Chapter – IV
COMPANY PROFILE
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COMPANY PROFILE

This chapter briefly describes the profile of the company, which is the study area of the researcher.

Brakes India limited is a leading manufacturer of braking system in India for the automotive industry. The company was established as a joint venture between TVS and TRW in the year 1962. Brakes India limited has grown steadily to become a leading brake system supplier to global OEMs operating in India. With design, development and manufacturing capability that matches global standards in quality and safety, Brakes India limited is capable of providing complete braking system technology from concept to completion.

In 1981, Brakes India limited entered into technical collaboration with quall cast (derby foundries) ltd., U.K. For manufacturing the permanent mould ferrous casting, a technology was newly introduced in India. In the same year, Brakes India limited established a Foundry Division at Sholinghur to manufacture Permanent Mould Grey Iron castings.

Brakes India limited has two broad divisions. They are the Brake division and the Foundry division. The Brake division is India's largest manufacturer of complete Brake system for automotive and non-automotive application including Hydraulic brake, clutch actuation, heavy duty brake, foundation brake equipment, clutch fluid. The foundry division is equipped with state-of-the-art technology to manufacture
sand-casting both grey and SG iron. It is India's largest manufacturer of permanent mould ferrous die-casting.

The strength of Brakes India limited lies in:

- Its ability to **motivate and harness the capabilities** of its human resource develops and nurtures a strong **vendor base**.

- Its **commitment** to quality, cost, delivery, safety and customer satisfaction.

- Strong in-house Research & Development, coupled with access to **World Class Technology** through collaboration and affiliations worldwide enables Brakes India to provide the **Best Braking Solutions and Castings** to its customers.

- Sales turnover of its Brakes divisions exceeds **Rs. 5 Billion**. Brakes Divisions have grown steadily to become a **Leading Brake System Supplier** to global OEMs operating in India.

- Sales turnover of its Foundry division exceeds **Rs. 2 Billion**, has an installed capacity of **47,000 MTPA** for permanent Mould Grey Iron and high pressure moulded Ductile and Grey iron sand castings.

- An impressive list of **Customers** adds testimony to the capabilities of Brakes India.
Brakes India limited's success lies in management philosophy matched by its commitment to total quality by identifying and meeting customer needs, which would include the expectation on quality, delivery, price, etc.,

Manufacturing locations of Brakes India limited

- Padi (Chennai)
- Sholinghur (About 110 km from Chennai)
- Polambakkam (About 90 km from Chennai)
- Gurgoan (About 25 km from NewDelhi)
- Waki (Pune)
- Halol (Baroda)
- Nanjangud (About 25 km from Mysore)

MILESTONES ACHIEVED BY THE COMPANY:

1962 - Incorporated as public limited company.

1964 - Commenced manufacturing of brakes at Padi factory.

1966 - Introduced 'S'cam brakes for heavy commercial vehicles for first time in India.

1967 - Introduced indigenously designed drum brakes for light commercial vehicles.
1968 - First export of rubber seals to U.K.

1972 -
1. First export of tractor brakes as original equipment to Yugoslavia.
2. First export of Hydraulic brakes.

1975 - R&D activities recognized by ministry of Science and Technology.

1979 - Commenced manufacturing operations at Brakes Division, Sholinghur.

1981 -
1. Set up Foundry Division at Sholinghur.
2. Commenced production of Permanent Mould Castings in technical collaboration with Qual cast Limited, U.K.

1986 - After successful R&D work, commenced manufacture of heavy duty brake and clutch fluid.

1987 -
1. Commenced brake assembly operations at Gurgoan for supplies of Maruthi Suzuki.
2. Commenced manufacture of Hydraulic Brake Hoses with technical support from Hitachi Cable Company, Japan.
3. Commenced original equipment supplies of tractor brakes U.K.
4. Award received for outstanding contribution in the field of Industrial Relation by the All India Association of Employers.

1988 - Introduced cellular manufacture system at Brakes Division, Padi.

1991 - Achieved sales of 1.0 million litres of Heavy Duty Brakes and Clutch fluid in a year.

1992 -
1. Commenced manufacture of Ductile Iron Castings at Foundry Division.
2. Foundry Division got certified by BVQI, for Quality Assurance System to ISO 9002 Standards.

1993 - Brake Division, Padi and Gurgoan plants got certified by BVQI, for Quality Assurance System to ISO 9002 Standards.

1994 -
1. Brakes Division, Sholinghur got certified by BVQI, for Quality Assurance System to ISO 9002 Standards.
2. Achieved sales of 2.0 million litres of Brake fluid in a year

1995 - Brake Division, Nanjangud got certified by BVQI, for Quality Assurance System to ISO 9002 Standards.

1996 - Commenced manufacturing operations at Polambakkam.

1998 - Certified for QS 9000 requirement 3rd edition by BVQI.
2001 - Certified for ISO 14001 Environment management System (Padi).

2003 - 1. TPM Excellence Award, First category by JIPM on 9th December.

2. “Deming Application Prize” for Foundry Division

2004 - Certified ISO/TS 16949 - 2nd edition by BVQI on 7th May

Brakes India Limited's key achievements

- ISO14001 - Environmental Management systems (EMS)
- TPM Consistency Award
- Deming Award
- TS 16949 – QS 2002
- OSHAS

TVS GROUPS

- AXLES INDIA LTD
- INDIA MOTOR PARTS AND ACCESSORIES LTD
- LAKSHMI AUTO COMPONENTS LTD
- SOUTHERN ROADWAYS LTD
- SUNDARAM DYNACAST PVT LTD
- SUNDARAM TEXTILES LTD
◆ TVS AUTOMOTIVE EUROPE LTD
◆ TVS ELECTRONICS LTD
◆ TVS LANKA PVT LTD
◆ TVS SEWING NEEDLES LTD
◆ WHEELS INDIA LTD
◆ DELPHI-TVS DIESEL SYSTEM LTD
◆ LUCAS INDIAN SERVICE LTD
◆ SUNDARAM GRAKE LININGS LTD
◆ SUNDARAM FASTENERS LTD
◆ TVS AUTO PARTS PVT LTD
◆ TVS FINANCE AND SERVICES LTD
◆ TVS MOTOR COMP LTD
◆ TVS SRICHAKRA LTD
◆ LUCAS-TVS LTD
◆ SUNDARAM-CLAYTON LTD
◆ SUNDARAM INDUSTRIES LTD
◆ TURBO ENERGY LTD
◆ TVS CHERY PVT LTD
◆ TVS INTERCONNECT SYSTEM LTD
◆ TVS R&M LTD
◆ TVS SUNDARAM IYENGAR&SONS LTD
QUALITY POLICY

Brakes India Limited is committed to total quality. The company shall,

1. Achieve this by identifying and meeting customer requirements on quality, delivery, price and service.
2. Strive to enhance customer satisfaction through continual improvement of the efficiency of the quality management system.
3. Comply with the statutory and regulatory requirements.

QUALITY

The products manufactured are subjected to strict surveillance at every stage of manufacture to ensure acceptable quality product. The company is committed to quality management and obtained QS9000 obtained TQM Award.

RESEARCH AND DEVELOPMENT

Brakes India Limited has received R&D recognition from the Department of Science and Technology, Government of India. It has programs of continual research and development that is abreast with the latest technology, synonymous with modern thinking in the field of safe braking.
MAJOR CUSTOMERS

(1) Brake system

- Ashok Leyland
- Bajaj tempo
- Eicher motors
- Bharat earth movers
- Maruthi
- Fiat India
- Force motors Ltd
- Ford India Ltd
- TVS Motor Company
- John Deere
- Piaggio
- Hindusthan Motors
- General Motors (India)
- Premier automobiles
- Defence establishments
- Tata motors
- Mahindra&Mahindra
- Swaraj Mazda
- Volvo India pvt. ltd.
(2) Foundry Products

- Ashok Leyland
- Kelvinator
- Voltas
- Mico
- Mahindra&Mahindra
- Godrej&Boyce

PRODUCT PROFILE

Major products manufactured by Brakes India Limited

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<thead>
<tr>
<th>PADI</th>
<th>SHOLINGUR</th>
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<tr>
<td>HCV – Brakes</td>
<td>Saw Brakes</td>
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<tr>
<td>LCV – Brakes</td>
<td>Cam Brakes</td>
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<tr>
<td>Parking Brakes</td>
<td>Transmission Brakes</td>
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<td>Tandem master cylinder</td>
<td>Tandem master</td>
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<td>Wheel cylinder</td>
<td>Cylinders</td>
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<td>Servo</td>
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<td>PCRV</td>
<td>Disc</td>
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<td>GP/VALVE</td>
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Training Programs at the company

**Induction training is offered** to the new entrants and advanced technology training to existing employees. The focus of the Induction programs is Organisation Socialisation, imparting the new entrant enough information about the business, people, organisational values, practices to make him feel comfortable. It has been proved that, a well designed orientation program can improve the employee retention by 25 per cent. (Sudipta Dev, 2005, pp.29-30)

Companies are going in for both In-house and External Training making it convenient for the trainees to make best use of the opportunity. Most of the companies have Induction Training for introducing the new comer to get familiarise with the organisation. The number of days spent for induction training varies from 1
day to 3 months depending on the policy of the company under consideration. The company train their new comers for a period of three months in Induction training and organisation specific skills and 6 months in rotational training in all plants. It provides on the job training and few through job rotation. Process training also is done in the training centres to facilitate plant operation. Stress management training is more popular now and Communication skills training is done to improve individual and organisation communication.

Apart from this, the company provides 49 training programs to the supervisory staff throughout the year and 18 common programs to all the staff in general. The annual training calendars of both the categories and schedules of training programs of 2008, 2010 & 2011 are shown as annexure III, IV & V.