innovation will be the key driver of our growth in the next phase as we continue to invest in research and development to incubate new offerings.

”



EXECUTIVE DIRECTOR'S MESSAGE

**AAKASH
MINDA**

Dear Colleagues,

The best way to predict the future is to create it. – Abraham Lincoln

2023 has just arrived. Our strategy for the coming year will be based on initiatives undertaken during last year. Passion, persistence and consistency are the key tenets which helped us end 2022 on a high note.

The automotive sector in India is undergoing a huge transition today – Electronification.

We have kept pace.

We have been agile with technology adoption and disrupted the existing ecosystem by introducing innovative products and solutions. Technology License Agreements (TLAs) with Daesung Eltec, Korea and LocoNav last year are examples of our unflinching focus in this direction.

Mr Ashok Minda was recognised as the promising business leader of the year and Spark Minda was recognised as one of the iconic brands of the year by The Economic Times in 2022.

Minda Corporation is future ready!

In 2023, we will be stronger, bigger and better. We will continue to build the scale of our operations and quality of performance across parameters.

Spark Minda Technical Centre, the hub of cutting-edge innovation will drive growth in the next phase. We'll continue to invest in the globalisation of R&D and incubate new product offerings with cutting-edge innovation.

This year, we will further our technology prowess. We will expand our legacy portfolio, business footprint and make aggressive investments in technology. We'd launch new products and enrich our EV portfolio.

It is the collective energy of the team that will fuel the future course of action!

I thank the entire team of Spark Minda for their relentless efforts towards attaining organisational goals in 2022. I urge you to take a resolve to push the drive further.

Let us redefine our benchmarks of success, move fast towards becoming an automotive solution provider of global standards.

Best wishes for the new year.

Aakash Minda

“

Storytelling is powerful.
Stories bind us all together,
beautifully synchronising how
we are different and yet
unique in our own ways. This is
exactly what we have tried to
capture in this edition.

”



EDITOR'S NOTE

**ASHIM
GUPTA**

EDITORIAL TEAM



Anjali Gupta



Abhisek Sarangi



Alka Chauhan



Srishti Singh



Arvind Singh



Bhupinder Sachdeva



Jijo Jose



Lalit Gargote



Manisha Patil



Naina Saini



Pankaj Salunke



Vinayata Mahamana



Santosh Bharti



Anupama Udpikar



Prajakta Datar

Hello Readers,

I trust this issue finds you in the best of health and soaked in the spirit of the new year.

It gives me immense pleasure to bring yet another issue of Spark Minda Times filled with the spirit of year that went by and best wishes for 2023!

'You' have always been at the heart of where this all began. I would like to thank you all for the encouragement and feedback on the previous issue. We have tried to incorporate it while putting this one together.

This issue is truly special because along with a bunch of inspirational stories of our fellow colleagues, it flows with the essence of our accomplishments as a team in 2022.

Like we emphasised in the last issue, we'd urge you to be our extended team and share if you spot a fellow colleague who has gone the extra mile, shared an exemplary demonstration of Spark Minda values, or identified an opportunity that will benefit the company.

We'll be happy to feature these achievements in the forthcoming issue.

Do drop us a line before you get busy making and realising your new year resolutions, better even, share your resolution with us. We'd love to feature select entries on our social media handles!

I hope you enjoy reading this as much as you did the last time.

Do write to our editorial team for any suggestions and improvements. Wishing you a brand new year full of opportunities and joy.

Until we meet again!

Regards,

Ashim Gupta



INTERVIEW WITH OEM PARTNER

DV RANGANATH

Sr. Vice President
(Head Materials)
Bajaj Auto Ltd.





Q1. Spark Minda and Bajaj Auto Ltd. have been partners for more than a decade now. Could you throw some light on the beginning and evolution of the relationship over all these years?

Mr. Ranganath: Spark Minda 'Locksets' laid the foundation of our business relationship since the days Bajaj manufactured scooters. It was further strengthened with technology upgradation in lock sets with our indigenously developed product, Pulsar.

Bajaj was the first one to make 'airplane' type fuel tank caps for Pulsar. In the beginning the project faced challenges with aesthetic requirements and required volume ramp-up. The SM team ensured both within the stipulated time frame. This was collaboration in a true sense and it strengthened our business relationship.

This project led to knowledge sharing between teams and I remember having multiple discussions led by Mr Ashok Minda. It was great learning for both sides, especially for me since I was new to component development.



CONFIDENT COLLABORATIONS WILL DRIVE THE FUTURE

"BAL is working with SM to develop new technology which is futuristic and presents an opportunity for growth. It is encouraging to see SM lead the core development from the front. Their confidence to take on new projects and commitment of impeccable delivery makes them a dependable partner."

INTERVIEW WITH OEM PARTNER

DV RANGANATH

Sr. Vice President
(Head Materials)
Bajaj Auto Ltd.



**Our faith in Spark Minda's
capability to deliver will
grow even stronger.**



Q2. What is the nature of the current portfolio?

Presently, locksets contribute to most of our current portfolio, followed by speedometers and wiring harnesses.

The portfolio has expanded over a period of gradual progression from 2004 when SM began to develop mechanical speedometers and wiring harnesses. In fact, SM has been the sole supplier for locksets and wiring harnesses for our Pantnagar plant, since 2007,

Today, SM supports our requirements for locksets, wiring harnesses, instrument clusters and die casting businesses.

Q3. Besides timely delivery and proven manufacturing prowess, which other attributes of the relationship building by SM do you value/ appreciate?

Mr. Ranganath: Relationships are built and strengthened based on mutual trust.

Two key attributes that helped us develop trust are the dynamic capability of the organization and 'fairness' and 'transparency' with a commitment to investment in R&D development. Above all, it is SM's determination and dedication to meet customer's expectations.

A compendium of these attributes nurtured the business relationship between BAL and SM over the years. 'Technology' is and will continue to evolve faster than ever before. SM's commitment and investment will help them lead the fast-looming EV narrative, the transition which our country is currently undergoing. I am sure they'll demonstrate the same agility and commitment to adapt to the EV ecosystem as they did with other products. This will also help them contribute to the growth of the automotive sector.

Q4. Mr Ashok Minda is a source of inspiration for all of us at Spark Minda. In the light of this long-standing relationship, we would love to know your perspective on the vision which he is driving forth?

Mr. Ranganath : The first thing which strikes about Mr Minda is the optimism and energy that he exhibits. He is full of youth and exuberance. Second is the forever learning attitude. He is relentless and does not settle for status quo, focusing on constant growth, improvement and evolution. These facets define him as a leader.

He has been able to build a strong team over the years. It talks volumes about true leadership that he has demonstrated. His relationship with his senior team members and their alignment with SM's vision and goals is commendable.

His humility inspires all of us.



Q5. Would you like to comment on the progress that we have made as an organisation? What is your take on India's EV revolution that we are currently going through?

Mr. Ranganath : The automotive industry has matured over a period of 25 years. We are now geared up to anchor the EV transition. I strongly believe that it is the commitment of premium suppliers, partners like SM that the automobile industry has been able to progress and adapt to change.

EV adoption is at a nascent stage but is bound to grow by leaps and bounds in the coming 3-5 years. Auto component solutions providers like SM are playing a dominant role in developing the EV ecosystem in India, facilitating the transition.

Earlier, collaboratively, we have developed our capabilities and demonstrated that we can live up to the changing requirements of the industry, not just in India, but across the globe.



Q6. You have seen the last two decades of this 'bond-of-business' between BAL and SM evolve. How do you see this relationship in the future?

Mr. Ranganath: Our faith in Spark Minda's capability to deliver will grow even stronger.

The last two decades have witnessed us adding multiple product categories. SM has been a close ally and integral part of our expansion into new products and will continue to do so. Together, we'll grow from strength to strength. SM has a wide range of customers ranging from 2W to passenger cars, commercial vehicles, and off-road. The current bandwidth speaks volumes about their capacity to take new challenges to meet various requirements in the industry.

Q7. We have just entered a brand-new year. Would you like to send out any message for our readers?

Mr. Ranganath : Balance is key. Organisations are at an interesting juncture with a mix of senior leadership team members who trust the 'tried-and-tested' ways of doing business, vis-a-vis the young generation of leaders with their aspirations to think differently. It is important to understand the new, evolving ways to accommodate and make space for new to grow and thrive. It is the responsibility of both generations to work together and simultaneously achieve the organisational objectives. I strongly believe that if we are able to do that with the right spirit and intent, success will be cohesive and pronounced.

HUMANS OF SPARK MINDA



Shurveer Singh
Assistant Manager,
Quality



Yash Gautam
Senior Executive,
Marketing
Aftermarket Division



**Amit Kumar
Mishra**
Manager
SBU Purchase



Shantanu Bose
Sr. Executive, Finance
& Accounts

Last edition of the newsletter featured employees who had spent more than 15 years with Spark Minda. This time, we are taking a sneak peak into the lives of team members who've joined the family within the duration of one year or less.

The inspiring stories capture the inspiration behind joining the organisation and what keeps their 'spark' alive!



**Radhika
Suryawanshi**
Manager Hardware
Development



Komala Yadav
Deputy Manager
ADAS Developer



Kumar Perumal
Engineer,
Maintenance



**Suganya
Subburaj**
Director: Customer
Engineering



Shurveer Singh

Assistant Manager,
Quality, Greater Noida

**NAAM
YAAD
RAHEGA
TABHI
TO
NAAM
ROSHAN
HOGA!**

How it started: This is my second inning with Spark Minda. The organization has only further grown and expanded its horizons as one of the best automotive manufacturers in the country. I was right out of college when I first received the offer to work here. It was like a dream come true for I have keen interest in automobile technology.

How it's going: My team has always been a big source of motivation and pushed me to take up new challenges and opportunities. My motivation for my work also comes from the variety of tasks the organization offers. I look forward to my time with Spark Minda, the opportunities it has to offer me and my determination to take the organization to new heights.

Key to keep the Spark alive: I aspire to be a star performer and give my best to every task assigned to me. My interest in my work never makes my job look like a burden, it only encourages me to do better and move forward.

Life after office: My father served the Indian Army. That gave me the opportunity to explore multiple places across the country. That is when I fell in love with travelling. The best thing about travelling is getting to explore new places with my childhood friends, meeting new people and experiencing the unique culture of every place. I have been a cricket fanatic since my childhood and even now I never miss an opportunity to participate whenever there are matches or tournaments.

TOUGH TIMES DON'T LAST, TOUGH TEAMS DO



Yash Gautam

Senior Executive, Marketing
Aftermarket Division, Noida

How it started: I was on cloud nine when I got the call to join one of the top automobile manufacturing companies in the country. I have worked on international projects in the past, and working at Spark Minda further drives and channels my interest.

How it's going: It is like living a dream. The B2B segment is a new experience for me and came with its own set of challenges. For me, challenges are the most exciting part of my job, because every time you overcome a situation, it leaves you with new experiences and learnings. The organization also offers multiple products which gives us more room to think and experiment.

Key to keep the Spark alive: What differentiates Spark Minda from other organisations is the conducive work environment for individual as well collective growth. Working with my team is my most favourite part of the job. It is a perfect blend of versatile and well-experienced professionals. It has been my constant source of motivation, and has always been there to uplift me whenever I got stuck.

Life after office: Apart from work I never miss an opportunity to travel and explore the unexplored, I also like to keep in touch with my friends and family. I look forward to working with Spark Minda with the motto that 'Whatever you do, do with perfection'.

Amit Kumar Mishra

Manager- SBU Purchase,
Security Division, Pantnagar

FOCUS & ACT ON WHAT YOU CAN CONTROL AND INFLUENCE, INSTEAD OF WHAT YOU CAN'T.

How it started: Spark Minda's offer letter in my hand filled me with pride and excitement of making it to one of the fastest growing automotive organisations.

How it's going: The work culture is close to my heart and my personal work ethics since it allows immense freedom to grow as an individual. I have had the opportunity to work on inventory optimization and cost saving measures which added to the revenues of the company. By motivating the team and collaborative effort, we achieved new milestones. It is the support of my team and senior team members that keeps me going.

Key to keep the Spark alive: I believe in leading by example. I am always there to listen to my team and

mentor them. Every challenge presents itself with an opportunity. It is important to take it head-on with a 'can-do' spirit. Promoting understanding and respect among team members help foster better bonding and create great teams.

Life after office: I like to work out and try to balance that with my work life. I am also very fond of reading. The most recent books I read are 'Seven Habits of highly effective People' and 'How to make friends & influence people'. I would recommend these to everyone. I also enjoy spending time with my family and loved ones.

IF EVERYONE IS MOVING FORWARD TOGETHER THEN SUCCESS TAKES CARE OF ITSELF



Shantanu Bose

Sr. Executive, Finance
& Accounts, Pune

How it started: I have close to eight years of work experience. Along with me, my family and friends were equally excited at the news of my joining this reputed organisation.

How it's going: When you have an amazing team to support you, all your worries take a back seat. I have received constant support and encouragement from my seniors as well as my colleagues from the beginning. This positivity has helped us bond as a team and driven us towards achieving outstanding outcomes and meeting the company's objectives.

Key to keep Spark alive: I believe that great coordination and a constant flow of ideas and

experiences not just leads to individual growth, but cumulative growth of the team. It is the work culture that gives me comfort and ensures holistic growth opportunity and a conducive work environment that fosters innovation.

Life after office: I am a sports enthusiast and like to spend my time playing Football or Cricket. I never miss an opportunity to take up an adventure and travel whenever possible as I believe that "every trip you take, teaches you something new about life." Listening to music also refreshes me and keeps me going through the day.

Radhika Suryawanshi

Manager Hardware
Development,
Engineering, Pune

WHERE THERE
IS A WILL
THERE'S A
WAY;
WHERE
THERE'S
A TEAM,
THERE'S
MORE THAN
ONE WAY

How it started: The world of automobiles has always fascinated me. The opportunity to be a part of Spark Minda felt like finding a home ground to fulfill my calling of working in the sector, handle challenges and realise my growth potential.

How it's going: All my expectations have been met and my managers, the whole team at Spark Minda have supported me all along. This is a challenging domain and there are times when one can feel demotivated. It is the constant encouragement of my manager that pushed me to move the needle and keep going.

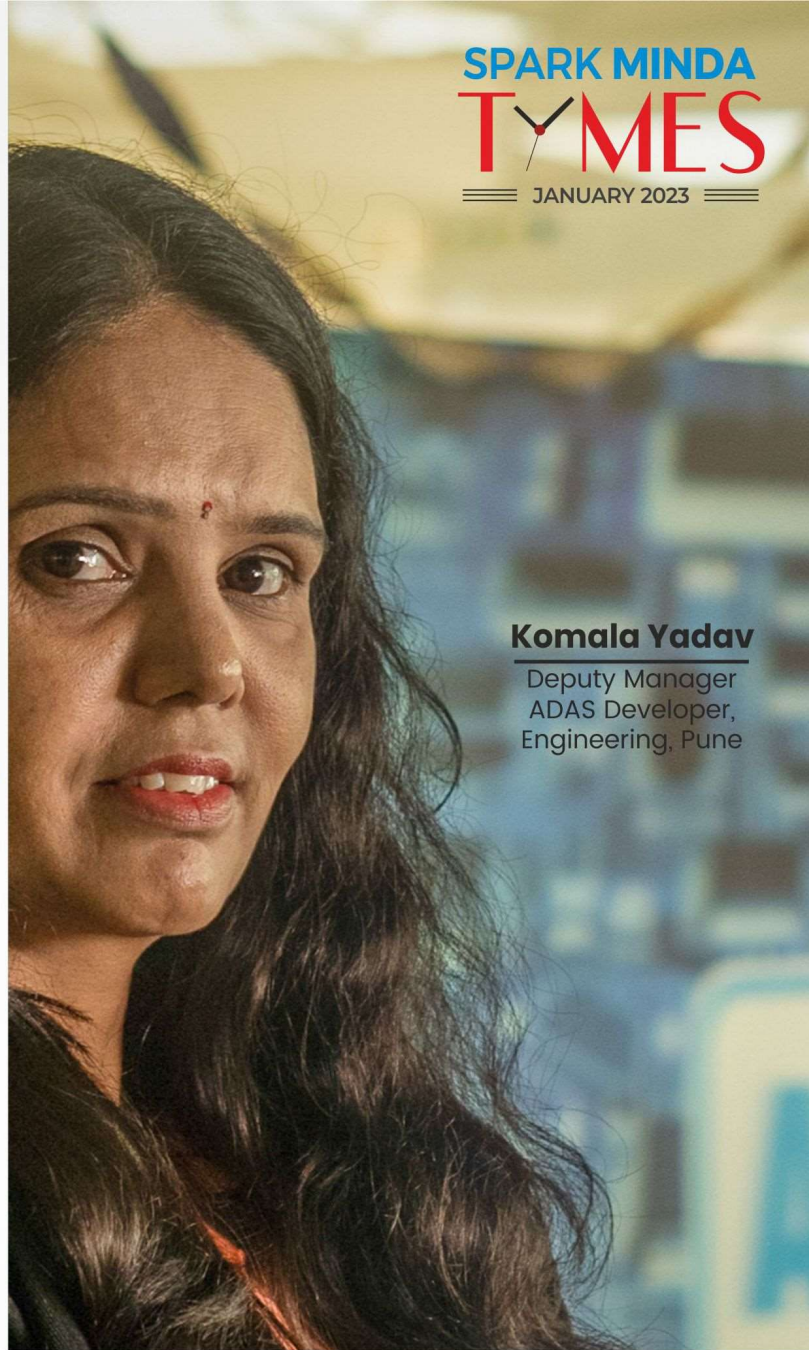
Key to keep the Spark alive: I believe that "no matter what, we can always strive through." I focus on work skills and overall evolution into the best version of myself. I further look forward to building my automotive awareness and extend my full support to my team

whenever needed as it's not just about working but also learning new things at Spark Minda.

Life after office: Being a mom, striking the perfect work-life balance can be challenging at times. Spark Minda has helped me find that perfect balance. I never forget to spend time for self-care and self-indulgence. I also like taking up adventures, making friends at work, interacting with new people and listening to their stories and experiences.

"Spark Minda is different. The positive and gender neutral attitude of the team, especially in the field of engineering is inspiring."

TRULY AN ELA UNDALI



Komala Yadav

Deputy Manager
ADAS Developer,
Engineering, Pune

How it started: I was thrilled with the opportunity to join Spark Minda knocked at my door and I refused all the other job offers. I was excited to have got the opportunity to be a part of the leading organisation.

How it's going: I am glad to be a part of the organisation which treats us all like their own family. My onboarding was seamless, thanks to my work buddies. I was made aware of my responsibilities in great detail with constant support to settle in the new work environment.

I am part of ADAS vertical, a completely new domain. I love a good challenge. I am determined to do my best to develop ADAS further with my team.

Key to keep the Spark alive: My ability to be able to invent something which has a direct impact on society motivates me to give my 100% at work. It is the opportunity to make the impossible possible which keeps the fire within me alive. I look forward to contributing to the company's growth and building a better tomorrow.

Life after office: I am a trained Classical dancer and Zonal-Level Kabaddi and Kho-Kho player. As an endeavour to give back to the society, I often visit a nearby educational institution and take sessions on morality, ethics and values. I am proud of how far I have come in life. But, this is only the beginning!

Kumar Perumal

Engineer, Maintenance,
Hosur

TEAM WORK MAKES THE DREAM WORK

How it started: I have rejoined Spark Minda recently and feel lucky to be a part of this great company again. The skills acquired in the IT sector, especially in software development proved fruitful in working on biometrics in Spark Minda's vehicle segment.

How it's going: The conducive work environment and supportive team motivates me to give my best. It is the positive team spirit that manifests into great work performance. I like to take on new challenges which motivates me to bring forth my best, every day. Spark Minda is a training ground for both professional and personal growth. I look forward to a fulfilling journey.

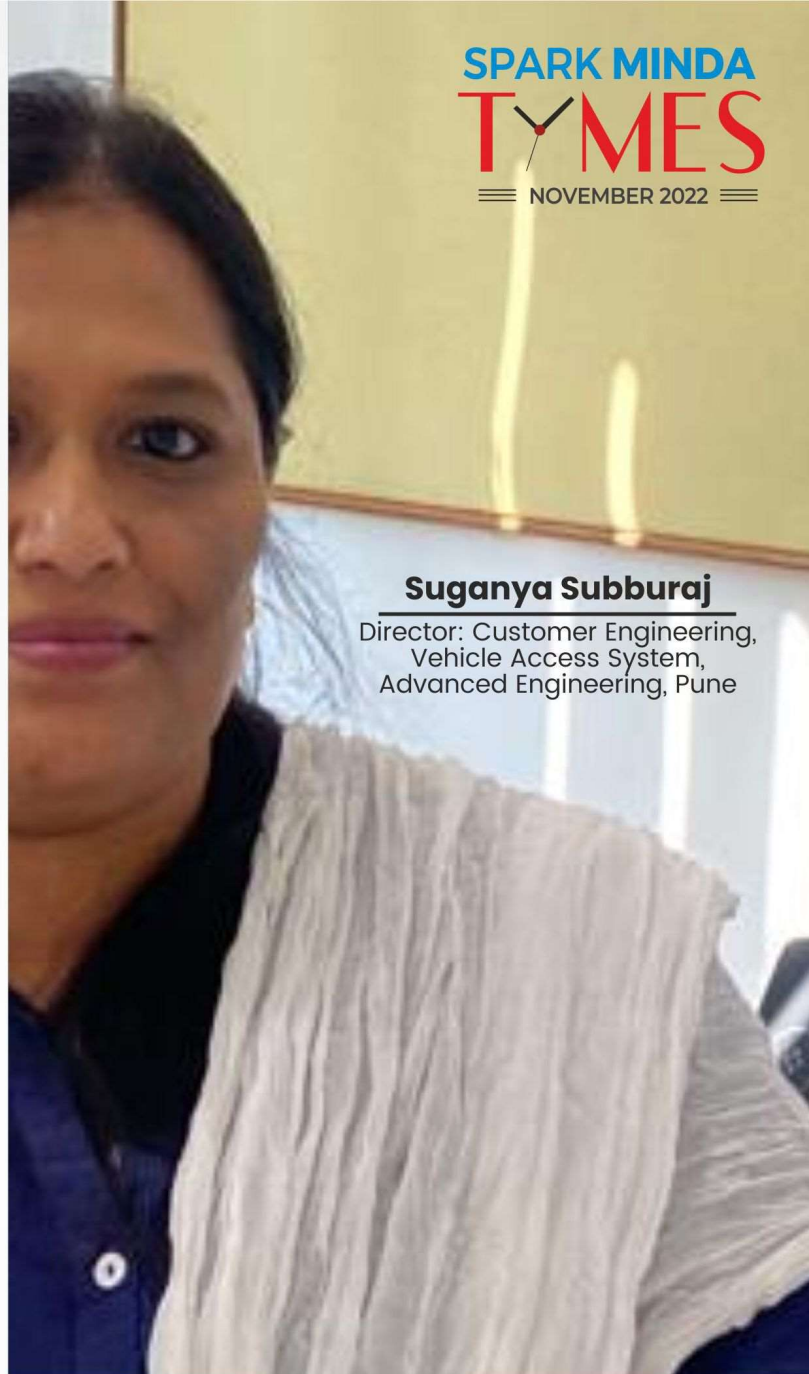
Key to keep the Spark alive: I believe that "Growth is the only evidence of life" and I am growing at Spark Minda. Besides work, the organisation has also helped

me to develop social and life skills through various skill enhancement and training programmes. I am grateful to the senior leadership members and my team for supporting me at every step of the way. I see a great future in working with Spark Minda.

I ensure that biometrics installed in cars work perfectly, so that no car gets stolen. This is a small contribution back to society.

Life after office: I like to spend time with my mother and my siblings on the weekends. My mother is a proud homemaker and the biggest inspiration in my life. She is devoted to taking care of the family. I aspire to be as committed and driven as her in all spheres of life.

WHEN WE WORK AS A TEAM, WE CAN ACHIEVE ALL OUR GOALS AND EVEN MORE!



Suganya Subburaj

Director: Customer Engineering,
Vehicle Access System,
Advanced Engineering, Pune

How it started: In my work experience of 22 years, joining Spark Minda is one of the key highlights. Working with a tier-one organization gives me an opportunity to understand and look at the dynamics of the OEMs up close.

How it's going: I have received immense support from my team as well as my mentors. It is heart-warming to see how everybody is there to support you whenever you are in crisis. The kind of welcoming spirit that I have seen here is very hard to find these days.

Key to keep the Spark alive: My team and I are determined to go global. I look forward to bringing my collective experience of working with international organisations to use. I am certain that the team spirit

and motivation my colleagues bring to the table will further motivate me to do even better.

My journey with Spark Minda has just begun. I have great hopes to take the organization to new heights while growing and learning as an individual.

Life after office: I never miss an opportunity to travel or take solo trips to explore. This job called for shifting out of my home-town but my love for traveling and the impression of Pune as a charming and delightful place to live has made the whole process very smooth and comforting. I am an ardent reader and enjoy reading everything from comics to philosophy to technology!

KNOW YOUR **EC** MEMBER

ROMI JATTA
GROUP CHIEF PURCHASE OFFICER

“

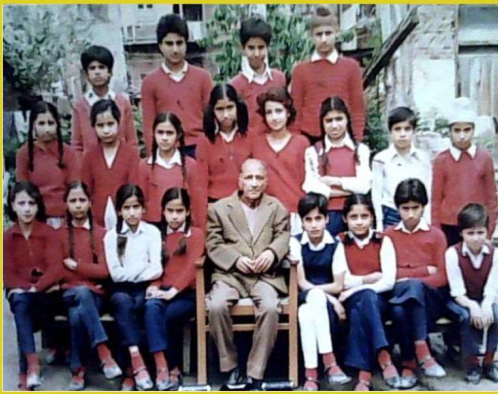
MANTRA

LEARNING NEVER STOPS. CALM AND STORM,
BOTH ARE UNIQUE AND OFFER UNIQUE
LEARNINGS. PERSISTENCE AND RESILIENCE
WILL HELP YOU TO ACHIEVE WHAT
YOU AIM FOR.

”

The feature gives you a
sneak-peek into
Ms Romi Jatta's life
beyond work. The
glimpses
include her childhood,
schooling, hobbies &
her core beliefs, values
and ethics.





JOURNEY FROM SCHOOL TO SPARK MINDA

Having completed her senior secondary and higher secondary education from Srinagar and Jammu respectively, she pursued her bachelors in Electronics and Communication from VIT, Pune. Being a diligent student with an interest in electronics, she took her first job with Philips in 2002. With an impeccable career and progress record, Ms. Romi has been a source of inspiration for many.

WHEN NOT WORKING, SHE LIKES TO INDULGE IN..

"My family is my life", she says.

When not working and hustling, she can be found cherishing some quality moments with her kids or taking a fun-filled road trip with her husband and family. She is also fond of reading and can always be found with a book in her hand. Genres range from non-fiction to literature.

LIVING EXPERIENCES:

Given her interest in travelling, she never misses an opportunity to try out new cuisines, regional to anyplace that she visits, a heaven for the tastebuds and enriches the whole experience. Additionally, Ms. Romi also has a knack for traditional and ethnic fits. She never misses an opportunity to put her best ethnic attire forward!



MY WORK, BELIEFS AND ETHICS

In Ms. Romi's words "Plan, Research, Learn, Strategize and Execute" is her 'secret sauce' to success. She abides by these and ensures to convey the same to everybody working with her. As a leader, it's pertinent to be transparent, accountable and always keep a listening ear to what your team has to say.

Ms. Romi says, "The pandemic has put the spotlight on the critical role of supply chain management and supply resiliency in our everyday life. Today, more than ever before, supply chain management has become an integral part of business and is essential to any company's success and customer satisfaction."

"I trust that all the employees today will rise up to the expectations, put their best foot forward, let their creative juices flow, and offer some best-in-class ideas and solutions to our organisation."

**HAPPY NEW YEAR, AND
WARMEST GREETINGS FOR 2023!**

SPARK MINDA FOUNDATION



A BRIEF INTRODUCTION

Founded in 2014, CSR arm of the Spark Minda Group, Spark Minda Foundation (SMF) is dedicated to uplifting and improving the quality of life; supporting community development economically, socially and culturally.

Thematic areas include education, livelihood promotion, women's empowerment, healthcare accessibility, empowering **People** with Disabilities and environment sustainability. The current footprint of the organisation spans across Uttarakhand, Uttar Pradesh, Haryana, Maharashtra, and Tamil Nadu.

PROGRAMMES IN FOCUS:

- I. Empowerment of People with Disabilities
- II. Education and Livelihood Promotion
- III. Health and Wellbeing
- IV. Community Infrastructure
- V. Sustainability Programmes





Launched in 2015, Saksham is dedicated to empowering People with Disabilities (PwDs) by organising empowerment camps, within the community by providing assistive aids, skilling and employment assistance. With consistent efforts over the years, the programme has impacted the lives of more than 14,000 PwDs through prosthetic limb fitments, UDID registrations, skilling and employment facilitation. The foundation has facilitated the employment of more than 850 PwDs across Spark Minda group factories.

The programme is aligned with the Rights of Persons with Disability Act, 2016 of the Government of India and seven UN Sustainable Development Goals.

Alignment with UN SDGs

“

Our interventions align with the UN Sustainable Development Goals and support projects in the areas of Empowerment of People with Disabilities, Education and Livelihood Promotion, Health and Wellbeing, Community Infrastructure and Sustainability Programmes.

”

SDGs 1



No poverty

SDGs 3



Good health and well-being

SDGs 8



Decent work & economic growth

SDGs 9



Industry, innovation & infrastructure

SDGs 10



Reduced inequalities

SDGs 11



Sustainable communities

SDGs 17



Partnerships for the goals

HOLISTIC PROGRAMMATIC APPROACH:

- Make technology assistive, accessible and easily available
- Ensure UDID registration for PwDs; track their progress; improve general identification process
- Promote the employment; reduce their dependence; ensure sustainable source of income
- Provide 'On-job' skill training to secure a stable job; upskilling
- Encourage inclusive workspaces
- Facilitate participation in job fairs



KEY FACETS OF THE PROGRAMME

Camp for Empowerment of People with Disabilities

Camp for Empowerment of People with Disabilities assist PwDs enrol for UDID card registration, identification and employment of eligible PwDs with partner organisations or within the group factories.

So far, the camps held in Uttar Pradesh, Maharashtra, Uttarakhand and Jammu & Kashmir along with other places have helped PwDs with artificial limbs, calipers, walkers, walking sticks, crutches, wheelchairs, skilling and other services based on their requirements.

Saksham Divyang Empowerment Centers

SMF has two dedicated centers for PwDs in Pune, Maharashtra and in Noida, Uttar Pradesh established in 2018 and 2021 respectively.

Skilling and Employment of PwDs

The team has partnered with NGOs like Samarthanam, Youth for Jobs and Sarthak Educational Trust. This has created a comprehensive database of job opportunities which is updated during camps/ job fairs to help PwDs get placed according to their interest and accessibility.

Job mapping exercises screen available jobs, upskilling requirements in manufacturing and other sectors. PwDs working in the factories are given on-the-job training to enhance their skills and knowledge.

Impact: Spark Minda Group has employed more than 850 PwDs across functions like assembly, production, paint shop, administration, wire joint taping, store department, inspection and others. They are also trained in 5S, evacuation, fire safety to prepare them to handle emergencies.

UPCOMING MILESTONES

- **Add more PwDs to Spark Minda workforce:** Currently, PwDs constitute 2% of the entire workforce at Spark Minda. The team is planning to raise this to 5%.
- **Customised Tricycles for Comfortable Commuting:** SMF has collaborated with IIT Bombay to customise tricycles enabling safe and better mobility for PwDs, especially while commuting through rough terrains and climbing uphill. This will supplement income generation and create sustainable livelihood opportunities for PwDs.
- **Collaboration with Skill Council for Persons with Disability (SCPwD)** to focus on enhancing their skills. The partnership will empower PwDs with the skills to explore more employment avenues and encourage entrepreneurship among them.



“

“Spark Minda Foundation aims to build an all-inclusive and harmonious society. Saksham is an excellent example of an initiative driven by collaboration and noble intent. I am thankful to all our partners and glad that together, we have reached out to more than 14,000 PwDs so far. By 2025, we plan to take this number higher through collective, effective action to enhance their life and livelihood.”

”



Ms. Sarika Minda
Chairperson,
Spark Minda Foundation

JOINING OF NEW GETs



**AKANSHA PATIL,
GET, QUALITY, PUNE**

**Sharad Institute of Technology,
College of Engineering, Ichalkaranji**

Working with Spark Minda is nothing short of a dream. The company gave me the opportunity to work on a compendium of both IT and Software. My parents are also happy with the way my career has taken off and been shaped at the organisation. The seniors have been very supportive throughout. Work culture is the best thing here, as everyone is very helpful and respectful to one another. Besides work, I enjoy socialising and interacting with new people. I am also very fond of sketching and painting.



**MADHULIKA DAS,
GET, IT, PUNE**

K.K.Wagh ACS & CS College, Nashik

The opportunity to join Spark Minda came up right after I finished college. I was curious and nervous, but was certain about the fact that there are new things to learn and gain experience from. The seniors, work environment, fellow colleagues have been supportive from the get go. The company ensures our engagement by organising multiple competitions, skill learning sessions etc. During the last four months at Spark Minda, I have done so much more than my peers and looking forward to even more. I am an ardent reader and enjoy reading blogs. I am also a state level Tug of War player



**SAURABH BHOPE,
GET, SYSTEM ENGINEERING,
PUNE**

**Dr D.Y. Patil Institute of
Engineering, Management and
Research (DYPIEMR), Pune**

Working at Spark Minda has been the nicest experience, and remembering the first time we were given a plant tour definitely makes my heart race. The seniors and the team members have been very supportive throughout, it's a family-like environment here, even if you ask a question ten times and you will still receive help and a response every time. Apart from work, I like to watch and play cricket and badminton, I am also fond of reading about astronomy and Investigating scientific evidence for ancient myths. The prospects here are unlimited, and even while there is work pressure, there is a healthy environment for everyone to thrive in, so even though there are many great aspects about working here, if I had to pick just one, it would be that.



**RAHUL SHARMA, GET,
MARKETING & BUSINESS
DEVELOPMENT, NOIDA**

GLA University, Mathura

I had already worked with Spark Minda as an intern in the past and accepting the offer to work here was a cakewalk, as I was very well aware of the functionings, and values of the organisation. Even the role that was offered to me was a perfect fit and gave me a vast scope to acquire new skills. The colleagues, the seniors not only helped me settle but also offered me the freedom to learn, experiment and explore new things. I am a badminton and cricket player and look forward to participating in the upcoming tournaments here. The best part of working at Spark Minda is the versatility and the freedom that comes with working here.



**NISHA YADAV, GET,
PROCESS ENGINEERING,
NOIDA**

**IMS Engineering College,
Ghaziabad**

My journey from campus to corporate has been accidental, but I am glad that I am here. As a woman engineer, working in automation has been very exciting. I feel working here was my destiny's calling. My team has helped groom my personality and helped me develop a deeper understanding of the sector. When I am not working, I like to travel and explore. Being a foodie I never miss an opportunity to try out new cuisines.

IN PURSUIT OF EXCELLENCE

GROUP OPERATIONS

A BRIEF OVERVIEW

Spark Minda's Group Operations Department has been revived with a restructured approach to execute business & operational strategies towards operational benchmarking across automotive industry.

The function existed since the beginning with changing nomenclatures. In the year 2020, the function was re-organised with focus on **Manufacturing Engineering** & special impetus on productivity improvement. Strengthening the operational efficiencies further, the dimension of **Business Excellence** was added to the Department in 2021. Owing to our need & emphasis on quality, **Quality Excellence** was added to the department in 2022. This made the Group Operations Department a holistic Organisational Excellence Model.



Left to right (Standing) Sanjay Khaikhar, Abhijit Despande, Praveen Mishra, Yogesh Pardeshi, Jyoti Hande, Ajay Sharma, Ravi Mittal, Neeraj Singh, Prashant Bhodke, Sudershan Saraf, Vaibhav Shete, (Sitting) Amit Shrivastava, Vinod Kaul, Ashim Vohra, Meghasham J. Vibhandik, Dhires Pal Singh

Group Operations today stands as a holistic business function which is pivotal to the growth trajectory of business verticals across the organisation. The team aims to bring a sustainable change by ensuring Total Employee Involvement and driving continuous improvement in performance. The initiatives are conducted under the unified theme- 'Learn, Share & Grow', leading the organisation to achieve the desired level of excellence.



Group Operations: Strategic Pillars

The function firmly stands on three pillars– Manufacturing Engineering, Business Excellence and Quality Excellence. Here is what each of these pillars strive to achieve for the group:



Mr. Vinod Koul
Head Group
Business Excellence

Business Excellence Drives Industry proven Operational initiatives and ensures establishment of Safety First Culture within the organisation



Mr. Sanjiv Gulati
Head Group
Manufacturing Engineering

Manufacturing Engineering Focuses on Enhancing Manufacturing Engineering Capabilities and improve the Operational Efficiencies through Low Cost Automation across the Group



Mr. Murari Krishna
Head Group
Quality Excellence

Quality Excellence has been recently introduced to bring a cultural and mindset change through Group Driven QE Initiatives in collaboration with Quality 4.0 and emerge as the preferred supplier



IN PURSUIT OF EXCELLENCE

GROUP OPERATIONS

KEY OBJECTIVES

Group Operations is leading the change by bringing cultural transformation through various Internal Employee engagement Programs under the overarching theme -Learn, Share and Grow. The key objectives include enhancing the manufacturing engineering competencies and capabilities towards effective implementation of LCA & Industry 4.0 and drive operational efficiencies by implementing TPM and TQM.

The function aims to develop the culture of 'safety first' within the organisation; build and establish a culture of quality excellence to achieve the larger objective of becoming the preferred automotive supplier. This also aims standardisation, upgradation and adherence through strengthening QMS & adopting Quality 4.0. The team is frequently recognised at various National and International industry forums, acknowledged for their efforts and best practices in operational excellence.

Milestones Achieved

2022 was critical for Group Operations. Besides addition of Quality Excellence as the third dimension, the team successfully implemented several initiatives.

Living the core ideology of promoting excellence across the organisation, **>100 new** Quality Circle Teams were formed across various plants, increasing the employee coverage from 0.12% to >5.5%. The team also launched a Centralised Digital KMS "Knowledge Management System" to promote learning and horizontal deployment of best practices.

The team conducted >20 Internal Employee Engagement Programs and deployed more than 74 best practices under the **Learn, Share, Grow initiative**. It also revived and kickstarted the first phase of 'Zero Defect' Initiative with focus on suppliers.

Awards and recognitions are key priority areas for Group Operations. In 2022, the team drew > 220 accolades from renowned forums. Gearing up towards JIPM's (Japan Institute of Plant Maintenance) excellence Journey, the team completed TPM kick off in three plants.

Accomplishments made for the 'first time': - Developed inhouse equipment facility for WHD- Bagged 8 International Gold Awards; Highest in Category from ICQCC- Introduced Quality Excellence Function at Group Corporate level

2022 was encouraging. The function is forging ahead to bring about a cultural change by continuously improving the performance.

2023 will witness Group Operations move onwards and upwards.

One of the core priorities include development of low cost automation capability and Industry 4.0 competency across the Group by establishing 'Manufacturing Engineering Centre of Excellence'. The team will continue to implement TQM, clusters meets to address problematic areas and promote Safety First Culture through external collaborations.

The team will further mobilise the quality excellence initiatives by ZDI kick-off and implementation. System Standardisation, Upgradation, Implementation and Adherence by strengthening QMS and adopting Quality 4.0.

2023 will also witness Group Operations expand its horizons and strengthen its global presence through enhanced participation in international forums. Addition of more plants to JIPM Excellence Journey will continue to be the one of the many focal points of the group.



Meghasham J Vibhandik
Plant Head- DCD, Pune

“

The team is helping us to enhance our performance by improving internal management systems and practices. All the initiatives are pushing us to 'learn and think' more and collectively leading towards organisational transformation.

”



Dhiresh Pal Singh
Plant Head- WHD, Pune

“

Group Operations is acting as a catalyst to drive multiple initiatives aimed at striving excellence across business verticals. Their effort is translating 'operational excellence' to 'real change' by cultivating a culture of continuous improvement by promoting teamwork, camaraderie and more accountability across team members on ground.

”



LM Joshi
Plant Head- PN

Group Operations is helping us to keep pace with the evolving trends. Overarching theme, Learn, Share, Grow provides the employees a platform to align, share and adopt best practices. This will also help us set industry benchmarks w.r.t cost, quality, culture, technology and standardisation of Systems and Processes.



Neeraj Singh
Regional Head-
Business Excellence,
BV2- WHD

“

I have worked with global companies in the past and I must say that the model is aligned with international standards. I am certain that the Group Operations team will help Spark Minda transform into a world class manufacturing organisation.

”



Ravi Mittal
Head- Business
Excellence, BV-1

“

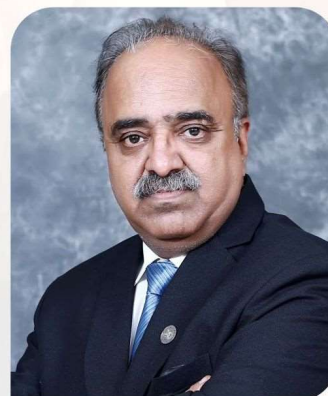
I am associated with the Business Excellence Function, one of the three pillars. I am confident of achieving new heights and recognition of industry benchmarking.

”

“ Message To the Spark Minda Family

Systems and processes are key to the growth of every organisation. Group Operations aims to involve and urge each employee to commit to adhere and implement them. We expect these learning drives to not remain limited to only certain units and businesses but implemented across the organisation. This is possible through devoting maximum time on the Shop-Floor through Gemba and compliance/ adherence to systems and processes.

This will certainly help realise the vision of the senior leadership team to bring cultural change and help Spark Minda emerge as one of the preferred suppliers to mark our global presence. ”



Mr. Ashim Vohra
Group Chief
Operation Officer

HELMET LAUNCH

Spark Minda launched Helmets and two-wheeler Fiber Parts with 1500+ variants last year. The launch marked the company's foray into the B2C space. Helmets are available across three categories- Spark Minda Knight Series, Spark Minda Garrison series and Spark Minda Armored series.





SPARK MINDA
KNIGHT
SERIES



SPARK MINDA
ARMORED
SERIES



SPARK MINDA
GARRISON
SERIES

HELMET LAUNCH



"India is the fastest growing major economy in the world. Our foray into the consumer business category will make us a part of the iconic growth story of the country and reinforce our commitment to provide the highest standards of safety for 2W riders across the country."



Mr. Ashok Minda
Chairman and GCEO,
Minda Corporation Ltd.



"India is the world's biggest helmet market with 40-45% of the sector still being served by unorganized players. The launch of this extensive product range will bring a significant disruption and help us become one of the leading players in the helmet segment. We want to ensure that certified helmets are available to every 2W rider in India."



Mr. Neeraj Sharan
CEO, Aftermarket Division,
Minda Corporation Ltd.





INTERNATIONAL OFFICE VIETNAM

A BRIEF CONTEXT

The Minda Vietnam Automotive Co. Ltd. was established in 2012. The plant manufactures locksets and wiring harnesses.

The journey of the plant began with onboarding clients like Yamaha, Suzuki. The clientele further expanded with addition of Piaggio Vietnam and VinFast two wheelers in the domestic segment.

2012

Operations start in Vietnam

2014

- Start Of Wiring Harness
- New Business (w/H) awarded from **Piaggio**

2013

- New business bagged from **Yamaha Vietnam**
- Start exports to Japan



JOURNEY SO FAR AND THE VISION FOR 2023

2015-22: Snapshot of Client Onboarding

- Received **Perfect Quality & Delivery Award** from **Yamaha Vietnam**
- Acquired new business from **Yamaha Vietnam, Piaggio, Kawasaki and Suzuki**
- Onboarded **WinFast 4W** as a new customer

2023-26

'Big, bright-tech' plans for the next three years : 2023-26

- Launch the Spark Minda Technological Products In the ASEAN Market.
- Enter 4W market
- Introduce Next Generation Security System – Keyless Entry
- Expansion of the plant to accommodate surging business requirements



INTERNATIONAL OFFICE VIETNAM



INDIA-VIETNAM AMBASSADOR MEET

On 28th November 2022, business heads of ASEAN & Japan Office – Mr. Sunil Goel, and General director of Spark Minda Vietnam – Mr. Sarvesh Gupta met with the Ambassador for enhancing bilateral trade between India and Vietnam.

The topics of discussion ranged from opportunities and efforts needed to enhance bilateral trade; cooperation needed for local outreach and investment in the auto sector. We look forward to more such meetings which are important to promote bilateral relations.

“

We have big plans for 2023. The year has been earmarked for a couple of first moves like launching Spark Minda Technological Products in the ASEAN market. We are also excited to enter the 4W market and introduce the Next Gen Keyless Entry systems. The expansion of footprint as well as our portfolio is anticipated to double the revenues.

”



Mr. Sarvesh Gupta

General Director,
Minda Vietnam
Automotive Company



“

LifeBeyondMundane@ Spark Minda Vietnam

Regular training and camps are organised for the safety of employees.

Visits by experts to train them on first aid, introduction to the quality of the products, fire prevention skills and more.

Celebration of special days like Mother's Day, Kids carnival, Diwali celebration, Coffee Day, Christmas day and sports day to encourage employee bonding

”



Know Your **Plant**

HOSUR



Mr. Arun Kumar
PLANT HEAD

WORLD CLASS WIRING HARNESS MANUFACTURING PLANT – GREEN FIELD PROJECT

“

Vision

“The plant aims to be the preferred partner by providing the best value proposition to the customers through the World Class Manufacturing Facility.”

”





CHITRA SHIVAKUMAR

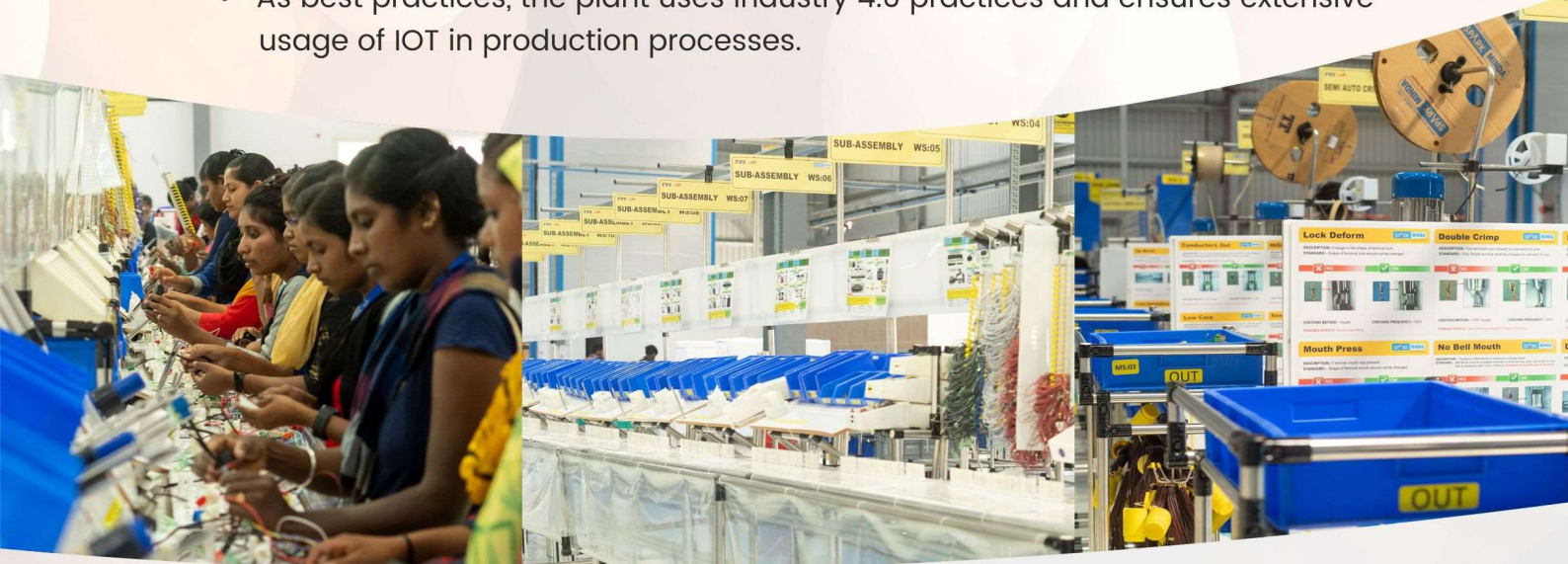
“I like the company, culture, facilities provided to us, especially Spark Minda’s focus on the safety of women. My family and other village folk take pride that I work here at the MCL Hosur plant.”



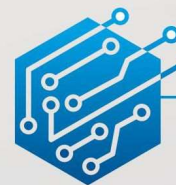
SATHYA MURUGESHAN

“I am proud of the fact that I inspire other women in my village to work at MCL Hosur. After I joined, many more women from the village also joined the plant.”

- A large proportion of our employees at the plant are women!
- Hosur is one-of-its-kind Green Field project with state-of-the-art wiring harness manufacturing facility in the country, with one of the highest capacity and the greatest volume, nationally.
- As best practices, the plant uses Industry 4.0 practices and ensures extensive usage of IOT in production processes.



SPARK MINDA TECHNOPOLY POWERED BY SMIT



Spark Minda Technology Centre is constantly marching ahead at a faster pace keeping in tune with dynamically changing technological requirements posed by the Automotive embedded world. The Advanced Technology centre is striving for excellence by improving existing product portfolio, incorporating niche technical advancements and new creations in the arena of emerging EV domain. SMIT is poised to innovate and bring electrification in the automotive domain in the best feasible ways.

We are future-ready. Have a look.

Introducing the **2W Demonstration Electric Vehicle (EV)**

Designed from scratch, the **2W Demonstration Electric Vehicle (EV)** is made indigenously using a congregation of Spark Minda products.

This 2W is a versatile vehicle which proudly demonstrates Spark Minda's technology prowess by plugging in major products portfolio. This is a successful showcase of our in-house product development capabilities across various domains, including vehicle access, ADAS, Instrument Clusters, Wiring harness, Telematics, DC-DC converters, battery chargers and Sensors.



The 2W demo vehicle constitutes the following components from Spark Minda:

Keyless Entry System (Smart Key) solutions – State of the art LF-RF and BLE based keyless access solutions incorporating vehicle access ECU, Key fob, Seat Actuator, Glove Box Actuator.

Driver Information System (Instrument Cluster)– Fast track implementation of customer requirements; reduce time to market; EOL algorithms are built in to support multiple variants configuration with single Hardware, Software, Hardware and mechanical packaging and state of the art design environment.

Intelligent Rider Assist System–Designed in-house and development with the help of technology partner. Compact design, Inculcated with front and rear-view camera, IRAS ECU, GPS, IRAS Speed Sensor. Helps to alert riders with front collision alert, blind spot detection and dangerous overtaking alert.

Telematics gateway–Implementation of the Intelligent automotive switch to save battery power, when vehicle is stationary; Customised Solution with quick turnaround time and Facilitates connectivity and supports the Security Feature of immobilising the vehicle on the GO.



Electric Vehicle solution – DC-DC Converter, Battery Chargers, Programmable multi-stage Charging Profile.

Wiring Harness–Complete in-house design / development of EV W/H including DVP definition & execution, Complete Power distribution and Grounding strategy design and Integration of HV and LV side.

Sensors – Temperature, Angular, Side Stand, Speed, Tilt and TPMS sensors

Simplification is key to better understanding. This is exactly what this column aims to do. Every automobile is a goldmine of cutting-edge and unique parts. It is time we give each of them the spotlight that they truly deserve!

Each volume of our newsletter will demystify some of Spark Minda products.

DC – DC CONVERTERS

DC (direct current)– DC converter is an ‘electric power converter’ which powers the onboarded electric devices exactly according to their voltage requirement.

These produce a regulated voltage from a source that may or may not be well controlled to a load as per their expected voltage requirements.

Applications include EVs, energy integration, medical devices, smart lighting, and other small-scale electronic appliances.

DC-DC Converter



BATTERY CHARGERS

Battery Charger is the source of power supply for EVs. The main role is to recharge the battery of an EV to keep the vehicle in motion.

The charger has temperature or voltage sensing circuits and a microprocessor controller to safely adjust the charging current and voltage, determine the state of charge, and cut off at the end of charge.

EVs need high-rate chargers. Installation and distribution support of these is important for the proposed adoption of EVs.

Battery Charger



WIRING HARNESS

Wiring Harness is similar to the circulatory and central nervous systems of the human body. It powers one of the most critical requirements in the vehicle. This facilitates the transmission of information,

Automotives use a variety of wiring harnesses which combine the wiring of different electrical and electronic devices into a single system. This helps with signal transmission and powers up different electronic and electrical devices.

Just imagine if the wiring harness at fault was delivering mission-critical power to a safety sensor or engine!

Wiring Harness



TECH-SPECS MADE EASY

Two-wheeler PEPS System

PEPS system (Passive Entry Passive Safety) or 'Smart Key Locking System' is an advanced locking system that operates without a key and is used to access or authorise the 2W.

There is no need to insert the mechanical key in the vehicle handlebar to unlock the vehicle.

It helps lock/unlock the glove box and seat without carrying the key. Using one button, all locking/unlocking functions of the vehicle can be managed.



Telematics

Telematics monitors the position of cars, trucks, moving equipment and other assets by using GPS technology and an on board diagnostic system which plots the position and movement of these assets on a computerised map.

It is also called 'fleet tracking' or 'GPS vehicle tracking'. It is an essential vehicle management tool for commercial and government fleets.



Information Courtesy:
Mr. Ashutosh Telang
Senior Manager -
Product Research
and Marketing



KNOW YOUR COUNTERPARTS

Different team, one profile. This column brings you insights from the lives of three team members who anchor sourcing for different business verticals, featuring the attributes which makes each one of them unique.



Mr. Ankit Rastogi

Lead - Procurement & Store,
BV III, Greater Noida

“
MANTRA

**SUCCESS IS ALWAYS DESIRED BUT REAL
LEARNING COMES FROM FAILURES. SO GIVE YOUR
BEST AND REST, LET THE OUTCOMES FURTHER
NURTURE YOUR CAPABILITIES!**

”

Mr. Rastogi is an important pillar of the supply chain department. Beyond work, he likes to spend time with family.

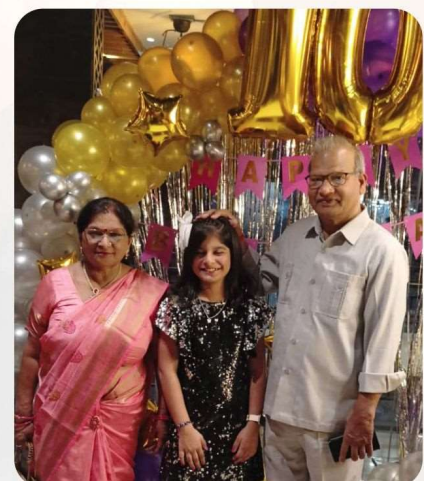
Journey from school to corporate-

Mr Rastogi completed his high school from Meerut. From there he went on to get a Diploma in Polytechnic and Management to complete his engineering degree and fulfil his long term dream of studying in this field. He landed his first job in MM Auto and since then has worked with reputed organisations like Hero Motors, and now with Spark Minda. His career milestones are an inspiration for everyone.

Thoughts, beliefs and values

Mr Rastogi believes in the power of working hard, on the importance of setting targets, and the satisfaction that one attains once the goals are reached.

He relies on customer and business agility to ensure success or growth at personal and professional fronts. The best way to deal with a challenge is to understand the root cause, gather data, compile and analyse. Mr Rastogi's mother and father played a great role as a source of inspiration. One of his ex-boss's also made a massive impact on him and he is forever looking forward to doing better and growing further.



KNOW YOUR COUNTERPARTS



Mr. Sandeep Gupta

Head Sourcing,
Purchase, BVII, Noida

“

MANTRA

**CONTINUOUS IMPROVEMENT EQUALS
CONSTANT GROWTH AND SELF-
DEVELOPMENT**

”

Man of quick evaluation and reaction, Mr Sandeep Gupta is an exemplary leader. He focuses on continuously improving his skills and is always keen to learn new things.



Career trajectory—Having completed his MBA from IMT Ghaziabad and B.E. Mechanical Engineering from Jaipur, he went on to take up his first job role in Calcom Vision Ltd.

Mr Gupta has had a remarkable career record, having worked with corporate honchos like Daikin, Lloyd, Motherson, his effort and constant hard work to achieve even greater heights is evident from his excellent contribution at Spark Minda. The diversity of roles that Mr Gupta has undertaken here further adds to his experience and makes it a wonderful learning experience for his team.

Beliefs and Values— Mr Gupta believes that having a positive mindset helps maintain calm while dealing the most difficult situations in life, adding to our learnings and experiences.

“

MANTRA

**INTEGRITY DEFAULTS WHEN ONE “WISHES TO
ATTAIN/OBTAIN SOMETHING WITHOUT
EARNING OR DESERVING IT”**

”



Mr. Kushal Bir Singh
Head Sourcing, Supply
Chain Management. BVI, Noida

An integral part in the supply chain department, Mr Singh enjoys his time with his family and holds his parents in very high regard. He is a very hard working man and does not shy away from challenges.

Journey from school to corporate- Mr. Kushal Bir Singh completed his engineering and went to study management from IIM Calcutta . Then he did a leadership programme from the esteemed Harvard Business School. After completing his Engineering he worked as a Senior Engineer for 3 years in TSTech. After doing his management course from IIM he joined Motherson as an Assistant Manager. Consequently he was the Deputy Manager at GM for 4 years. Mr. Singh then was recruited as the General Manager at Makino for 2 years. Post that he worked as the Vice President for Imperial Auto for 5 years before joining Spark Minda.

Thoughts, beliefs and values- Mr Singh is greatly inspired by Mr S.B Sardana and Mr Jagjit Singh Lamba. Closely attached to his roots, he owes his success to his parents and his brother. He urges his teammates and colleagues to love their work, continue to increase their capabilities, be extraordinary and strive to be on top.

A firm believer in God, Mr Singh is never afraid of failures, provided he has given his best. Espousing the ‘no regret’ mantra for life, he sees himself as his only competition and thrives everyday to be better than the day before. Simple is best, other than jobs and studies and would like to remain forever attached to his roots.

He motivates everyone around him to believe in the power of unity and teamwork.





'Kaizen' means 'continuous improvement'. Spark Minda believes that small, ongoing positive changes lead to significant improvements. This column features people behind unique 'ideas which made an impact'.



Mr. Ajay Pokhriyal
Support, Quality Assurance,
Greater Noida



MAINTAINED QUALITY AND DELIVERY

Obstacle at hand- Ajay Pokhriyal works with the Quality department of Wiring Harness division. The challenge was that the bin cards used by the team had to be filled out manually. As a result, there were repetitive delays and mistakes in their filling. This delayed the process and wasted time due to wrong information entry, causing a lot of inconvenience to the customers, leading to repetitive complaints.

Panacea for all- Ajay came up with the idea of replacing the manual bin cards with digital ones.

One Solution, Many Benefits- The entire process was streamlined and customer complaints were resolved. As they say, 'going digital is the way forward.'





Mr. Nepal Singh
Senior Technician,
Maintenance, Greater Noida



REDUCED COST, UNINTERRUPTED PRODUCTION

Obstacle at hand- Nepal Singh and his team in the Wiring Harness division were facing issues with the prefeeder roller in the Komax Alpha-1. The machine was made of rubber material (PU) and used to wear out very quickly, hampering the overall process. The machines used to breakdown very often, affecting the whole production process.

When smart minds come together, the solution isn't too far- As a solution to this recurring problem, Nepal Singh came up with the **idea of replacing the rubber prefeeder roller with a metal prefeeder roller.**

One Solution, Many Benefits - Now the metal prefeeder roller not only has a longer life and does not wear out quickly but it also reduced the production cost by Rs.4750, which is a big win!



CONNECTED PLACEMENT WITH IN-HOUSE TRAY MODIFICATION

Obstacle at hand- The production department at the MIL division identified that manually placed connectors were lying loose on the tray feeder because it was placed manually. During the pickup, the machine nozzle used to drop it on the PCBA. As a result, the production process was hampered.

When smart minds come together, the solution isn't too far- Jitendra decided to use the connector supplier tray with modifications in the tray feeder for the pickup and placement on the PCBA. The position of the black tray was fixed with screws, holding the nozzle in place.

One Solution, Many Benefits- This measure eliminated manual intervention and increased the productivity by 13%. Most importantly it took the morale of the operators to another high!



Mr. Jitendra Epilli
Production Line Leader,
Pune



AWARDS & ACCOLADES



**Platinum Award by
CII to MCL Pantnagar**



Quality Circle 18 nos awards received by QCFI



**TPM Strong
Commitment award
Awarded by CII TPM
Club**



Gold Award by QCFI to WHD Pune



MIL received 4 gold & 4 silver awards in CCQC Pune chapter



Gold Award by QCFI



Gold Awards by QCFI in CCQC-2022 Pune chapter

☆☆☆ Activities ☆☆☆ @Spark Minda



Celebrating the bonds between colleagues at the workplace Spark Minda celebrated Coffee Day



Celebrating the joy of giving, Spark Minda organised a donation drive at MCL, Noida



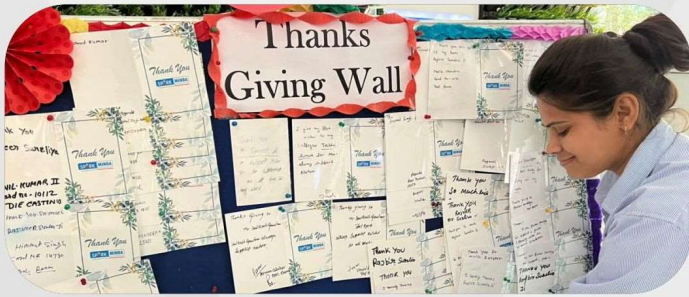
'Mom Buddy', a unique program at Spark Minda handholds mothers-to-be throughout their maternity leave and assist them with processes during their entire tenure



Spark Minda family across locations celebrated Diwali with loads of joy and cheer



Children's day celebrations across national and international plants of Spark Minda



**Thanksgiving day
celebration across our offices**



**Aftermarket Division's
offsite at Hillside**



**Spark Minda Invited mothers
of Spark Minda Family on
the occasion of mother's day**

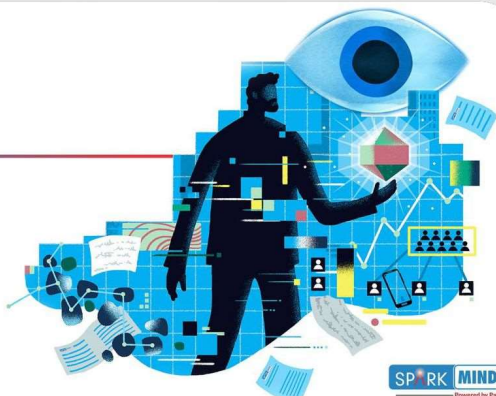
**Tree plantation drive on
World Environment Day**



SPARK MINDA
IS CELEBRATING

**DATA
PRIVACY
DAY!**

#DataPrivacyDay2023



SPARK MINDA
Powered by Passion

**Spark Minda Group celebrated
Cybersecurity Awareness Month to
highlight the importance of
safeguarding Spark Minda's digital
assets from malicious cyber activity
and protecting from ransomware
and other cyberattacks.**

RECAP 2022

LINKEDIN STORYLINE WITH SPARK

FEBRUARY 2022



Mr. Ashok Minda, GCEO and Chairman, Minda Corporation Limited, shared his views on budget2022 with ET Auto

MARCH 2022



Spark Minda participated at the EV Expo showcasing our expertise and R&D prowess.

MAY 2022



Chairman and CEO Mr. Ashok Minda was recognized as 'The Most Promising Business Leader of Asia' by The Economic Times.



A breakthrough session was organised by SparkMinda security systems division in Pune focusing implementation of new strategies



Marketing offsite in Raigad

JUNE 2022



Celebrated 5 years of SMIT



To celebrate our employees' efforts and growth, SparkMinda organized the Annual Awards Ceremony

JULY 2022



Grand foray into B2C space and helmet category

AUGUST 2022



Azadi ka Amrit Mahotsav. Spark Minda and 75 bikers celebrate 75 remarkable years of independent India!



Spark Minda Foundation in collaboration with the Indian army organized the 'Empowerment of People with Disabilities Camp' in Kupwara, Jammu & Kashmir

SEPTEMBER 2022



Recognised as one of the Iconic Brands of India in 2022 by The Economic Times

NOVEMBER 2022



Technology License Agreement (TLA) with LocoNav for white-labelling of Telematics Software for both Web & Android/iOS platforms. Minda Corporation also collaborated with South Korean firm Daesung Eltec to bring next generation advanced driver assistance system solutions to India.

DECEMBER 2022



Inauguration of Spark Minda's 28th plant in Pune Chakan



The high octane 'Senior Management Conference'

EMPLOYEE CORNER



Shot By:
Tarana Adhikari
Executive, Spark Minda Foundation



Written By:
Bharti
Vendor Development
MCL BVI

वक्त!!
हर रोज, मैं एक ही कोशिश में हूँ,
वक्त को कभी बचाने,
तो कभी चुराने की कोशिश में हूँ।।

मैं हर रोज थोड़ा वक्त लगाती हूँ,
थोड़ा सा वक्त चुराने की कोशिश में।
और फिर बैठ कर कुछ वक्त,
इस चुराए हुए वक्त का
हिसाब लगाया करती हूँ।।

हर रोज़, मैं एक ही कोशिश में हूँ,
वक्त को कभी बचाने,
तो कभी चुराने की कोशिश में हूँ.

मैं किसी वक्त कहीं जाने के लिए,
आज सारा वक्त उसी रास्ते लगाने की कोशिश में हूँ।

थोड़ा थोड़ा करके,
मैं ये वक्त का समंदर भरने की कोशिश में हूँ,,
इस चुराए, बचाए हुए वक्त में
मैं अपनी कहनी लिखने की कोशिश में हूँ।



Shot By:
Geetika Saini,
Executive HR,
Aftermarket Division

loves cycling & never misses
a chance when gets to ride one
Deepak Lamba,
Senior Executive,
Senior Executive, CSR



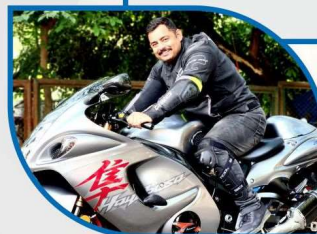
Is riding my super bike a passion or fashion?

Often, it is an interest that begins at a young age.

It started when I was just a young boy in the backseat of a car admiring Super bikes on the highway.

It is not like other emotions when you ride a motorcycle, it is a very different feeling.

My passion for riding has always been a major addiction to my soul every time I rode one.



Written By:
Utkarsh Dubey
Manager, HR,
MCL Group Corporate Office



Hobbies give us joy and knowledge. They give us a relaxed mind, and help regenerate positive energy in us.

I enjoy Gardening, my love for plants and greens makes my time spent in nature, a blissful one. I have a garden behind our house, in my small garden I have grown many different plants. I have planted fruit trees like bananas and guavas around the garden. Besides these fruit trees, I have also planted small patches of eggplant, tomato, gourd, okra etc.

I spend my free time after office hours or weekends in my garden. To ensure their healthy growth, I regularly weed out and water the plants. I also apply fertilizers and pesticides when necessary. For me this place is my paradise on earth. When I'm in my garden, I'm so engrossed in the plants that I forget all the pressures of my work and life and a divine peace descends upon me. And I step out of my garden with a fresh mind and a happy heart to continue my work and life journey.

Peaceful corner

**MVACL –
Nguyen Thi Hai Yen**

HR&GA Dept

Sapa, a highland district of Lao Cai province is a scenic spot located in the northwest of Vietnam.

I had a chance to visit Sapa in the early days of May which is the best month of the year to visit here. The weather here has four seasons in a day: spring weather in the morning, summer weather in the noon, with mild sunshine, clouds and dew fall in the afternoon, creating an autumn-like feeling and the night reminds of the cold of winter.

Behind us you can see the Sun World train station, from where tourists can visit the top of Fansipan, the highest mountain of the Indochina peninsula (3,143meters) and enjoy the mesmerizing beauty of the purple flower field during their trip to Fansipan. The primrose blooms brilliantly covered with purple color all over the hillsides, making the scenery of Sapa as beautiful as a picture.

See you in SaPa, Vietnam!

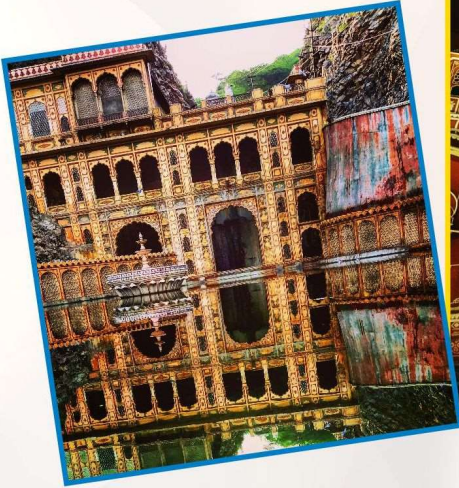


Tourist destination sharing from:

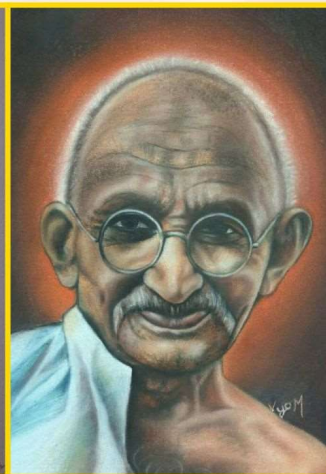
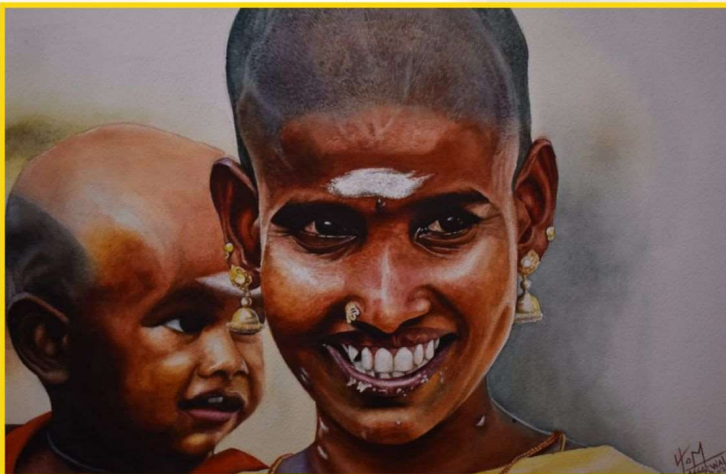
MVACL – Hoang Thi Thuy

MKT & PPC

EMPLOYEE CORNER



Shot By:
Sahil Jain
Asst. Manager,
BVI, Sourcing, Noida



Painted By:
Viyom Agrawal
Production, Noida



Employee Bonanza



Get 28% OFF

Spark Minda is delighted to announce a special in-house Helmet Scheme for all its employees with a 28% discount on the MRP!
Because your safety is our priority!

How to get your helmet

- Step 1-** Visit the standing helmet displays in your respective plant locations
- Step 2-** Select the model of the helmet from the brochure pay the offer price and take a screen shoot of payment
- Step 3-** You can pay the offer price directly to bank account details as below:
Account name: Minda Corporation Ltd.
A/C No - 09352090000039
IFSC Code - HDFC0000935
Scan the QR code, fill in the details
- Step 4-** The purchased helmet will be delivered by the warehouse to the respective plants



In case any of your colleagues do not have access to a smart phone or a payment app, do ensure to extend a helping hand and spread the benefits of this initiative!

For further query or order related questions contact your plant HR or get in touch on below email id: vishal.sharma@mindacorporation.com



Scheme display available at below plants:

MCL (SSD) - NOIDA (SECURITY DIVISION)
MCL (SSD) - HEAD OFFICE, NOIDA
MCL (SSD) - PANT NAGAR
SPARK MINDA TECHNICAL CENTRE - PUNE

MCL (WHD)-PILLAIPAKKAM
MCL (WHD)- Mysore
MCL (DCD) - PUNE - II
MCL (WHD) - PUNE

MINDA VAST ACCESS SYSTEMS PVT. LTD.
MCL (SMAD) - BAWAL
MCL (CD) - GREATER NOIDA
MCL (WHD) - GREATER NOIDA - (UNIT)

NURTURING YOUNG MINDS FOR A BETTER TOMORROW.

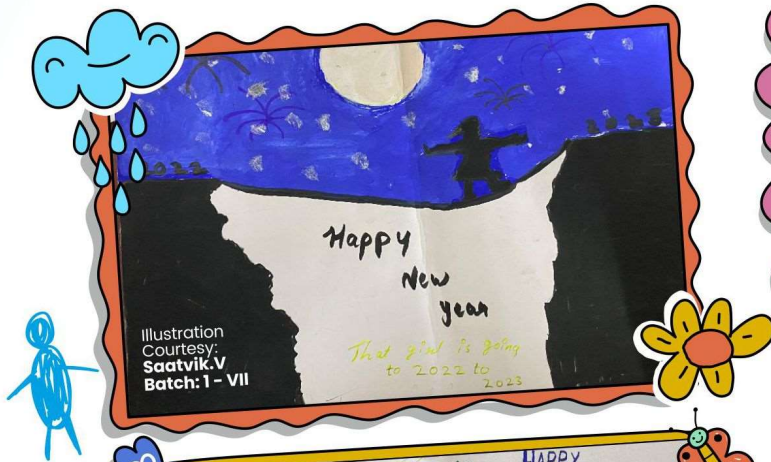


Illustration
Courtesy:
Saatvik.V
Batch: 1 - VII



Illustration
Courtesy:
P. Gokul
Batch: 1 - VII



Illustration Courtesy:
Hari
Batch: 1 - VII

Illustration
Courtesy:
Gopinath
Batch: 1 - VII



Illustration Courtesy:
A. Hariprasath
Batch: 1 - VI

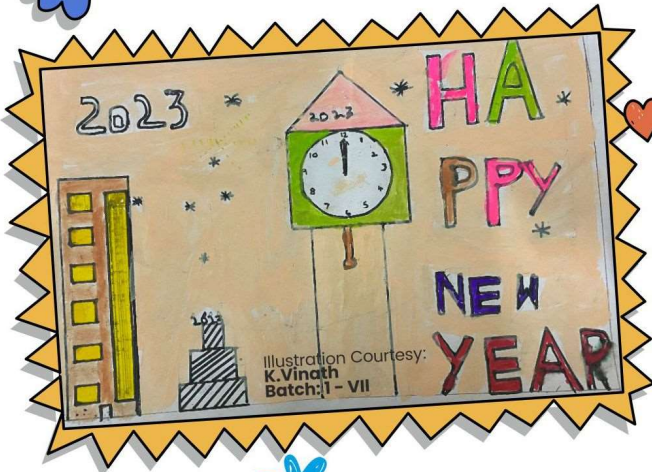


Illustration Courtesy:
K.Vinath
Batch: 1 - VII



Powered by Passion

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www.sparkminda.com

