

ANAND >>

INTERACTION

VOL LXII , OCTOBER 2015

**COMPLEMENTING CUSTOMER GROWTH
THE ANAND WAY**

**FEDERAL-MOGUL & ANAND
JOIN FORCES**

**GABRIEL INDIA
GREAT PLACE TO WORK**

**ANAND U WINS GOLD
AWARD AT GLOBALCCU**



CONTENT

3	Message from the CEO	22	Ansysco-Liqui Moly Tie-up
4	Company Highlights	23	Innovation
8	SNSF Highlights	26	SUJÁN
10	Awards & Recognition	28	ANAND U Award
12	GPTW Award	29	Visits
14	Cover Story	30	Campus Connect
20	Federal-Mogul & ANAND Tie-ups		

EDITORIAL

Managing Editor Garima Gupta	Anand I-Power Shweta Gaidhana Braham Singh	Federal-Mogul Anand Sealings India Ankit Thappa	Mando India Ramalakshmi Velmurugan
Feature Editor Chethan R Kumar	Ansysco India Preeti Thakur	Gabriel India Unmesh Rajhans Rekha Sandhu	Spicer India Shital Mane Shyam Raj
Editorial Coordinator Dheeraj Singh	Chang Yun India Shuvadeep Samanta	Haldex India Rajesh Yadav	SUJÁN Yusuf Ansari
Design Mukesh Mishra Divya Thakur	CY Myutec India V. Mahendraboopathy	Henkel Anand India Vivek Tyagi	Takata India R Sivakumar
Correspondents	Faurecia Emissions Control Technologies Mrudula Joshi	MAHLE Behr India Smita Bhatnagar Deepti Sharma	Valeo Friction Materials S Ezhilvel
ANAND U Amit Raina	Federal-Mogul Anand Bearings India Jaspreet Singh Juneja	MAHLE Filter Systems India Ritika Sharma K. Vijaya Lakashmi	
SNSF Damayanti Bhowmik			Produced by Corporate Communications Team at ANAND



Message from the CEO

❖ ANAND has long standing partnerships with virtually every OEM present in India in different segments, be it passenger vehicles, commercial vehicles, 2 and 3 wheelers, Tractors, Industrial, Railroad and Defence.



DEAR TEAM ANAND AND FRIENDS,

We are back with you again with another super issue of ANAND Interaction. In the last six months, the business climate has improved and the outlook of Indian economy has become brighter. The systemic corrections and reforms of the current Indian Government are starting to show results. Infrastructure development including mining and road building activity has picked up, Inflation is under control, interest rates are coming down, GDP growth rate for the current year and the coming few years is expected to outpace China's, government is walking the talk on Make In India, Smart Cities and Ease of Doing Business. These developments, in contrast to the slowdown in many other global markets and regions and given the inherent advantages of a growing, aspirational, educated and English speaking middle class, young demographics, urbanisation and increasing rural prosperity have made India currently as one of the few bright spots, as an investment destination including amongst the BRICS nations. In fact, for the first time in the last decade, FDI inflows in the six months till Sept.'15 for India have exceeded those for China.

All this augurs well for the Indian economy, the Industrial sector, the Automotive Industry and for us at ANAND. Medium and Heavy Commercial vehicle and the Passenger Vehicle segments have been showing good growth and with the significant interest rate reductions and festive season effect, even the two-wheeler and small and light CV segments are expected to pick up in 2016. At ANAND we are looking at 11% sales growth for the current fiscal and this coupled with a relatively stable Rupee and continuous focus on driving efficiencies, synergies and margin improvement, should result in a very good growth in profitability.

The cover story in this issue is about our partnership with our customers and how we constantly strive to delight them with our products and service and to deliver superior value to them. ANAND has long standing partnerships with virtually every OEM present in India in different segments, be it passenger vehicles, commercial vehicles, 2 and 3 wheelers, Tractors, Industrial, Railroad and Defence. Corporate business development function at ANAND supports ANAND JVs in maximising their business and market share withall OEMs, ensuring their inclusion in maximum new customer programmes, pitching new products and technologies of group companies through Technology days with OEMs, organising ANAND participation in Auto shows in India and select overseas shows focussed on aftermarket, coordinating with India sourcing offices of global OEMs , supporting resolution of operating issues ANAND companies may have with OEMs and acting as 'Voice of Customer' with ANAND companies to help upgrade our service levels

and overall value proposition to our customer partners.

With increasing focus on our Customer connect, partnering with OEMs on co-development of products, constant upgradation of our service and quality levels, ANAND companies have built a strong pipeline of new businesses which should ensure ANAND growth ahead of the market in the coming years. To continue to remain ahead of competition, Team ANAND needs to put renewed focus on strict adherence to quality systems, reinforcing our quality culture and gaining trust of our valued customers.

Earlier this year, ANAND further cemented its partnership with Federal-Mogul Corporation, USA by converting two of our existing businesses viz. gaskets and piston rings into JVs with it. With these, we now have three JVs in Engine Components with Federal-Mogul including our existing JV for engine bearings. We really cherish our long association of almost four decades with Federal-Mogul, one of the most renowned, global automotive components and systems major. ANAND also entered into a Channel Partnership agreement with Liqui Moly of Germany under which ANAND will distribute nationally Liqui Moly's high quality, German manufactured, motor oils and additives, which are also used in most high performing German Cars.

ANAND's well-earned reputation as 'A Great Place to Work' got re-inforced, this time with ANAND's first company Gabriel India featuring 43rd in the list of Top 50 Great Places to Work in India, in a competition amongst 700 companies from 20 industries. ANAND U was recognised with the Gold Award for the 'Best Corporate University embodying the Identity, the Culture and the Brand of the Organisation in its Stakeholders', by the Global Council of Corporate Universities, France. ANAND's efforts of last five years, to bring in a Culture of Innovation were recognised with ANAND winning the prestigious Golden Peacock Award for Innovation Management. Adding to the list of accolades for the Group, SUJÁN and its properties including Sher Bagh, The Serai, JAWAI and SUJÁN Rajmahal Palace got an impressive coverage in very respected Andrew Harper's Hideaway Report. Sher Bagh also won the award for Best Wildlife Lodge in India at the Outlook Traveller Awards 2015.

I will close by wishing all of you and your families, the very best of the festive season and the New Year ahead.

Fond Regards

Deepak Chopra
Group CEO, ANAND

ANAND From Above



The Annual Mela

Like every year, ANAND School organised the **'Fete'** on 25th of April with full pomp and show to mark 36th Founder's Day. The word 'Fete' means a series of events organised at one place for enjoyment. This time the lure was mouth-watering delicacies and game zone. Around 800 people were catered to. The special attraction was 'The Lucky Dip' with exciting prizes which saw maximum participation from people.

Adding another feather in its cap, the fete introduced a handicraft stall, which was able to draw a crowd of customers. The immense efforts of children as well as teachers came to the limelight as it was well appreciated and turned out to be a successful event.



Kudos Olympiad Winners

ANAND School encouraged its students to participate in **"Live Olympiad Competition"** conducted by Green Olympiad Foundation, New Delhi. Quite a large number of students participated with many of them qualifying for the State Level and also participating in the National Level.

Some of the kids performed really well and won wrist watches. It was a proud moment when one of ANAND School student (**Rimjhim Mehta, Class 6**) was declared national topper in English & won a scholarship prize of Rs. 10,000/-.



Learning Synergies Outdoor

It was time for the Anand I-Power (formerly Perfect Circle India Ltd.) Aftermarket employees to experience a different kind of outdoor activity. A two-day **"Out Bound Learning"** session was conducted at Sinnar, Nashik on 8th & 9th January, 2015. Mr. Mahendra Goyal, Group President - Aftermarket and Business Group III, graced the occasion and participated enthusiastically.

The overall session went very well and provided the Aftermarket employees the much needed shift from their hectic schedule. The employees understood the importance of synergy and its role in professional sphere.



Beyond the constant strive for excellence on the shop floor, there is a lot more that happens across ANAND Group. Summary of some key highlights from across the Group companies:



Working Together Works

Anand I-Power undertook a unique initiative to create a **“Sense of Together”** among the employees. A programme on the same was conducted under the guidance of an external trainer. The purpose was to create positive vibes and bonding among the employees.

The employees enjoyed the programme thoroughly, increasing the camaraderie and a sense of belongingness amongst them.



Training Future STARS

Anand I-Power, Nashik Hub hosted a two-day **“STAR Training session”** on 13th & 14th March, 2015 for all its employees. The forum was kept interactive with all the participants actively sharing new ideas and learnings.

The two-day session was successful in bringing out lot of creative ideas, with employees experiencing an environment of openness.



State of the Art

Chang Yun India inaugurated its **“State of the Art office and plant”** in Gurgaon in the presence of many top ANAND Group members as well as eminent customers from Maruti Suzuki & Mahindra. The ceremony witnessed the inauguration stone being unveiled by Mrs. Anjali Singh, Chairperson, ANAND Supervisory Board and the ribbon cutting by Mr. Deepak Chopra, Group CEO, ANAND.

The 35,000 sq. ft. facility supports an increase in forging capacity by almost 65% and machining by 25% with scope for further increase in future. The unit comprises of world class R&D and testing centres. For the first time in the history of Chang Yun, the facility will also produce steel synchro rings.



ANAND From Above



Employee Suggestions Welcome!!

At Federal-Mogul Anand Bearing India, employees are encouraged to give suggestions related to Quality, Saving, Productivity, Delivery and Safety. All suggestions are reviewed and approved by a committee. Best suggestions are implemented and suitably rewarded.

During the month of March, 2015 suggestions were invited on the theme **“Safety at Workplace”**. Concerned employees were appreciated and prizes were distributed. Their suggestions and consequential benefits were explained to co-workers for their encouragement and future participation.



Planting Customer Expectations

The foundation for **“Facility expansion at Gabriel Hosur”** was laid on 22nd April, 2015 by Mr. M N Varadarajan, Senior Vice President, Central Purchase, TVS Motor Company in the presence of Gabriel’s top management. The Hosur plant has grown consistently over the past few years both in Volume and Sales, and this expansion will help improve the flow of material and cater to increased business.

The new building will have a basement area of 1200 square meters, and 600 square meters each on the ground floor and first floor with provision for future expansion. This capacity expansion is a reinforcement of Gabriel’s focus to meet customer expectations while maintaining our commitment to the environment.



Into the Woods

Directors of Haldex India Limited Board, Ms. Marie Danielsson and Mr. Andreas Ekberg visited **“Project sites of SNSF”** in villages of Kharset, Jhambulpada and Sadadpada, located 60kms from Nasik and inhabited by 100% tribal population. Accompanied by Haldex India COO, Mr. Binu Sivanathan and SNSF team.

The directors visited water harvesting sites, tribal residential school and were warmly welcomed by both villagers and school students. Addressing key infrastructural needs in the tribal residential school of classroom space and safety is part of Haldex’s CSR mandate for 2014-15.





Suppliers with Passion

A group of people from different parts of the globe converged at Hyatt Regency, Pune for MAHLE Behr India **"3rd Supplier Meet"**. The event witnessed participation from all major suppliers and MAHLE India employees. The event witnessed presentations on the latest updates and future prospects of the company. Mr. Sunil Kaul, Managing Director of the company motivated the audience with achievements accomplished through smart work and sustaining the same in future. Mr. Tribhuvan Rasyara, COO, MAHLE Behr India, gave a quick update on the market and how the company plans to grow further.

A presentation highlighting the growth prospects of suppliers with MAHLE Behr India was well received. A quick round of Question and Answer session illuminated the suppliers with specific queries. Various suppliers were also awarded for their hard work. The event then concluded with a cocktail dinner where each participant was seen sharing light moments.



Leap for Excellence

To focus more on credibility and achieve excellence, MAHLE Behr India decided to launch a new initiative called **"Leap3"**. The main aim of the initiative was to explore the dynamics of organization and understand the key constituents which can influence the employees to excel. A brainstorming session of all HODs identified, "Behavioral Change" as the most important attribute influencing employees.

The overall emphasis of Leap3 will be on Commitment, Discipline, Review, Response & First Time Right. The initiative was kicked off with 3 sessions and subsequently more sessions planned with external intervention.



Year Book 2014

Valeo Friction Materials India (VFMI) team in Chennai experienced a moment of great pride on 28th January, 2015. Mr. Jacques Aschenbroich, Group CEO, Valeo, visited the plant and released VFMI CONNECT Newsletter – **"YEARBOOK 2014"** special edition. The first copy was presented to Mr. Ashok Belani, President, Valeo India.

Subsequent to the book release, Mr. L R Rajakumar, Chennai VSMI Site, General Manager made a detailed presentation on the business and performance of VFMI.





SNS Foundation

Touching Million Lives

SNS Foundation, the CSR Arm of ANAND Group, successfully strives in its endeavour to impact underprivileged and downtrodden through various programmes.

Cleansing the Slums

As part of 'ANAND Parwanoo School Slum Abhiyan' (APSSA) programme for the year 2014-15, SNSF identified approximately 6000 people in 3 low income colonies of Sewanagar, Railway Colony Slum and Pole Factory Slum. To improve the quality of living in these colonies, from where 80% children attend government schools, several initiatives were undertaken, which would continue in 2015-16, growing in size and scope.

CSR contributions of 3 Group Companies - Gabriel India, MAHLE Filter Systems India and Henkel Anand India were pooled together to organize health check-up camps, adult literacy classes, classes to prepare non-school going children for formal schooling and most importantly, dustbins were installed and sanitation workers employed to ensure better hygienic conditions.

250 Human Capital

The graduation ceremony at SNSF training centre in Rewari was held on March 23, 2015. SNSF runs this skill development centre in partnership with the American India Foundation (AIF). The centre has the patronage of US based, M S International Inc., leading distributor of flooring, countertop, wall tile and hard scaping products.

At the graduation ceremony, 250 students received their course completion certificates and shared their experiences. Of the 250 trained, 190 (76%) have already got jobs. Students have received training in beauty culture, basic and advanced computers and electrician.

Mr. Hanumant Rawat, Director, Livelihoods, AIF distributed certificates. Smt. Shakuntala Bhadoria, Chairman, Municipal Committee, Rewari was the Chief Guest. The centre would continue its training in the new financial year, with the addition of a garment production centre.



Plumbers in Demand

SNSF and Kohler India entered into a partnership with the aim of providing youth with market aligned, industry certified and job oriented skill development opportunities. State of the Art "SNS - Kohler Plumbing Training Facility" is housed in the SNSF head office, Gurgaon. On March 10, 2015 Ms. Cindy Howley, Manager - Stewardship and Corporate Events, Kohler Co., from the company's headquarters in US visited the facility. She was accompanied by members of Kohler India.

On this occasion, students from other skill development courses of SNSF, presented a powerful play on, 'Healthy India, Progressive India'. The two-month training programme in Basic Plumbing is due to start soon.

KOHLER.



VEER – Beyond Disabilities

VEER – Season 2 was formally launched on May 20, 2015 at India Habitat Centre, New Delhi. 'VEER – Season 2' is an initiative for training & living generation of people with disabilities. Coca Cola and American India Foundation (AIF) are key agencies driving the programme. SNSF supports as one of the partner organizations of AIF working with Speech and Hearing Impaired Youth. The event also celebrated the success of VEER – Phase I which achieved the target of training 1000 people with disabilities and facilitating employment for 50%.

The event saw 'VEERs' from SNSF, Parul and Piyush both speech and hearing impaired shared their life's experience and being able to secure employment through SNS Foundation. Piyush works with 'YOUSHINE'- a women fashion accessories retailer and Parul is employed with Citizen Press Comps. Employers who have hired VEERs from SNSF were also felicitated like Gabriel India vendors – Citizen Press Comps, Shanti Ispat, Moulded Dimensions and Myntra.com. VEERs from SNSF also performed Indian National Anthem in sign language to mark closure of the event.



From 17 to 60

Federal-Mogul Motorparts in partnership with SNSF has started a one month specialized course in two wheeler engine repair for experienced auto technicians. Started in January 2015, 17 auto technicians have graduated from this course. In 2015, the target is to have a minimum of 60 auto technicians upgrade their skills through this course. The job of imparting the technical training is shared between SNSF trainer and staff from Federal-Mogul Motorparts.

The training takes place in the two wheeler technician lab at SNS Foundation, Gurgaon. The specialised course in engine repair from Federal-Mogul is over and above the two month basic mechanic training also imparted in the lab. On completion of this course, students visit the Federal-Mogul plant in Patiala for enhanced practical exposure.



Spreading Smiles in Schools

Spicer India, Satara, along with SNSF, has undertaken two projects covering two Zilla Parishad schools at Karandwadi and Degaon in Maharashtra. Mr. C.S. Patel, Head SNSF visited Satara to launch these projects on March 16, 2015.

One project would be focusing on the infrastructural needs of these schools and the other aims at focusing on helping out the slow learners through deployment of teachers in the respective schools.



Habits, Health & Hygiene

"One unique way of improving health & hygiene is to start with the awareness on basic body hygiene". Spicer India, Jodalli started spreading the awareness among students of a local high school on February 19, 2015.

The programme emphasized on the habit of cleanliness and reduce the chances of infection and diseases amongst children. This was demonstrated by a professor from Karnataka University, Mr. Lingaraj Nidavani, through live demonstrations and also practically getting it done by the students. Almost 190 students of this school availed the benefits of the programme. Students also assured to train their parents and relatives back home.



For The Cameras

ANAND Group companies
continue to win laurels at both
customer and other independent
forums in 2015.

5 STAR
Performance

CY Myutec Automotive India has won “5 star award” and “Overall performance award” in Hyundai Motor, India convention on March 19, 2015.


HYUNDAI



5 STAR
PERFORMANCE
AWARD



OVER ALL
PERFORMANCE
AWARD

Gold for
Green

Gabriel, Chakan Team won the prestigious Dr. R. J. Rathi Award for Green Initiatives. The team was felicitated by the Mahratta Chamber of Commerce, Industries and Agriculture. The prestigious award has been instituted by Dr. R.J. Rathi Charity Trust and is being administered by MCCIA.



DR. R. J.
RATHI AWARD

GM Quality
Certified

Spicer India, Satara & Axle Plant Chakan won ‘GM Supplier Quality Excellence Award, 2014’. Spicer won this award from amongst a vast supplier base of General Motors. The award was given in a glittering ceremony in Pune, Maharashtra.





GM SUPPLIER QUALITY
EXCELLENCE AWARD, 2014

For Greener
Tomorrow


Gabriel, Chakan won the “DSK Energy Award” for green initiatives. The team was felicitated by the Institute of Engineers on February 16, 2015 at Pune. DSK Energy Awards are presented to individuals and corporates who have shown excellence in the field of energy management and energy conservation.



DSK ENERGY
AWARD

Spare us a
Thought

Federal-Mogul Anand Sealings India Limited (formerly Victor Gaskets India Ltd) has been awarded as the “Best supplier” for 2014 by “Mahindra Spares Division” on January 28, 2015 for achieving 100% Delivery, Zero PPM and Responsiveness.


Mahindra



BEST SUPPLIER AWARD

Environment Health and Safety

Spicer, Jodalli finds its place amongst 12 best companies in Southern Region winning the 4-Star EHS award, sponsored by the CII. The competition encompassed 5 states, namely, Karnataka, Tamil Nadu, Andhra Pradesh, Kerala and Goa, where in 130 companies participated. Spicer, Jodalli had participated in similar competition last year and won the 3-Star Award.



4-STAR EHS AWARD



Case of 'Mini Industry'

The 1st ACT summit with the theme "Made in India - Beyond Zero Defect Quality - an ACT approach" was structured, to commemorate the successful completion of 25 years of ACMA Centre for Technology (ACT). Gabriel, Chakan with its case study "Industry within Industry - Mini Industry" won the 1st place in Total Employee Involvement (TEI) category in the finals and won the Gold Trophy on February 16, 2015.



TOTAL EMPLOYEE INVOLVEMENT AWARD



"THE MACHINIST SUPER SHOPFLOOR 2015"

Super Duper Shopfloor

MAHLE Behr India, Pune has been conferred with "The Machinist Super Shopfloor 2015" award in sustainability category (Small & Medium Enterprises). This award by The Machinist magazine is an initiative by The Times of India. More than 100 leading companies from all over India had participated in the competition. Shri Kalraj Mishra, Honourable Union Minister of MSME (Government of India), was the Chief Guest & presented the award during the ceremony at The Westin Pune on May 22, 2015.

THE TIMES OF INDIA



COST REDUCTION—VAVE

Suzuki Says 'Yes'

Gabriel has been recognized for its sincere efforts and supplier performance in the field of "Cost Reduction—VAVE" in the year 2014-15 by Suzuki. This award was presented at the Annual Vendor Conference in Delhi held on April 18, 2015. This showcases the continuous effort put in by the entire two wheeler team of Gabriel working closely with Suzuki team.



"BEST KAIZEN" AWARD

Double the Count

Gabriel, Chakan team bagged the "Best Kaizen" Award for Western region and the Appreciation Award for "Meeting the Quality Targets" at the Toyota Kirloskar Vendor Meet held in Bangalore on April 21, 2015. The ceremony also saw other big industry names in the West Region like Bharat Forge Limited and SKF India Limited being felicitated.



Great Place to Work



Gabriel India was recognised as a Great Place to Work and got featured in the esteemed list of Top 50 companies to work in 2015.



Gabriel does it again!

Gabriel India continued its winning streak with its second Great Place to Work award for 2015. With stiff competition from 700 organizations spanning over 20 industries, Gabriel India bagged the 43rd best place to work in India and 2nd in the Indian Auto Component industry. The award is regarded as one of the prestigious honours given to organisations that foster great corporate culture.

The award recognised Gabriel's initiative to forge a more responsive partnership with its suppliers and to complement changing needs of

the market. Gabriel's contribution to the industry in helping transform manufacturing processes was a vital factor for the win. As a result of its endeavour to transform employees of today into business drivers of tomorrow, Gabriel has been constantly investing in its employee development activities and promoting a culture of innovation by dispelling fear of failure.

This is not the first time that Gabriel India featured in the Best Companies to Work in India. The company outdid its earlier ranking of 2012 Great Place To Work®, further emphasizing its commitment towards ongoing employee practices.



“Over the years, we have strengthened our people commitment. We are focused on enhancing people productivity through investments in training and leadership development programmes. I am proud to announce that Gabriel India has once again secured a place in top companies to work in India.”

Mr. Manoj Kolhatkar

Managing Director, Gabriel India

The Gabriel Family Speaks



Gabriel is a "Great Place to Work" because management always strives to develop futuristic technology & products to stay ahead of competition.
This helps employees not only to make their assignments highly satisfying but also make most creative place to work for.
Rajendra Abhange,
CEO, Gabriel



Gabriel for me can be summarized as a company which diligently follows "Best Practices in Employee Recognition/Training/Mentoring" and epitomizes the culture of "Team working & Team spirit".
Rajendran Arunachalam,
CFO and IT Head, Gabriel India



At Gabriel, our biggest strength is our people. The management completely stands by the philosophy of 90% of business is people
Atul Jaggi,
COO, 2 & 3 Wheeler Business Unit



Gabriel is blend of youthful energy and experience which allows people to hone their skills and create a sense of pride with a smile
Vasudevan R
General Manager, Plant Head, Parwanoo



Respect, support and appreciation of good work from team members and management give lot of satisfaction and comfort to work here. Strong work ethics have formed a value system conducive for working of female employees
Rekha Sandhu
Senior Manager, HR, Khandwa



At Gabriel, you are given every opportunity to try new things and experiment with original concepts. It is an exciting environment for any young professional
Megha Banerjee,
Assistant Manager, HR



“Even amongst the top 50 Great Places to Work, Gabriel stands out for creating a feeling of One Team One family and the way it genuinely responds to suggestions given by the employees and involves them in decisions that affect them. At the core of this achievement is the ownership taken by each and every ‘People’ manager to make Gabriel a Great Place to Work and Gabriel senior leadership consistently walking the talk on ANAND Way.”

Mr. KS Bhullar

President-Group HR, ANAND

Complementing Customer Growth The **ANAND** Way



“ANAND Group supplies at least one component to most of the major OEMs in India”

Six decades of customer service, through sustained value addition has made the name ANAND synonymous with Auto components in India today. The Group companies collectively supply to most of the OEMs in India and have established long-term relationships spanning decades. The unique ability to harmonise the finest technology from around the world with unique exigencies of the Indian environment has entrenched ANAND in the minds of its customers.

In the last couple of years, ANAND has been growing faster than the market, a proof of the trust customers have invested in us.

This has also been possible due to :

- A Wide array of products catering to every segment of Industry – from 2/3 wheelers , 4 wheel passenger vehicles , commercial vehicles , tractors and earth moving equipment
- The State of the Art plants leveraging JV partners ‘Best in Class’ manufacturing systems & technologies
- Local design & development capabilities and focus on upgrading suppliers’ capabilities

Customer Acquisitions

ANAND Group has always adopted a focused approach towards its customers. Over the decades it has been successful in acquiring and retaining all the major OEM customers in India through improved product quality, sustained customer service and technological up gradation. At ANAND, exceeding customer expectations has always been the key emphasis. The customer acquisitions over the last 6 decades by most of the Group companies in different sectors are summarized as below



Two and Three Wheelers

ANAND Group through its flagship company Gabriel ventured into the two wheeler segment way back in the 60s for Royal Enfield and Bajaj. From then on Gabriel has continued to increase its presence by adding new customers every decade like TVS in 80s, Yamaha in 90s and Honda, Piaggio and Suzuki in 2000s. As regards other Group companies;

- MAHLE Filters Systems India (formerly Purolator) India started supplying to Yamaha in the 80s, Royal Enfield and TVS in the 90s, Bajaj in 2000s and in the early part of 2010 to Honda and Suzuki
- Federal-Mogul Anand Bearings India started with Yamaha in 90s
- Federal-Mogul Anand Sealings India (formerly Victor Gaskets) started with TVS in the 90s

Passenger Cars

Gabriel, the flagship company of ANAND, started supplying to Mahindra, Standard, Premier and Hindustan Motors in 60s.

- Gabriel continued with Tata Motors and Maruti in 80s; Hyundai, Ford, GM and Fiat in 90s; Toyota and Renault Nissan in 2000s and finally with VW and Honda in 2010s
- MAHLE Filters started in 70s with Mahindra, Hindustan Motors, Premier, Standard, Maruti, Tata Motors, Ford, GM, Toyota and Fiat in 90s; Honda in 2000s and Renault Nissan in 2010s
- Federal-Mogul Anand Bearings India opened with Standard, Premier and Tata Motors in 80s; Mahindra, Maruti, Tata Motors, Hyundai, Ford, GM and Fiat in 90s and Renault Nissan in 2010s
- Henkel started in 90s with Maruti, Hyundai and Ford; 2000s saw entry into Tata Motors, Hindustan Motors, Mahindra, GM, Toyota, VW, Fiat, Skoda, Renault Nissan
- Valeo started with Mahindra, Maruti, Tata Motors and Hyundai in 90s; Ford, Toyota and Fiat in 2000s; Renault Nissan and GM in 2010s
- MAHLE Behr started with Tata Motors in 90s; Mahindra, Skoda, GM and Renault Nissan in 2000s; BMW, VW, Honda, Maruti in 2010s
- Federal-Mogul Anand Sealings India entered Mahindra in 80s ; Hindustan Motors in 90s ; VW and Ford in 2000s
- Mando started in 90s with Hyundai; Renault Nissan, GM , Ford & Mahindra in 2000s and Tata Motors in early 2010s
- Faurecia started with Ford in 90s; Fiat, Toyota and GM in 2000s; Hyundai, Tata Motors, Maruti and Renault Nissan in 2010s
- CYI started with Maruti and Hyundai in 90s; Ford and Mahindra in 2000s; Tata Motors in 2010s
- Takata started in 2010s with Renault Nissan, Honda, Maruti and Ashok Leyland
- CY Myutec started with Hyundai in 2000s and GM in early 2010s
- Anand I-Power (formerly Perfect Circle India Ltd.) started in 90s with Maruti



Commercial Vehicles

Gabriel started supplying to Force Motors, Ashok Leyland and Tata Motors right from early 60s. Over the period of next 5 decades most of the major commercial vehicle manufacturers are our customers with multiple ANAND Group companies supplying to them.

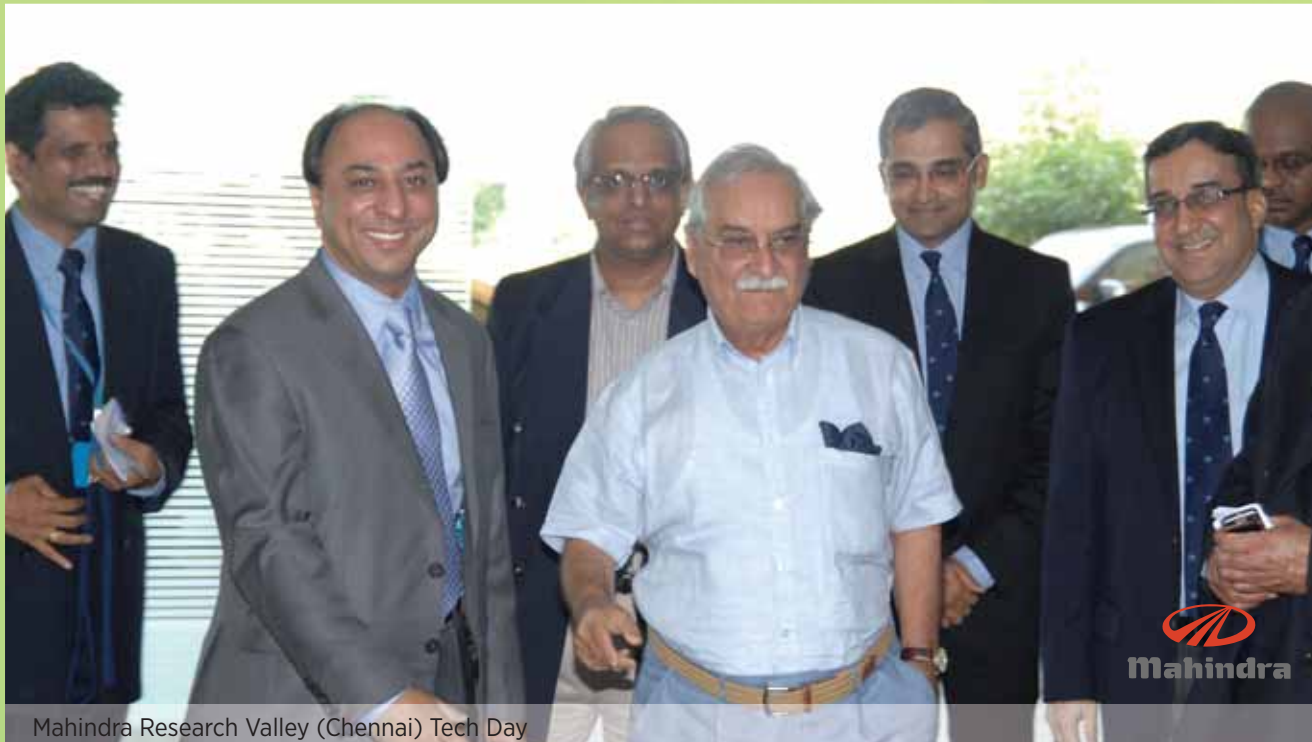
- Gabriel with Swaraj Mazda and VECV in 80s; MAN and Mahindra Trucks and buses in 2010s
- Spicer started with Tata Motors in 90s; MAN, Swaraj Mazda, VECV, Force Motors since 2000s; and Mahindra Trucks and buses since early 2010s
- Federal-Mogul Anand Sealings India started with Tata Motors in 70s; force motors in 90s; MAN in 2000s and Daimler in early 2010s
- Federal-Mogul Anand Bearings India started in 80s with VECV, Swaraj Mazda, Ashok Leyland and Tata Motors; Force Motors in 2000s
- Valeo started supplying in 2000s to New Holland, Swaraj Mazda, VECV, Force Motors; also to Mahindra Trucks and buses and Daimler in 2010s
- MAHLE Filters supported Force Motors, Ashok Leyland and Tata Motors in 80s; Swaraj Mazda, VECV in 90s; New Holland and MAN in 2000s
- Haldex started in 2000s for Swaraj Mazda, VECV, Ashok Leyland and Tata Motors; Daimler and MAN in 2010s
- Henkel started supplying in 2000s to Ashok Leyland and Daimler
- Takata started off in early 2010s with Ashok Leyland, VECV and Daimler

Engine Components

ANAND Group's foray into Engine Parts started in the 70s with two of its companies MAHLE Filters Systems India and Federal-Mogul Anand Sealings India supplying to Kirloskar and Cummins respectively. From then on it has continued to acquire and service new customers. Some of the key ones include

- MAHLE Filters Systems India started with Kirloskar in 70s; Simpsons and Cummins in 80s and JCB in the 90s
- Federal-Mogul Anand Sealings India started with Cummins in 70s, Simpsons in 80s and Kirloskar in 90s
- Federal-Mogul Anand Bearings India in 90s supplied to Cummins and Kirloskar and Simpsons in 2000s
- Anand I-Power supplied to Kirloskar in the 90s
- Faurecia started with Cummins in 2010s





Mahindra Research Valley (Chennai) Tech Day



Mahindra Research Valley (Chennai) Tech Day

Glimpses of ANAND Technology Day at OEMs



Maruti Suzuki (Gurgaon) Tech Day



Volvo Eicher Commercial Vehicles (Pithampur, MP) Tech Day



Cummins India (Pune) Tech Day



Ashok Leyland (Chennai) Tech Day



JCB (Ballabgarh) Tech Day



Tech Day



Maruti Suzuki (Gurgaon) Tech Day



Tech Day



JCB (Ballabgarh) Tech Day



Technology Days by ANAND

Technology Days are an integral part of customer connect and branding for ANAND Group companies. ANAND Group has been conducting successful Tech Days within most its major customer's premises for many years now.

Technology Days provide all ANAND Group companies a great platform to

- Exhibit their existing and new products
- Present latest technological break-throughs
- Understand the inherent needs of the customer
- Showcase new innovations
- Interact with the customer and exchange ideas

In last two years ANAND has conducted five Technology Days in companies like Maruti, Mahindra, VECV, Cummins and JCB. These five events experienced a combined footfall of approximately 700+ personnel of our customers and prospective business enquiries resulting in business of ₹ 200 Million. ANAND plans to continue to conduct Technology Days in the future to leverage on the existing brand image with the customers and also to explore opportunities for business.



Volvo Eicher Commercial Vehicles (Pithampur, MP) Tech Day

New Technologies

One of the leading players in Indian Auto Component industry, ANAND has always been at the forefront of technological innovation. Along with its world renowned JV Partners, ANAND has been pioneering the introduction of newer technologies specific to Indian Market. Some key technology trends introduced at ANAND Include

- **Emission Control**
 - o Faurecia Emission control Technologies India (FECT) - Ready with technology to meet the upcoming stringent Bharat Stage V & VI emission norms
 - o MAHLE Behr - Introduced advanced ‘EGR’ which helps in reducing harmful NOx
 - o MAHLE Behr - Introduced Bi Metallic Visco Clutches to improve Engine efficiency
 - o Federal-Mogul Anand Sealings India Limited - “Multi Layered Graphite” & “Multi layered Steel” gaskets to with stand higher pressures inside engine combustion chamber
- **Active and Passive Safety**
 - o Mando - ‘State of the Art” Braking systems which meet and even exceed all Indian/ European regulations
 - o Mando - Technological expertise developed to produce latest generation ABS / ESP
- **Passenger Comfort**
 - o MAHLE Behr - First to Introduce Rear Air Conditioners with independent evaporator for improved cooling performance
 - o Gabriel - First to introduce Adjustable rear suspension
 - o Gabriel - Developed Shock absorber with ‘Remote’ canister to improve ride comfort

Corporate Business Development

Corporate Business Development Function acts as a vital bridge between Customers and ANAND Companies. Over time, this function has introduced some innovative practices which have provided value to both Customers as well as Group companies, such as:

- Conducting Technology Days at Customer end to introduce them to latest products & technologies
- Facilitating Group Level Quality, Cost & Delivery performance reviews and being the Voice of the customer with ANAND Companies
- Conducting Customer satisfaction surveys on behalf of the Group Companies for ‘Neutral’ feedback from customers and monitoring progress
- Supporting in finalization of Purchase Agreements
- Working closely with Customers to identify new business opportunities and increase share of business

With the combined efforts of individual group companies and the Business Development Function, ANAND Group has been able to keep its customers satisfied at all times.

Future Plans

What started in 1961 as a promise to provide the best automotive solutions to customers across India, continues to set new records in customer service. ANAND continues to keep customer focus as one of its key strategic goals.

From the days of customer acquisition to customer satisfaction, the world is moving towards customer delight. ANAND subscribes to this new trend and has been working towards identifying and satisfying the inherent needs of the industry and its customers.

A few key focus areas in the coming years include

- **Advance Customer Engagement**

ANAND has come a long way from being only a component supplier. It has now developed the ability to supply complete Systems to its customers. Continuing this trend and taking it to the next level, ANAND plans to engage closely with its customers to understand the Unmet & Latent needs of the end user. This valuable information can then be used internally to design and develop innovative products to meet the needs. In order to achieve this objective, ANAND plans to have regular knowledge sharing sessions in a structured and effective manner.
- **Futuristic Technologies**

Currently the whole world is moving towards reducing the weight of vehicles through usage of Light-weight materials without compromising on strength. Every other day companies are coming out with latest state of art technologies to achieve light-weight. One such type of material are Composites. While Composites are used extensively in Aerospace industry, its usage in mass produced cars is relatively low. ANAND has started looking at composites in a big way and is exploring upcoming opportunities in this emerging field.

Contribution to JV Partners

Over the last six decades ANAND Group has been able to penetrate the Indian market effectively and acquire new customers, resulting in substantial gains to its JV Companies. With its diverse presence across sectors, ANAND has also been instrumental in providing many of its JV Partners visibility and foothold in the Indian market. Some of the key benefits partners experience from the Joint Venture include:

- **Customer Relationships and winning business**
 - Better customer relationships (leveraging over 50 years of Group presence in the industry)
 - Easier entry with new customers especially Indian origin customers
 - Managing customer issues/situations
- **Business Intelligence**
 - Timely, useful and high-quality information resulting in reduced data cost
 - Updates on business opportunities
- **Industry Liaison**
 - Addressing common industry concerns
 - Building relationships within the automotive and components industry

Awards



Gabriel India was awarded the prestigious award by Mahindra for SPD performance during 2013 - 14 .



India Yamaha Motor Pvt. Ltd. awarded Gabriel India for ‘Excellence in Sales Support’ for the year 2013.



Faurecia Emissions Control Technologies, Bangalore received Toyota Best Supplier Award.



Suzuki Motors India adjudged Gabriel as their Best Quality Vendor for 2012. A presentation ceremony was held on 9th March 2013. Mr. J. Hashimoto, Chairman, SMIPL handed over the award to Mr. C.S. Subramanian and Mr. Narinder Pal Singh.

Industry Leader in Automotive Solutions



Customer Testimonials

Ashok Sharma
GM & Operating
Head - Purchasing
Honda Cars India



"It gives me immense pleasure to connect with you all, through "Interaction", an In-house initiative of ANAND Group Through this forum, I would like to congratulate "ANAND Group" for the achievements made in the field of Automotive industry. The Group has footprints throughout the Globe, and is one of country's leading manufacturer and suppliers of automotive system and components. The core Values and foundations, which forms the work Ethics of the Company, has led it to thrive and grow even in the most competitive business environment and extreme pressures, especially in the areas like pricing, Quality and New Models Perk Ups.

Also we are delighted to see the group's focus on their responsibility towards the society by improving the lifestyle of people through the initiative named "SNS Foundation".

Wish you all the very best and we believe that both Honda & ANAND Group will continue to have healthy and growing business association in the coming times ahead."

R Sridhar
Sr. Vice President SSU,
Mahindra



"The differentiating factors that have helped ANAND stand the test of time have been their good business judgement, success in bringing value to customers in the areas of technology and cost, the art of managing partnerships and retaining talent through excellent HR initiatives

The key strength of ANAND lies in successfully managing & nurturing their partnerships with global leaders in technology, keeping in mind their diverse expectations and cultural backgrounds."

Pradeep Mishra
Vice President, VECV



"It gives me immense pleasure and a great feeling of privilege in writing this testimonial of VECV relationship with ANAND Group. Our relationship dates back to over 2.5 decades. ANAND Group has been a strategic partner to VECV and has participated collaboratively in all our development programs. One of the key differentiators has been excellent Innovation Culture that the group has fostered over the years.

Our association with ANAND Group is full of energy and passion to deliver great experience to the end customer with superior product performance. This relationship has transformed from being a mere supplier to VECV into a partner working in congruence strategically. The relationship shares lot of warmth and admiration for each other's capabilities and leveraging this will put it into next orbit in defining a supplier-OEM relationship.

I wish a great and prosperous future to the group in all its future endeavours."

The Mogul Legacy

“The word ‘Mogul’ comes from India. It means bigger, better things and here we are today all celebrating our bigger & better partnership that is actually 50 years old” – Mrs. Anjali Singh, Chairperson, ANAND Supervisory Board

Understanding the symbiosis

What started off in 1978 as a joint operation of an engine bearings manufacturing facility in Parwanoo, Himachal Pradesh, India, has attained new heights with the formation of three joint venture companies between Federal-Mogul Powertrain (a division of Federal-Mogul Holdings Corporation, USA, (NASDAQ: FDML)) and ANAND Group, India. Decades of mutual association and synergetic relationship has helped this strategic partnership to flourish and deliver the best of products.

Currently three joint ventures are thriving in India namely – Federal-Mogul Anand Bearing India Limited (FMABIL): Engine Bearings Business, Anand I-Power (formerly Perfect Circle India Ltd.) Limited: Piston Rings Business and Federal-Mogul Anand Sealings India Limited (FMASIL): Gaskets Business, with FMASIL being the latest induction in 2014.

All three Joint ventures have varied stake holding pattern, with Federal-Mogul Powertrain holding 51% in FMABIL and FMASIL and ANAND along

with small shareholders owns the rest. ANAND will hold more than a majority stake in Anand I-Power Limited.

Going ahead, combining Federal-Mogul’s State of the Art technology, research and development capabilities, global customer relationships and advanced manufacturing operations, with ANAND’s deep access to local customers and suppliers, and expertise in human resource management and development, will ensure a bright future for the joint ventures.

The associations will help the joint venture companies to offer State of the Art technology and best practices to all automotive and industrial engine OEMs in India. The main aim is to help attain leadership positions for these three businesses in their respective product lines and improve its value offering to all of its stakeholders.



Gaskets world unveiled

“ We believe since Automotive Industry in India has a bright future and we want to be here. We don't want to have imported parts from somewhere else to serve our customers here we want to serve out customers with products made in india together with ANAND Group based on technology provided by Federal-Mogul” – Mr. Rainer Jueckstock, CEO Federal-Mogul Powertrain said.

The partnership stone unveiling ceremony held in the lush green campus of FMASIL(formerly Victor Gaskets) Pune, on March 9, 2015, was a testimony to the commitment by both stawarts of Automotive Industry. Ushering in a new era of partnership were luminaries from both partner companies, customers, suppliers and also other ANAND Group companies.

Mr. Deep C Anand – Founder & Chief Mentor, ANAND Group graced the function with his presence along with Mrs. Anjali Singh – Chairperson, ANAND Supervisory Board and Mr. Jaisal Singh - Director, ANAND Supervisory Board, Mr. Deepak Chopra, CEO, ANAND Group , Mr. Sunil Kaul and Mr. Mahendra Goyal ANAND Executive Committee. The FMASIL (formerly

Victor Gaskets) team led by Mr. Dilip Palve, COO, heartily welcomed dignitaries from Federal-Mogul Powertrain: Mr. Rainer Jueckstock – CEO, Federal-Mogul Powertrain, Mrs. Janice Maiden – Sr. Vice President & General Manager, Sealings & Gaskets and System Protection Business Unit, Federal-Mogul Powertrain and Mr. Andreas Kolf – Vice President & Managing Director, Federal-Mogul Powertrain India.

The event was held with much enthusiasm starting with the customary lamp lighting ceremony followed by brief speeches from Mrs. Singh, Mr. Jueckstock, Mrs. Maiden and Mr. Kolf. Mr. Jueckstock and Mrs. Singh unveiled the foundation stone thereby “Cementing the Relationship for Long term Partnership”. The vote of thanks by Mr. Goyal summed up the mood and prospects of a bright future.

The Power of ‘I’

Continuing from the previous day's successful partnership ceremony at FMASIL,Mr. Rainer Jueckstock, CEO, FM & Mr. Deep C. Anand, inaugurated the partnership stone at Anand I-Power plant in Nashik. The March 10th event was a culmination with both partners expressing optimism and confidence about the future of the joint venture companies.



Channelising German Quality



Ansysco-ANAND & LIQUI MOLY Germany signed a Channel Partnership Agreement, heralding the birth of a prospective market leader for motor oils and additives in India.

UNCOMPROMISING QUALITY – is the motto of motor oil and additives specialist LIQUI MOLY, popular oil Brand from Germany. The company joined forces with ANSYSO, an ANAND company to expand its reach and gain significant market share in India. What better way to do it than announcing the co-operation at the trade exhibition Automechanika in New Delhi.

The announcement was made in the presence of Mrs. Anjali Singh, Chairperson, ANAND Supervisory Board; Mr. Peter Baumann, Director Marketing, Mr. Michael Karl, Export Area Manager at LIQUI MOLY and other dignitaries from ANAND Group and LIQUI MOLY.

The forethought for such a partnership can be easily understood keeping in view LIQUI MOLY’s philosophy to closely work with local partners in respective countries. This is further substantiated with ANAND Group’s strong network and established brand in India

LIQUI MOLY produces motor oils and additives along with car care products, service products, greases and pastes. Basically offering everything related to automotive chemicals. Such a wide range with one company is unique and also all the products are exclusively manufactured in Germany.

ANAND Group, on the other hand, is a leading auto components supplier in India with a large established network comprising of large distributors/dealers, retailers, service stations and mechanics. To support this network, and to meet just in time supplies, it has established 17 distribution points and employs a 250 strong sales force.

ANAND Group and LIQUI MOLY partnership will certainly help LIQUI MOLY leverage on ANAND brand and network to establish its brand, while it will also aid ANAND to expand its product range in India.



“We are glad to have found such a strong and reliable partner like ANAND.”
Mr. Michael Karl
 Export Area Manager
 LIQUI MOLY

“We do not want to be the cheapest in the market. We want to be the best.”
Mr. Mahendra Goyal
 Group President
 ANAND

Orbit Shift Inc.

Winner of the Prestigious Golden Peacock Award (2014) in Innovation Management and also 2 successful Innovation concourses conducted with Late Dr. APJ Abdul Kalam as Chief Guest in one of them.

Even though Innovation within ANAND is as old as the company itself, it got thrust in the last decade. Usually Innovation@ANAND can be easily categorised into 4 phases

1st Phase - First time Innovation was attempted as a "prototyping of an initiative", during 2004-2005. The concept was to "FUNNEL" ideas in aspects of Critical to Business or Customer. The drive was limited to Chang Yun, Gabriel, MAHLE and FMASIL (formerly Victor Gaskets)

2nd Phase - The wheel was reinvented in 2005-2006, where Innovation was construed as R&D Council. Companies involved - Gabriel, MAHLE, and FMASIL

Others namely MAHLE Behr, Mando, Spicer, Anand I-Power(formerly Perfect Circle), were not a part as their R&D for India was controlled by their centres overseas. The focus was on Product and Material Patents.

(Noteworthy success- A unique material and design for Cylinder Head Gaskets at FMASIL. It became India's First Asbestos Free Indian Gasket Company)

3rd Phase - Upbeat with the FMASIL success, the Innovation Council was set up again in 2008-09. This time too, the focus was only on Gabriel, MAHLE and FMASIL - same reasons as the second time. The focus was again on Product & Patents.

4th Phase - The fourth time, 2010-2011, the Innovation Council headed by Mr. Sunil Kaul - an AEC member initiated few landmark changes.

- Identifying a Knowledge Partner in Erehwon Consulting Pvt Ltd.
- Identifying companies - single location + with passionate COOs + challenges of making them more profitable (MAHLE Behr, Chang Yun, Anand I-Power and FMASIL).
- Identifying a Full Time driver of Innovation, Mr. M.S. Shankar, Head Technology & Innovation, ANAND Group.

Post this, a 3 pronged approach of "Activate - Embed - Accelerate" was evolved to Institutionalise Innovation. Concepts from Erehwon like "Orbit Shifting Innovation" are used, to change overall mind set and help in "Idea Generation and Quick Prototyping" Innovators who go through the mind set change are called "Fire starters".

Currently, the innovation team is actively triggering mind-set change and looking at Live Innovation Concourses to Excite, Inspire & Enroll people to jump into the journey.

Etched in Gold



Golden Peacock Award - Regarded as a benchmark of Corporate Excellence worldwide. Application based, the award secretariat receives over 1,000 entries every year for various award categories from over 25 countries.

ANAND Group was recognised as the winner of Prestigious Golden Peacock Award for Innovation Management (2014). The Group was recognized for enrolling and enabling innovators across company's function and levels and recording substantial revenue improvement.

The award function was held in a glittering ceremony in London and was presented by the Rt. Hon. Theresa May, MP, Secretary of State for the Home Department, Govt. of UK. The international recognition is a testimony for the continuous and directed thrust that the top management is providing for Innovative practices within ANAND Group.





Dr. APJ Abdul Kalam Experienced ANAND

Late Dr. A.P.J Abdul Kalam - former President of India and Chief Guest expressed “I am very much at home at this concourse. I have lead an Innovative life in my 25 years at ISRO and 25 years at DRDO”.

Gabriel India Limited showcased various Innovations created by its employees in the Innovation Concourse. Late Dr. A.P.J Abdul Kalam graced the function with his presence and was the Chief Guest of honour. Mr. Manoj Kolhatkar, MD, Gabriel, other senior management from Gabriel and ANAND Group participated in the event.

Drawn from six plants and Pune head office, Innovators showcased 94 projects.

The audience was enthralled by Dr. Kalam's inspiring speech and as usual had numerous invaluable learnings to take back home. Some of the key snippets include:

- The concept of identifying and nurturing “Fire Starters of Innovation” is indeed novel. This can revolutionize the system of innovation by creating islands of inspiration which can trigger chain reaction and create momentum.
- India is at position 60 in the “Global Competitiveness Report 2013-2014”, behind Switzerland (1), Singapore (2), USA (5), South Korea (25), China (29). When I visited Gabriel

India Limited, I find there is hope for India to move up significantly.

- When I visited the Innovation Concourse display, I was happy to see that the focus here is towards involving the younger generation in the journey of innovation.
- Societal Innovation - Happy to know that Gabriel is aiming to develop artificial limbs for the physically disabled citizens. It is indeed a noble innovation.
- Creating something that can give BLISS/ ANAND - complete happiness covering Mind, Body, Soul.
- Dream Dream Dream. The Real Dream should not allow you to sleep.

The concourse culminated with Dr. Kalam appreciating the projects and wishing the entire Gabriel team for their future endeavours.

ANAND pays tribute to the former President who left for heavenly abode on July 27, 2015. It was an honour to host one of the legendary leaders India has ever produced.

Spicer Does The Best

“Spicer, amongst ANAND companies is in the forefront of Innovation. My compliments to all Innovators here for having a very satisfactory journey of Innovation so far & excelling in future.”
Mr. Deepak Chopra said.

Spicer India organised its first ever Innovation Concourse at Chakan plant. Mr. Deepak Chopra, Group CEO inaugurated the event in which 70 Innovators exhibited their Innovations with pride.

The event was also attended by ANAND Executive Committee Members- Mr. Sunil Kaul and Mr. Manoj Kolhatkar along with Mr. Michael Campbell and Mr. Saket Sapra from Dana Corporation, USA. Guest Speaker was Mr. Kranthi Vistakula an Innovator of revolutionary ClimaCon Technology. An MIT Boston Alumnus, he has also worked on NASA projects.

The Spicer Innovation Concourse was a unique event in many ways than one. Some of the key differentiators included:

- Along with Spicer Innovations, top four innovations from each of the Chakan hub companies (Gabriel, MAHLE Behr, FMASIL (formerly Victor Gaskets) and ANAND) were displayed. This enhanced the learning experience and cross pollination of ideas.
- Theme Based Innovations (Productivity/ Cost/Quality/Energy/Safety & Ergonomics/ Mavericks).
- Innovator (MIT Boston Alumnus) sharing his knowledge and understanding in the areas critical to Innovation.
- Innovation Games introduced to break monotony of whole day sessions.
- Innovation Rewards and Recognitions were launched in the presence of AEC Members (Mr. Deepak Chopra, Mr. Sunil Kaul, and Mr. Manoj Kolhatkar) and Hub COOs.
- Innovators Hall of Fame showcased Spicer Innovator's story of "Breakthrough Innovations".

Over all the concourse was a success and paved the way for further innovations in the coming years.



SUJÁN in the Limelight

SUJÁN has perfected the art of offering luxurious services amidst wilderness and pristine surroundings. With SUJÁN Rajmahal Palace, Jaipur, under management by the group, travellers now have the opportunity to combine a trip into the wilderness with a perfect Palace experience in Rajasthan's capital as well. No wonder SUJÁN has been winning accolades, both in India and abroad from some of the most prestigious publications in the travel trades.



Sher Bagh Wins the Outlook Traveller Awards 2015



Outlook Traveller honoured and awarded the best names in travel and hospitality in India and overseas at the Outlook Traveller Awards 2015, held on March 27, 2015 at the Dusit Devarana, New Delhi.

Sher Bagh, Ranthambhore, a member of Relais & Châteaux emerged as the winner - despite a tough competition in the category of Best Wildlife Lodges in India. Other categories included best destinations, airlines, adventure tour operators and travel portals. Readers voted for the best in each category in an online poll on outlooktraveller.com.





The Serai hosts ANAND Retreat



The 'ANAND Retreat', an annual getaway for a group of managers who are part of the ANAND Leadership Development Programme, was conducted at 'The Serai', Jaisalmer in the third week of September.

The three day ANAND Retreat offered relaxing and enjoyable itinerary for the participants. The getaway included a mix of training & team building activities, cultural events, desert drives, interactive games and sightseeing at nearby locations. Evenings were spent around the camp fire peppered with the most delectable culinary experiences.

One of the highlights was the ALDP Project; introduced for the first time as criteria for Graduation. The objective of the project was to give the participants a cross-functional exposure within the organization. The session was conducted by Ms. Pooja Malik, Vice President – HR, ANAND Group and Mr. Rajesh Kakkar, Senior Director – Excellence in Manufacturing and Environment, Health and Safety.

The ANAND Retreat offered participants a unique environment in which to rejuvenate and recharge. Outings such as these provide employees a chance to mingle with colleagues in an informal setting and form stronger bonds which help evolve a better understanding of each other.



Introducing Resident Managers at SUJÁN



Sunil Joseph
Resident Manager - Sher Bagh

Sunil Joseph has 11 years of experience in hotel operations and previously worked with brands like Oberoi Hotels and Resorts, Intercontinental Hotels, Shangri-la Hotels and Resorts, Royal Orchid Hotels and Café Coffee Day Hotels and Resorts in India, Maldives and Tanzania.



Manish Khede
Resident Manager - The Serai

Manish has an experience in the Hospitality industry for the past 11 years. He started his career at Oberoi Hotels in 2004 and thereon has been on various roles in the Food and Beverage services and Front Office at properties such as Ananda in the Himalayas.



Prateek Kackar
Resident Manager - JAWAI

Prateek Kackar has over eight years of experience working in The Oberoi Group of Hotels & Resorts. Along with operations, resource and inventory management, he excels in training, team building & building guest relations. In his spare time he enjoys trekking, reading and Scuba Diving.



Prateek Kumar
Resident Manager, Rajmahal Palace

Prateek Kumar joined the hotel industry at an early age of 17, straight out of school. After a spell at the Oberoi Group of hotels, Prateek joined SUJÁN as Resident Manager of The Serai, Jaisalmer in 2014. He is now Resident Manager at SUJÁN, Rajmahal Palace, Jaipur.

MEILLEUR université d'entreprise

“Best Corporate University embodying the identity, the culture and the brand of the Organization in its stakeholders”



OF THE
ORGANIZATION IN
ITS STAKEHOLDERS

The Award – Global Council of Corporate Universities 2015

GlobalCCU, created by Annick Renaud - Coulon in 2005, is the premier truly global network composed of Corporate University professionals, that helps its members to learn from their respective experience, and to show their stakeholders that their Corporate University, Academy, Institute, or Campus, is a lever to create real value for People, Organizations and Society.

Purpose - Recognize the very best Corporate Universities / Academies / Campuses / Learning & Development Structures at the global scale that create strategic value for business, people, organizations and society.

Categories

- a. Best overall Corporate University
- b. Best impact by Corporate University on implementation of business strategies of the organization
- c. Best Corporate University embodying the identity, the culture and the brand of the organization in its stakeholders
- d. Best innovative Corporate University
- e. Best Corporate University leveraging Corporate Responsibility

ANAND U @ the Awards - Awarded the ‘GOLD’ Award for the “Best Corporate University embodying the Identity, the Culture and the Brand of the Organization in its stakeholders”

A special mention was made about ANAND U alignment with:

- The ANAND Way – Business is 90% People
- ANAND U as a nutrient provider
- Outstanding practice of Specially Trained Operating Engineers (STOE) Conversion Training as embodying ANAND Values

ANAND U Forum session conducted a day before the awards on ‘Impact of Digital on Corporate Universities’ was appreciated. A special mention was made by facilitator, the chairperson and some participants that the

journey of ANAND U was not about technology as much as an Organizational Development intervention of managing change through people.

Dignitaries at the event -

- a. Ms. Annick Renaud, Coulon, Chairman of GlobalCCU
- b. Dr. Mohan Kumar, The Indian Ambassador to France

ANAND U representative - Mrs. Sampada Inamdar, ANAND U Dean, represented ANAND Group.

Location – Paris

Appreciation for ANAND Group - ANAND Group was specially appreciated for the fact that a corporate University was established way back in 1991, and has since been pursuing the noble cause.



Left To Right – Banco do Brasil Team, AU, Sberbank Group Russia, Barilla Italy



Mrs. Sampada Inamdar, Dean, ANAND U receiving The Gold Award



Speech after receiving Award



Indian ambassador to France graces the event



Luminaries on Campus

ANAND Group on a regular basis welcomes guests from its various stakeholders – Partners, Customers, Suppliers and so on. Few important ones this year include

From Russia with Love



Kamaz & Rostar (Russia) delegates visit to Chang Yun India on February 27, 2015

Chang Yun India witnessed a top level delegation visit from Kamaz and Rostar, Russia (transmission and shock absorber supplier of Kamaz and other Russian OEMs). The group was lead by Mr. Prokhorov, Advisor of the General Director-Kamaz; Mr. Klyuchnikov, Director General-Rostar & Mr. Konstantin, Director RCR LLC (Rostar Group Company). The delegates went for a plant visit in both Chang Yun's existing and upcoming plant. The meeting ended on a high note with a dinner party.

Faith In Audit Together

Mr. Nilesh Dargude (SQE) and Mr. Devvrat Singh Tomar (VD & Sourcing) from FIAT India visited Mando Automotive facility on January 27, 2015. The purpose of their visit was to conduct an assessment audit (Supplier Evaluation Audit) for the programme MP556 (Front Caliper). The score achieved was 80.5% with the eligibility criteria being > 75%.



The Star Returns Home

The unveiling ceremony of the 5 star Plaque awarded by Hyundai Motor India happened at CY Myutec on April 17, 2015. 5 star award and Golden plate presented by Hyundai Motor India was unveiled at CY Myutec in the presence of dignitaries from Hyundai and CY Myutec.



Thumbs Up to You

Mr. Lee Jongwoo, Managing Director, CY Myutec visited MAHLE Filter Systems India's Chennai plant recently. Touring plant with Mr. Sunil Kaul, Group President – Technology, Innovation & Automation, ANAND, Mr. Jongwoo praised the team for exceptional plant management.



Entertaining Eminent Customers

Chang Yun India has witnessed an unprecedented number of visits from eminent customers from various OEMs. Starting from Honda Car India's Mr. Ohtaka san, Arakawa san and team and Mr. Vivek Agrawal, GM-Sourcing of Ashok Leyland. The team Oerlikon Graziano comprising of Mr. Deepak Medha, AGM-Purchase and Mr. Ayush Bedi also visited the premises. It marked a brand new beginning for Chang Yun India, as customers showed more faith in having synchro solution from CYIPL. Mr. Madhavan, President-Group BD also accompanied during the visit of Mr. Agrawal, GM-Sourcing of Ashok Leyland.

Catch them Young

“Business is 90% people” – Mr. Deep C Anand

ANAND Group is a people driven organization. “People Practices” are a priority at ANAND. ANAND is renowned in the industry for its excellent people practices.

What better way to further strengthen our Brand and establish this philosophy than to engage the young and bright minds in campuses.

ANAND Group has embarked on a structured Campus Connect programme to increase both its brand and Gabriel, its flagship company

brand within the campuses. In this regard a Student Ambassador, who acts as a our Brand Representative is identified within campuses of strategic significance to ANAND Group. Year long activities will be planned mostly keeping in view the summer internships. As ANAND strongly believes in Summer Internship to PPO philosophy. Hence some specific activities would cater to the first year students but definitely not restricted.

In this regard, ANAND Case Study Competition was initiated as a pilot in IMT Ghaziabad and received very good response. ACS was further taken to IIM Lucknow and MDI Gurgaon and received good response. Other than that, through the Gabriel Brand, we have also been sponsoring various annual and technical events of different colleges.

“Catch them Young and Groom them Strong” would be campus connect Philosophy.

ANAND Case Study



Anand Case Study (ACS) was conceptualised to create Brand Awareness about “ANAND Group” among students. In its first season in 2015 ACS is targeting atleast 5 colleges. It was successfully completed in IMT Ghaziabad; is in shortlisting phase in IIM Lucknow and MDI Gurgaon; and has been launched in NITIE and SJSOM Mumbai.

In order to differentiate it from rest of the case study competitions, a live case study on ANAND Campus branding was given as the topic.

Branding of the case study competition is done through mailers and in-campus posters. Another unique route followed for branding included identifying an enthusiastic student who has done internship with us as Student Ambassador (SAM). SAM would typically be a first year student who has completed his internship with ANAND and is keen to create awareness about ANAND Brand to the rest of the fraternity.

SAM is responsible for:

1. Creating initial hype through word of mouth.
2. Following up on regular teasers and mailers.
3. In-campus branding through posters and informal sessions.

The students are encouraged to form teams of 2 and work together towards the case study. Website and mails are the main source of information for the students and also the medium for submissions. The process of shortlisting the top 5 presentations out of all the submissions is also streamlined and based on set parameters.

The Top 5 teams are given an opportunity to present their case in front of an eminent panel of ANAND senior management within their campus premises. Based on the predetermined evaluation criterion, the final winners are selected and felicitated on the same day.

Some of the key give aways for the winners include:

1. Prize Money
2. Possibility of an Internship opportunity with ANAND Group
3. Opportunity to implement proposed solution as part of short-term project at ANAND
4. Opportunity to be selected as Student Ambassador (SAM) for ANAND
5. Trophies, Winning certificates and ANAND Goodies
6. Recommendation Certificate by ANAND and on LinkedIn

Also all participating teams would receive a Certificate of Participation and ANAND Goodies

The key take aways from ACS include:

1. Increase ANAND Brand recall
2. Regular student interactions
3. Creative ideas/solutions to the Live problem
4. SAM as a representative of ANAND in the college

Testimonials from students

Souhardya Banerjee: “ANAND Case Study competition provided an excellent platform that allowed me to apply the marketing concepts learnt in class. Moreover, I got a first-hand exposure into ANAND Group’s workings and its exciting culture.”

Anindita Chakraborty: “As part of the competition, I got a chance to interact with my peers and faculty from reputed B-schools which added to my learning. Also presenting my ideas and recommendations before the senior leadership of ANAND boosted my confidence and helped me truly understand the contours of a MBA graduate.”

Kamal Joshi: “Participating in ACS was a wonderful experience. I really appreciate the judges feedback on my presentation and their holistic approach to critique each idea. ACS made me understand how to approach a business problem in a more systematic way.”

Atul Gupta: “It was a very enriching experience to be among the finalists of ACS season 1. My perception about the group definitely got changed (for better) after deep research about the culture at ANAND. I would love to be associated with ANAND Group in future.”

ZEST, MELANGE and More



College of Engineering, Pune



College of Engineering, Pune



Vishwakarma Institute of Technology, Pune



Vishwakarma Institute of Technology, Pune



IIT Madras



IIT Madras

For a B2B company like Gabriel, 'students are both future customers and potential employees'. Keeping in view this philosophy to Brand 'Gabriel', a structured campus connect strategy was adopted.

In this regard, as the first phase, few reputed colleges/universities within west and south zone were identified. The idea was to associate with each of them through yearlong engagements like Factory Visits, Guest Lectures, Sponsorships, case studies and more.

So far 3 colleges have been identified in 2015 and their respective festivals sponsored by Gabriel in the following capacity

- College Of Engineering Pune – Zest 15 : Title Sponsor and Mr. Atul Jaggi, COO, Gabriel was the chief guest
- Viswakarma Institute of Technology Pune – Melange 15 : Innovation Partner
- Indian Institute of Technology Madras – Shaastra 15 : Sponsored Fire N Ice event

All 3 events collectively had a footfall of 20000 people giving Gabriel a very good visibility. Going ahead, Gabriel will continue to increase campus focus and create brand recall.



THE FULL SPECTRUM OF WHAT SOCIAL NETWORKING OFFERS YOU GOES BEYOND JUST CONNECTIONS

Online social networking has become a way of life and how could ANAND be behind? Connect with the ANAND family in the virtual world. We regularly update our pages with news, information, activities and more.

Share your thoughts & suggestions, be updated on the latest buzz or just stay in touch with everyone – 24x7. Don't miss out on the action!

[f | facebook.com/AnandGroupIndia](https://www.facebook.com/AnandGroupIndia)
[t | twitter.com/AnandGroupIndia](https://twitter.com/AnandGroupIndia)
[in | linkedin.com/company/anandgroupindia](https://www.linkedin.com/company/anandgroupindia)

