Chapter Five

Profiles of Industrial Units
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PROFILE OF INDUSTRIAL UNITS

A brief profile of each industrial unit is essential for proper understanding of the topic under study. Hence the present chapter deals with an introduction of industrial units, covering the aspects of their establishment, product, organization structure, number of employees, turnover etc. The information on this aspect has been obtained from the websites and through interviews of management authorities of the concerned industrial units.

5.1 CROMPTON GREAVES LIMITED

For the last seventy years, Crompton Greaves (CG) has become synonymous with electricity in India. In fact, the first unit of electricity was generated on a "Crompton Dynamo" at Calcutta in 1899. A pioneering leader since 1937 in the management and application of electrical energy, Crompton Greaves, today, is India's largest private sector enterprise, extensively engaged in designing, manufacturing and marketing high technology electrical products and services related to power generation, transmission, distribution as well as executing turnkey projects. The company is customer centric in its focus and it is the single largest source for a wide variety of electrical equipments and products. Further, the company is emerging as a first choice global supplier for high quality electrical equipments.

The history of Crompton Greaves goes back to 1878 when Col. R.E.B. Crompton founded R.E.B. Crompton & Company. The company merged with F.A Parkinson in the year 1927 to form Crompton Parkinson Ltd., (CPL). Greaves Cotton and Co (GCC) was appointed as their concessionaire in India. In 1937, CPL established, it's wholly owned Indian subsidiary viz. Crompton Parkinson Works Ltd., in Bombay, along with a sales organization, Greaves Cotton & Crompton Parkinson Ltd., in collaboration with GCC. In the year 1947, with the dawn of Indian independence, the company was taken over by Lala Karamchand Thapar, an eminent
Indian industrialist, Crompton Greaves is headquartered in a self-owned landmark building at Worli, Mumbai.¹

The company is organized into three business groups viz. Power Systems, Industrial Systems, Consumer Products. Nearly, two-thirds of its turnover accrues from products lines in which it enjoys a leadership position. Presently, the company is offering wide range of products such as power & industrial transformers, HT circuit breakers, LT & HT motors, DC motors, traction motors, alternators/ generators, railway signaling equipments, lighting products, fans, pumps and public switching, transmission and access products. In addition to offering broad range of products, the company undertakes turnkey projects from concept to commissioning. Apart from this, CG exports its products to more than 60 countries worldwide, which includes the emerging South-East Asian and Latin American markets. Thus, the company addresses all the segments of the power industry from complex industrial solutions to basic household requirements. The fans and lighting businesses acquired "Super brand" status in January 2004. It is a unique recognition amongst the country's 134 selected brands by "Super brands", UK.

CG's business operations consist of 22 manufacturing divisions spread across in Gujarat, Maharashtra, Goa, Madhya Pradesh and Karnataka, supported by well knitted marketing and service network through 14 branches in various states under overall management of four regional sales offices located in Delhi, Kolkata, Mumbai and Chennai. The company has a large customer base, which includes State Electricity Boards, Government bodies and large companies in private and public sectors.

Company's Ahmednagar plant was started in the year 1980. The plant is situated in the MIDC industrial area Ahmednagar, on plot number A - 28, having the area of about 22 acres. The plant is engaged in manufacturing of products like alternators, electric motors etc. It provides employment to about 700 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 134 managerial staff (19%), 320
permanent workers (46%), 14 temporary workers (2%), 30 apprentice trainees (4%) and 200 contract labour (29%). Thus the employment pattern of the company shows that the permanent employment is significant. The official data shows that about 75% of the employees are local i.e. from Ahmednagar city and district. Present annual turnover of the company is 558 crores. The percentage of labour cost to the turnover is about 3.6%. The executive powers of the plant are vested in the hands of General Manager who is heading the plant. The organisation structure of the company consists of departments like Production, Quality Assurance, Human Resource Management, Production Planning and Control, Materials, Stores, Purchase, Marketing, Accounts and Finance, Maintenance, IT and Projects. These departments are headed by managers and executives. As a part of the social responsibility, the company has significantly contributed to educational, cultural, sports and rural development of Ahmednagar city.

5.2 GKN SINTER METALS LIMITED

GKN can trace its roots directly to the origins of the industrial revolution and the advent of powered flight. - The story of GKN began in 1759 when the Dowlais Iron Company was set up in the village of Dowlais in South Wales. The Guest family
involvement began in 1767 when John Guest was appointed as manager of Dowlais. His grandson became sole owner in 1851. The Dowlais Iron Company was then the largest iron works in the world, operating 18 blast furnaces and employing 7,300 people. The business was the first licensee of the Bessemer process and in 1857 completed the construction of the world's most powerful rolling mill. The current company, GKN plc, was incorporated as Guest, Keen and Co limited on 9th July 1900 on the merger of the Dowlais Iron Company with Arthur Keen's Patent Nut and Bolt Company, a business which had been set up in 1856 in Smethwick, England. In 1902 the Company acquired Nettle folds Limited, one of the world's leading manufacturers of screws and fasteners, a business which had also been set up at Smethwick in 1854. Following the acquisition of Nettle folds the Company changed its name to Guest, Keen and Nettle folds Limited. At that time Guest, Keen and Nettle folds was one of the largest manufacturing businesses in the world, involved in every process from coal and ore extraction to iron and steel making and finally to finished products including the nuts, bolts, screws and fasteners for which it was then famous.²

The joint venture between GKN and Mahindra was established more than 30 years ago, and is the largest powder metals component manufacturer in India. GKN Sinter Metals President & CEO Don Spence said: “This transaction is a key part of our Asia strategy that also underscores our commitment to serving customers who operate on a global basis.” Mahindra Sintered Products Limited manufactures sintered bearings and structural parts for engine and body & chassis applications in the automotive, commercial vehicle and off-highway markets. Components are also produced for home appliance, diesel engine and other general industry applications. The company’s sintered filters are used in chemical and various engineering industries. Mahindra’s products are sold domestically and in export markets. The company now will be known as GKN Sinter Metals Limited (India). Its plants in Pune and Ahmednagar bring the total number of GKN Sinter Metals production facilities to 36. GKN Sinter Metals, a wholly owned subsidiary of GKN plc, is the world's leading producer of precision powder metal (P/M) components. With over 7,000 employees in 30 locations on five continents, our global presence links
customers with the latest advancements in powder metal technology. The results are faster, better solutions anytime, anywhere.

Ahmednagar manufacturing unit was started in the year 1976. The plant is situated in the MIDC industrial area on plot No.C-18, having the area of about 6 acres. The plant is engaged in manufacturing of sintered bearings / parts and precision power metal components. It provides employment to about 390 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 42 managerial staff (11%), 127 permanent workers (33%), 106 trainees (27%), 17 apprentice trainees (4%) and 98 contract labour (25%). The above data shows that, permanent workmen are more than any other type such as contract labour or trainees. It means, it do not believe in temporary or contract labour and would like to have its own permanent work force, which in turn enables them to produce quality products at least cost. The official data shows that about 89% of the employees are local i.e. from Ahmednagar city and district. Present annual turnover of the company is 110 crores. The percentage of labour cost to the turnover is about 3.5%. The executive powers of the plant are vested in the hands of General Manager who is heading the plant. The organisation structure of the company consists of departments namely Operations, Quality Assurance, Human Resource Development, PPC, Materials & Stores, Accounts and maintenance. These departments are headed by managers and executives.
5.3 INDIAN SEAMLESS METAL TUBES

The Indian Seamless Metal Tubes Limited was promoted in 1977 by a group of technocrats to produce specialized seamless tubes in India. Beginning with an installed capacity of 15,000 metric tons per annum, ISMT commenced production in 1980 with the installation and commissioning of an Assel mill in technical collaboration with Mannesman Demag Meer of Germany. Subsequently, in 1990 the production capacity was raised to 50,000 metric tons per annum with the addition of a second Assel Mill. In 1995 The Indian Seamless Metal Tubes Limited promoted another company, Indian Seamless Steels and Alloys Ltd. (ISSAL), to produce alloy steel, the raw material used in the manufacture of seamless tubes, giving ISMT better control over product quality as well as deliveries. In April 2000, the Indian Seamless Metal Tubes Limited acquired Kalyani Seamless Tubes Ltd. (KSTL), the other major Indian manufacturer of seamless tubes. The combined entity which retained the name ‘The Indian Seamless Metal Tubes Ltd’, emerged as not only the largest producer of seamless tubes in India but also as one of the largest and most diversified producers of specialized seamless tubes worldwide with an installed capacity of 150,000 metric tons of tubes per annum in the size range of 6mm to 273mm. In 2005 The Indian Seamless Metal Tubes Ltd and Indian Seamless Steels and Alloys Ltd merged to form ISMT Limited. This Company is the largest integrated manufacturer of specialized seamless tubes in the Asia Pacific Region. Currently ISMT Limited has an installed capacity of 155,000 tons per annum and 250,000 tons per annum for seamless tubes and alloy steel respectively.3

Currently all tubes at ISMT Limited, are manufactured through the Assel Mill route. This process yields tubes of very high dimensional accuracy and excellent concentricity thus minimizing the requirements of final machining. As a result, these tubes are ideal for applications such as the manufacture of bearings, automobile parts, drill rods, hydraulic cylinders, gas cylinders, boilers, etc. Apart from tubes, ISMT Limited also manufactures a wide range of value added products for each of these industries. These include items such as bearing rings, gear blanks, shifter sleeves,
cages for constant velocity joints, swaged & machined axles, threaded and coupled casings, couplings and a host of similar products.

The plant at Ahmednagar was started in the year 1979. The plant is situated in the MIDC industrial area on plot number C – 15 / 16, having the area of about 56 acres. The plant is engaged in manufacturing of Seamless Metal Tubes. It has engaged around 947 employees, which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 185 managerial staff (20%), 577 permanent workers (61%), 24 supervisory staff (3%), 65 apprentice trainees (6%) and 96 contract labour (10%). Thus the employment pattern of the company shows that the permanent employment is significant. The official data shows that about 78% of the employees are local i.e. from Ahmednagar city and district. Present annual turnover of the company is 480 crores. The percentage of labour cost to the turnover is about 6.6%. The executive powers of the plant are vested in the hands of General Manager who is heading the plant. The organisation structure of the company consists of departments such as Production, QC, Employee Relations, Production Planning and Control, Materials- Stores-Purchase, Finance, Maintenance, IT and Projects. These departments are headed by managers and executives.
5.4 KINETIC ENGINEERING LIMITED

Kinetic has become synonymous with pioneering activities, in the Indian automobile industry. Kinetic pioneered the concept of personalized transportation in India, with the launching of small two wheeler namely, Kinetic Luna, in 1972. Since then, the brand Kinetic Luna has become generic with mopeds. Kinetic also takes the credit of revolutionizing the scooter industry in India. It was the first to introduce a gearless scooter with advanced features like TLAD suspension, auto choke, auto fuel cork, etc thus offering convenience and comfort to the earlier hassled scooter customer. Kinetic now has the distinction of being India’s only two-wheeler company to offer a full range of vehicles which range right from mopeds, step-thrus, scooterettes, scooters to motorcycles. Some of the key milestones achieved are listed below.

Kinetic Group, founded in 1974, has sold over 6 million vehicles in India. It has a history of innovation and pioneering and has introduced several new concepts that have revolutionized the two-wheeler industry. Kinetic brought the concept of personalized transport to India with the launch of the moped Luna in 1974. In 1984, it brought to the Indian customers the first-ever gearless scooter, which has come to symbolize comfort, convenience and universal appeal. It has also brought to India new technologies such as four valve engines, electric start on scooters and motorcycles, v- twin engines, USD forks etc. It is the only company to offer top-end world-class bikes Comet and Aquila to Indian bike enthusiasts. The group has an international technical collaborations with Hyosung Motors of Korea It has three state of the art manufacturing facilities at Pithampur, MP, Ahmednagar, Maharashtra and Koregaon Bhima, Maharashtra; and a nationwide network of nearly 450 dealers and over 1,000 service centers. The company exports vehicles to developed countries like USA, Canada, Latin America, Europe, Africa, Middle East and South Asia and has won several excellence awards for exports on state and national level. Current popular brand names include Luna, Nova 135, Zing, Velocity, Boss, Aquila, and Comet. The company is preparing to launch some very exciting Italian designs over the next two years.
Kinetic group, with the flagship company of Kinetic Engineering Limited, was founded by Late Shri. H.K. Firodia; noted industrialist and philanthropist; fondly remembered as the Doyen of Indian Automobile Industry. He was a man who nearly single handedly laid the foundations of the now thriving Indian Automobile Industry, and left an illustrious legacy for Kinetic to hold up. Kinetic has achieved what nobody else has before! And that too twice - so when you ride a kinetic, you ride a Guinness World Record holder. The social commitment of the Kinetic group is reflected in adoption of about 150 villages, rehabilitation of leprosy afflicted person, assistance to ex-servicemen, war wounded soldiers and their families members; donations at the times of natural calamities, educational activities etc.

Ahmednagar plant was started in the year 1972. The plant is situated on the Daund – Ahmednagar road, 5 Km from Ahmednagar. The plant is engaged in manufacturing of two wheelers and auto components. It provides employment to about 1275 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 60 managerial staff (5%), 825 permanent workers (64%), 265 supervisory staff (21%), 75 apprentice trainees (6%) and 50 contract labour (4%). Thus the employment pattern of the company shows that the permanent employment is significant. The official data shows that about 75% of the employees are local i.e. from Ahmednagar city and district. Present annual turnover of the company is 150 crores. The percentage of labour cost to the turnover is about 12%, which is the highest among the selected units. The executive powers of the plant are vested in the hands of General Manager who is heading the plant. The organisation structure of the company consists of departments namely Production and Assembly, Quality Assurance, Personnel Management, Materials, Stores, Purchase, Accounts, Maintenance and IT. These departments are headed by managers and executives.
5.5 KIRLOSkar OIl ENGINes LIMITED

Kirloskar Brothers Limited (KBL) - the first Kirloskar venture at Kirloskarvadi was to become the base for all of the Kirloskar Group's subsequent enterprises. It began as the only Indian company with its own standard products - the fodder cutter and the iron plough, which competed with the British products. KBL also manufactured groundnut sellers, sugarcane crushers and pumps, which were to usher in a new economic order in the Indian industry. To power these machines, diesel engines, coal gas generators and electric motors were developed at Kirloskarvadi. In a display of great versatility, KBL then shifted its focus to fluid handling and control. As India's largest manufacturer of pumps and valves, and also the group's flagship company, KBL lends its strength and expertise to every new venture of the Kirloskar Group.5

The phenomenal success of the Kirloskar name prompted entrepreneurs and businessmen of the time to approach the group for guidance and expertise. It enabled entrepreneurs to enter in varied fields of manufacturing and even in consultancy services. Presently the group is a leading player in major sectors like manufacturing,
oil and gas, power, electrical, construction, mining, agricultural, transportation, hospitality etc. Kirloskar consultancy Ltd. (KCL) has contributed to critical areas such as defense, irrigation, road and environment. For Kirloskar, manufacturing is just not limited to its factory premises and products. It is also about world class service. It takes equal pride in shaping capable managers and dedicated human beings at Kirloskar Institute of Advanced Management Studies. It is an education center for imparting knowledge to the managers of tomorrow.

KOEL group has started its plant in Ahmednagar in the year 1977. The plant is situated in the MIDC industrial area of Ahmednagar, on plot No.A-3, having the area of about 40 acres. The plant is engaged in manufacturing of valves. It provides employment to 440 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 47 managerial staff (11%), 200 permanent workers (45%), 7 supervisory staff (2%), 28 apprentice trainees (6%), 58 temporary workers (13%) and 100 contract labour (23%). This classification of workforce says that permanent nature employees are more than the temporary. The official data shows that about 88% of the employees are local i.e. from Ahmednagar city and district. Present annual turnover of the company is 105 crores. The percentage of labour cost to the turnover is about 11%, which is second highest among the selected organisations. The executive powers of the plant are vested in the hands of General Manager who is heading the plant. The organisation structure of the company consists of departments like Production, Quality Assurance, Human Resource Management, PPC, Materials, Stores, Purchase, Accounts and Costing etc.
5.6 LARSEN AND TOUBRO LIMITED

Larsen & Toubro Limited (L&T) is India’s largest engineering and construction conglomerate with additional interests in electrical, electronics and IT. A strong customer-focus approach and constant quest for top-class quality have enabled L&T to attain and sustain leadership over 6 decades. L&T has integrated its strengths in basic and detailed engineering, process technology, project management, procurement, fabrication and erection, construction and commissioning, to offer single point responsibility under stringent delivery schedules. Strategic alliances with world leaders enable L&T to access technical know-how and execute process intensive, large scale turnkey projects to maintain its leadership position.

L&T’s international presence is on the rise, with a global spread of over 30 offices and joint ventures with world leaders. Its large technology base and pool of experienced personnel enable it to offer integrated services in world markets. L&T enjoys a brand image in India and several countries offshore. With factories and offices located all over the country and abroad, L&T operations are supplemented by a comprehensive distribution network and nationwide ramifications for customer service and delight. Larsen & Toubro Limited is the biggest legacy of two Danish
Engineers, who built a world-class organization that is professionally managed and a leader in India's engineering and construction industry. It was the business of cement that brought the young Mr. Henning Holck-Larsen and Mr. Soren Kristian Toubro into India. They arrived on Indian shores as representatives of the Danish engineering firm F L Smith & Co in connection with the merger of cement companies that later grouped into the Associated Cement Companies.6

Together, Mr. Holck-Larsen and Mr. Toubro, founded the partnership firm of L&T in 1938, which was converted into a limited company on February 7, 1946. The company has grown from humble origins to a large conglomerate spanning engineering and construction. ECC was conceived as Engineering Construction Corporation Limited in April 1944 and was incorporated as wholly owned subsidiary of Larsen & Toubro Limited. L&T's founders Mr. Holck Larsen and Mr. Toubro laid the foundation for ECC. It has today emerged as India's leading construction organization.

ECC - the Engineering Construction & Contracts Division of L&T - is India's largest construction organization. Many of the country's prized landmarks - its exquisite buildings, tallest structures, largest industrial projects, longest flyovers, highest viaducts - have been built by ECC. Leading-edge capabilities of ECC cover every discipline of construction: civil, mechanical, electrical and instrumentation engineering. Larsen & Toubro Limited (L&T) ranked 54 among global contractors and 62 among international contractors as per the survey conducted by ENR (August 2006). Larsen & Toubro Limited (L&T) is a technology, engineering, construction and manufacturing company. It is one of the largest and most respected companies in India's private sector. Seven decades of a strong, customer-focused approach and the continuous quest for world-class quality have enabled it to attain and sustain leadership in all its major lines of business. L&T has an international presence, with a global spread of offices. A thrust on international business has seen overseas earnings grow significantly. It continues to grow its overseas manufacturing footprint, with facilities in China and the Gulf region. The company's businesses are supported by a
wide marketing and distribution network, and have established a reputation for strong customer support. L&T believes that progress must be achieved in harmony with the environment. A commitment to community welfare and environmental protection are an integral part of the corporate vision.

Company’s Ahmednagar plant was started in the year 1982. The plant is situated in the MIDC industrial area on plot number A – 9 / 10, having the area of about 72 acres. The plant is engaged in manufacturing of F.B. Fuse, Starters & Switch Gears. It provides employment to 769 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. The official data shows that about 70% of the employees are local i.e. from Ahmednagar city and district. Present annual turnover of the company is 300 crores and percentage of labour cost to the turnover is about 5%. The executive powers of the plant are vested in the hands of General Manager who is heading the plant. The organized structure of the company consists of 12 departments namely Production, Quality Assurance, Industrial Relations Department, PPC, Materials, Stores, Purchase, Accounts and Finance, Maintenance, IT and Projects. Company is playing important role in educational, cultural, sports and rural development and beautification of Ahmednagar city.
5.7 NEWAGE ELECTRICAL INDIA LIMITED

Newage Electrical India Limited is a UK based MNC, came to India in 1992, in collaboration with Crompton Greaves and set up a manufacturing unit at Ahmednagar, in the State of Maharashtra for a manufacturing of Brush less AC Alternators for Generators. These alternators are clubbed with the Crompton Engines and sold in India and abroad. In 1992 it was known as CG Newage Electrical India Limited. In the year 2003, Crompton sold its all shares to Cummins and it became a joint venture of Cummins. Since then it is known as Newage Electrical India Limited. In the year 2007, it has been renamed as Cummins Generator Technologies. The Company is recognized as a market leader in Brush Less AC. Generator (Alternator) product range. The company has consistently set new standards of quality and business excellence. The company has won several prestigious awards including the Rajiv Gandhi National Quality Award & golden peacock national quality award.7

The company has emerged as a leader in the Indian alternator market. The companies manufacturing plant and registered office was originally located at Ahmednagar. In 2003 the corporate office was shifted to Pune. Its present capacity is to manufacture 30000 units per annum. The company has ambitious plans to expand its manufacturing capacity to 60,000 units per annum by 2007. In May 1996, the company has been accredited with ISO-9000 certification.

Company’s was established in the year 1992 in Ahmednagar itself. The plant is situated in the MIDC industrial area on plot number C-33, having the area of about 4.5 acres. The plant is engaged in manufacturing of brushless alternators. It provides employment to 663 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 73 managerial staff (11%), 155 permanent workers (23%), 140 Trainees (21%), 30 apprentice trainees (5%), 140 temporary workers (21%) and 125 contract labour (19%). The employment pattern of the company shows that the permanent employment is significant. The official data shows that about 70% of the employees are local i.e. from Ahmednagar city and district. The present annual turnover of the
The percentage of labour cost to the turnover is about 5%. The executive powers of the plant are vested in the hands of General Manager. The organisation structure of the company consists of departments like Operations, QA, HRM, PPC, Materials, Stores, Purchase, Accounts and Finance, Maintenance, IT and Projects. Since its inception, the company has taken keen interest in the development of educational, cultural, sports and rural development activities of Ahmednagar city.

5.8 SUN PHARMACEUTICALS INDUSTRIES LIMITED

Sun Pharma came into existence as a startup with just 5 products in 1983. In the time since, it has crossed several milestones to emerge as one of the leading pharma companies in India, a rank that it is now been at for more than 5 years. (IMS-ORG Retail Store Audit, March 2006). It produces specialty pharmaceuticals and active pharmaceutical ingredients. Its brands are prescribed in chronic therapy areas like cardiology, psychiatry, neurology, gastroenterology, and dialectology and respiratory. It has the same drive for growth that marked its early days. It has reached leadership in each of the therapy areas that it operates in, and is rated among the leading companies by key customers. Strengthening market share and keeping this customer focus remains a high priority area for the company. In the post 1996 years, it has used a combination of internal growth and acquisitions to drive growth;
important mergers were those of the US, Detroit based Caraco Pharm Labs and that of the plant at Halol which is now UKMHRA and USFDA approved. Under a recent corporate development, the areas related to new molecular entities and drug delivery systems are proposed to be demerged into a separate company.\footnote{8}

Another API plant i.e. Ahmednagar plant, was acquired from the multinational Knoll Pharmaceuticals in 1996, and upgraded for approvals from regulated markets, with substantial capacity addition over the years. This was the first of several sensibly priced acquisitions, each of which would bring important parts to the long-term strategy. By 1997, our headquarters were shifted to Mumbai, the commercial capital of the country. At present the company has 15 manufacturing plants in three continents and workforce of more than 5000 employees. About 40% of total sales are in the international market. The corporate office of the company is in Baroda in Gujarat state and the administrative office in Mumbai.

Plant at Ahmednagar was established in the year 1996 and situated in the MIDC industrial area on plot No. A - 7 & 8, having the area of about 21 acres. The plant is engaged in manufacturing of Bulk Drugs. It provides employment to about 371 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 194 managerial staff (52%), 14 permanent workers (4%), 53 trainees (14%), 10 apprentice trainees (3%) and 100 contract labour (27%). It is very clear from the above data that, management is hiring more managerial cadre employees than workers who are bargainable. The nature of operations is such that it require to recruited Science graduates or diploma holders in pharmaceutical. The official data shows that about 77% of the employees are local i.e. from Ahmednagar city and district. The present annual turnover of the company is 219 crores. The percentage of labour cost to the turnover is about 2.62%. The executive powers of the plant are vested in the hands of General Manager who is heading the plant. The organized structure of the company consists of departments namely Production, Quality Assurance, Human Resource

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5.9 VIDEOCON EXPORTS PRIVATE LIMITED

The Videocon group emerges as a USD 2.5 Billion global conglomerate continuing to set trends in every sphere of its activities from a conference room sized assembly line in 1979. Today the group operates through 4 key sectors: Consumer Durables, Thomson CPT, CRT Glass and Oil & Gas.

It enjoy a pre-eminent position in terms of sales and customer satisfaction in many of our consumer products like Colour Televisions, Washing Machines, Air Conditioners, Refrigerators, Microwave ovens and many other home appliances, selling them through a Multi-Brand strategy with the largest sales and service network in India. With the Thomson acquisition Videocon has emerged as one of the largest Colour Picture tube manufacturers in the world operating in Mexico, Italy, Poland and China, continuing to lead through new innovative technologies like slim CPT, extra slim CPT and High Definition 16:9 formats CPT. Videocon is one of the largest CPT Glass manufacturers in the world with a high level of experience and
technical expertise operating through Poland and India. An important asset for the group is its Ravva oil field with one of the lowest operating costs in the world producing 50,000 barrels of oil per day. The group has ambitious plans for expansion in this sector globally.9

Company’s Ahmednagar plant was started in the year 1991. The plant is located on the Ahmednagar – Burhanagar road, having the area of about 35 acres. The plant is engaged in manufacturing of electronic products like music systems and CD players. It provides employment to 712 employees which comprises managerial staff, permanent workers, temporary workers, apprentice and contract labour. Presently the company has 60 managerial staff (8%), 245 permanent workers (34%), 300 temporary workers (43%), 7 apprentice trainees (1%) and 100 contract labour (14%). Thus the employment pattern of the company shows that the permanent employment is significant. The official data shows that about 75% of the employees are local i.e. from Ahmednagar city and district. The present annual turnover of the company is 200 crores. The percentage of labour cost to the turnover is about 1.8% which is the lowest among the selected units. The organisation structure of the company consists of 8 departments namely Production and Assembly, QC, Personnel Management, Materials, Stores, Purchase, Accounts and Maintenance. These departments are headed by managers and executives.
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