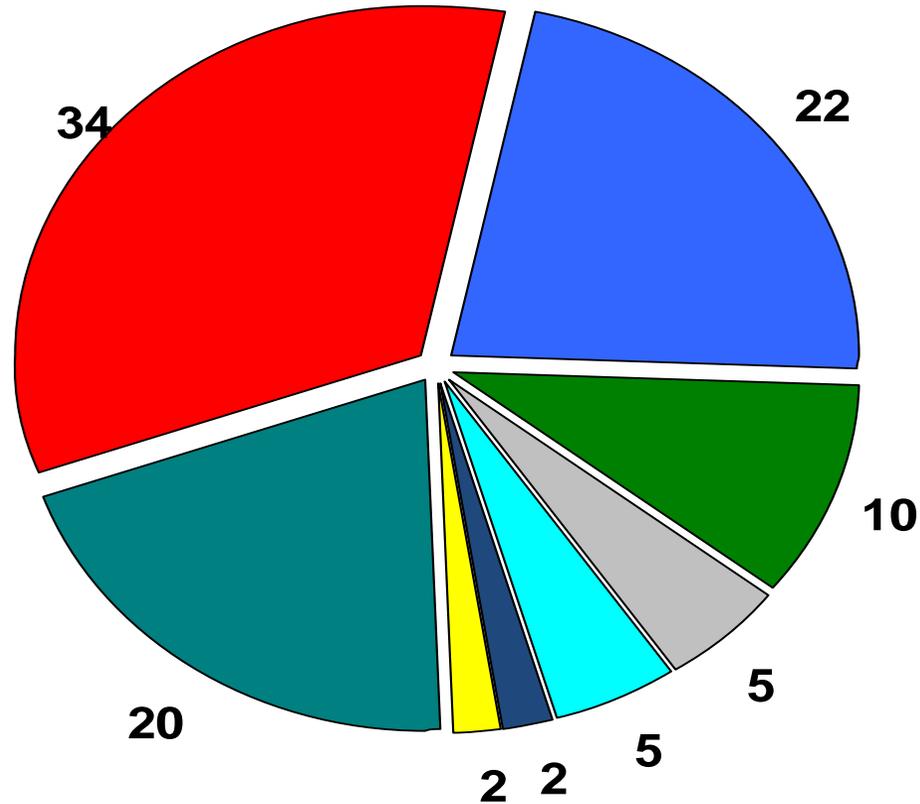




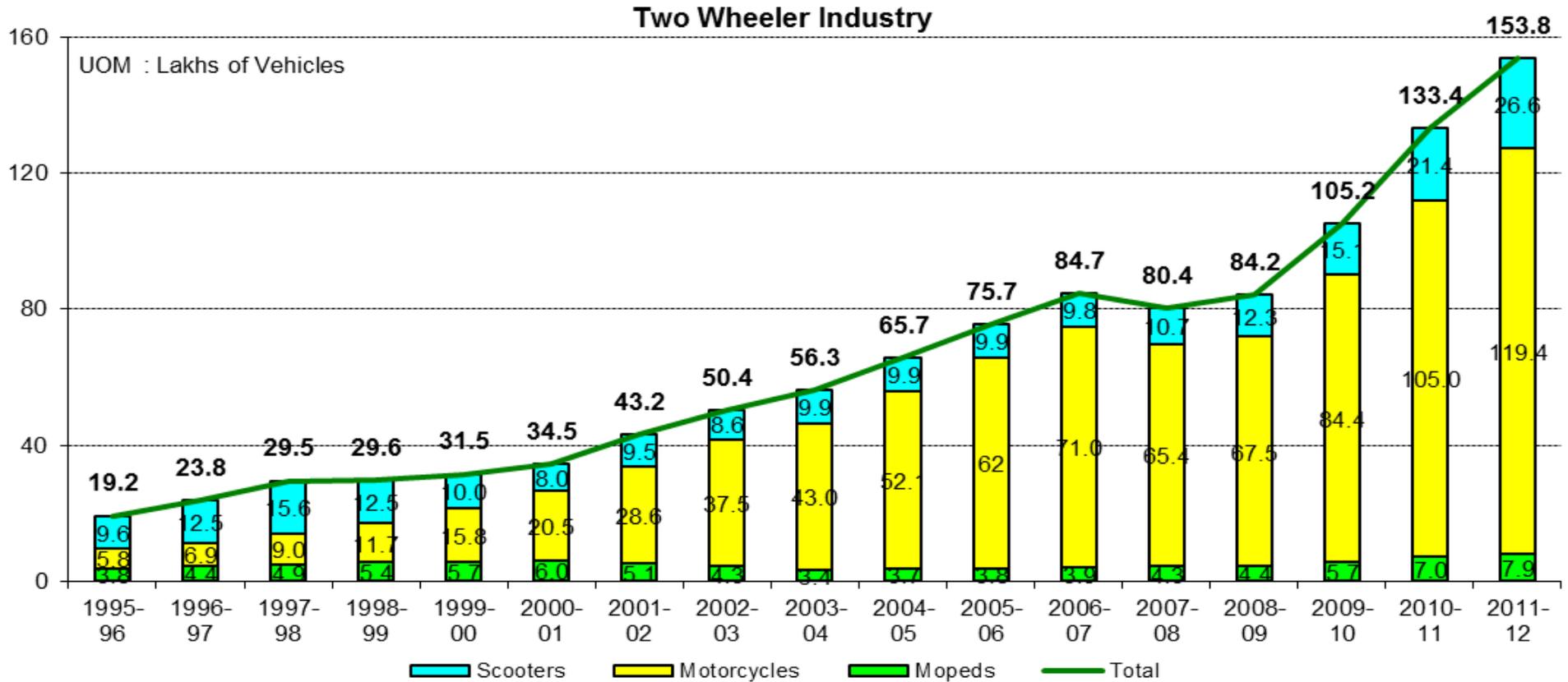
Introduction to TVS Motor Company



■ China
 ■ India
 ■ Indonesia
 ■ Vietnam
 ■ Brazil
 ■ Thailand
 ■ Argentina
 ■ Others

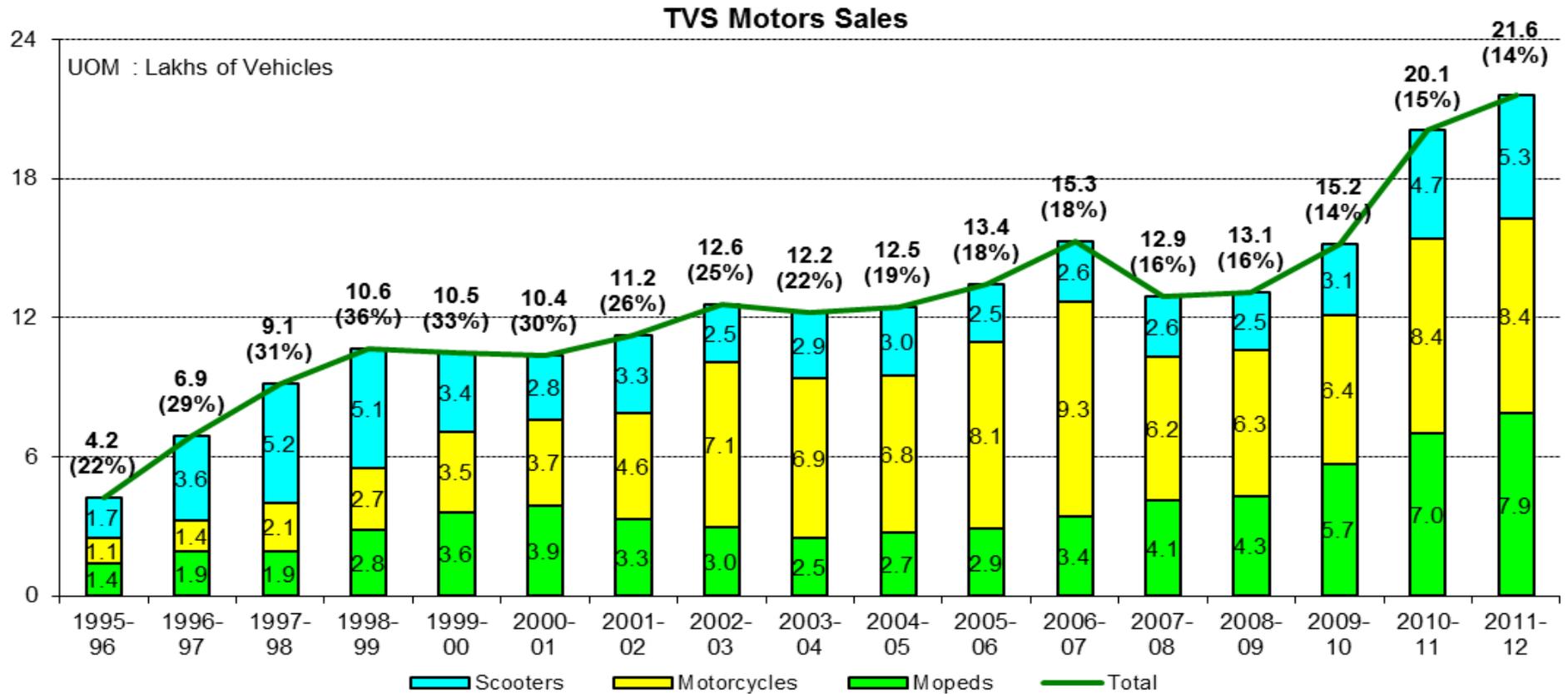
World Market is 67 Million two wheelers
India is no. 2 two wheeler market in the world





Motorcycles have grown to 79%





Motorcycles have grown to 79%





SCL - Hosur & Chennai



Sundaram Clayton Ltd.

SACL - Chennai, Mysore Hosur



Sundaram Auto Components Ltd.

HSSL - Hosur, HP & Pune



Harita Seatings Systems Ltd.



TVSM - Hosur, Mysore, HP & Indonesia



Harita Fehrer Ltd.



HFL - Chennai, Hosur & Pune

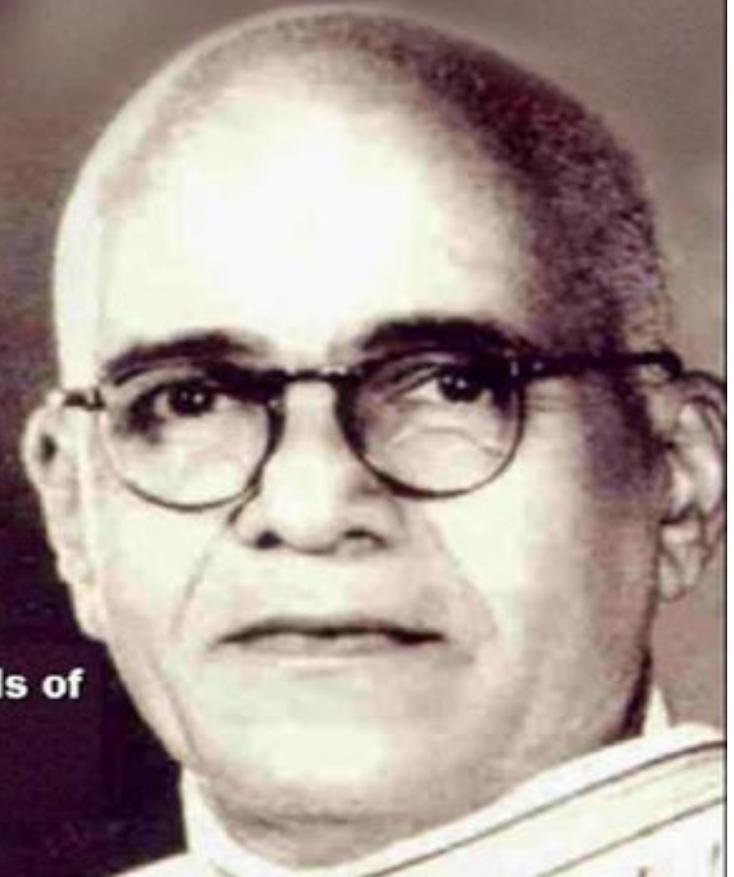


TVS Motor Company Ltd.



1911

The foundations for the TVS Group was laid by
Shri. T. V. Sundaram Iyengar
the visionary who led the world with the ideals of
Trust, Value & Service



100 years...moving lives...moving India



- Over 30 companies employing a work- force of 40,000 people
- The largest automotive components manufacturer in India – Turnover of USD 5 billion
- Driving success through our core values of
 - ✓ Trust
 - ✓ Value
 - ✓ Exactness
 - ✓ Passion for Customers
- TVS Motor Company - the largest company of the group in terms of size and a turnover of USD 1.5 Billion in 2010-11



Shri Venu Srinivasan
CMD - TVS Motor Company Ltd.



Many firsts . . .

1st

Indian manufacturer to win the coveted Deming Award
to introduce auto-clutch technology in a motorcycle in India
to deploy a catalytic converter in a 100 cc motorcycle
to indigenously manufacture a 4-stroke 150 cc motorcycle
to bring out innovative concepts like 99 colours and balancing wheels

The biggest roll out in Indian automotive history....

2007 – Seven new products rolled out on a single day

- ✓ 3-wheeler in 3 variants - 2 stroke, petrol, LPG and CNG
- ✓ Scooty Teenz Electric - an Electric Scooter
- ✓ 110 cc StaR City
- ✓ 3-Valve CCVTi Engine - 4 Stroke, 4 geared 125cc FLAME
- ✓ Apache RTR with Electronic Fuel Injection in 160 cc category



Leadership:

JRD Tata Corporate Leadership Award - 2004

Star of Asia Award

Engineering:

The Deming Prize

TS16949 Quality certification

Technology Award 2002

ISO 14001 & OSHAS 18001 certification

Progressive Manufacturer 100 Award (TRU4)

TPM Excellence Award 2008

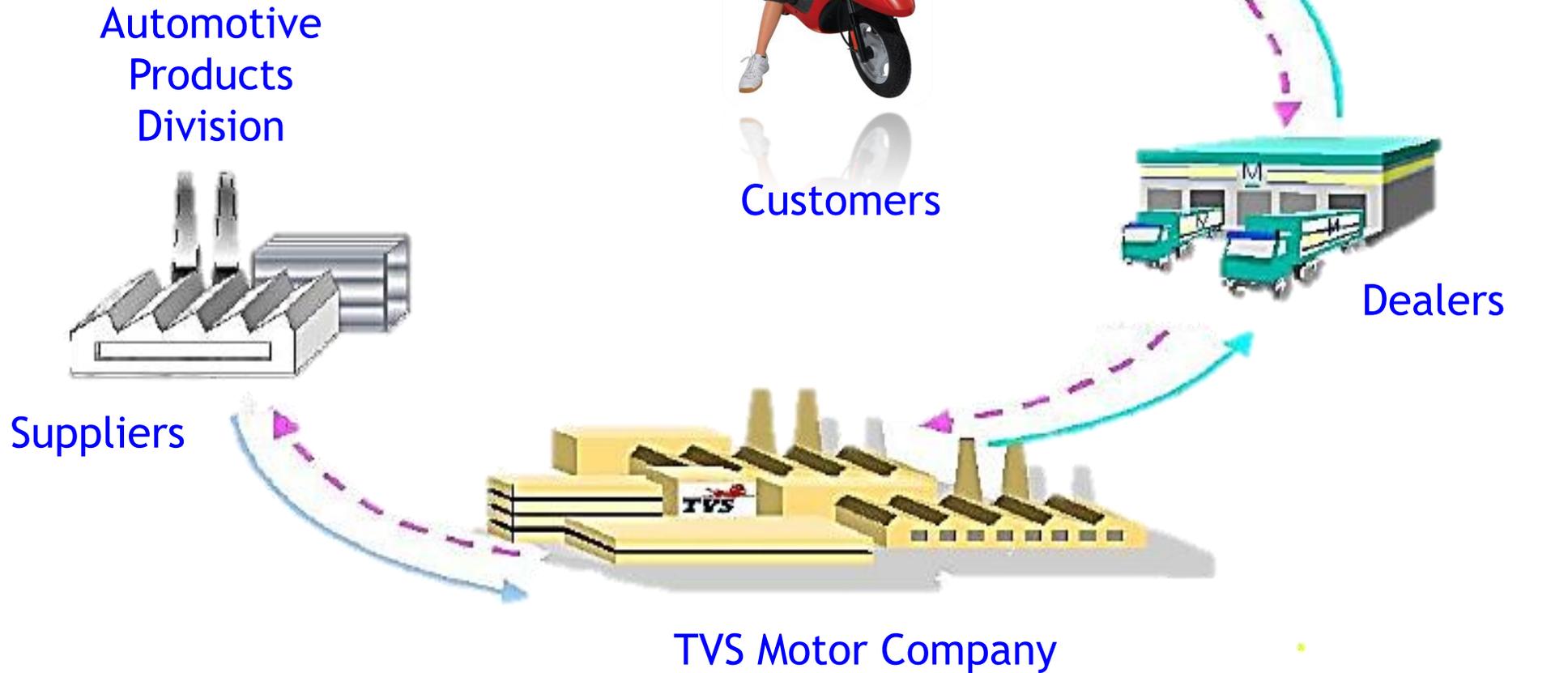
Management:

Most Investor friendly company

SAP ACE AWARD 2007

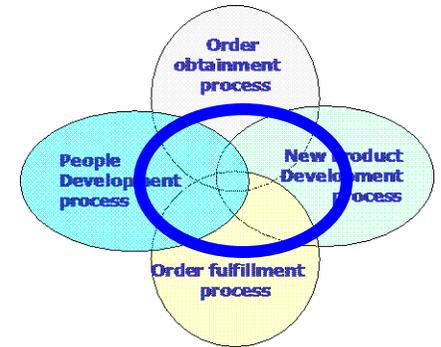
TEAM TECH 2007 Award





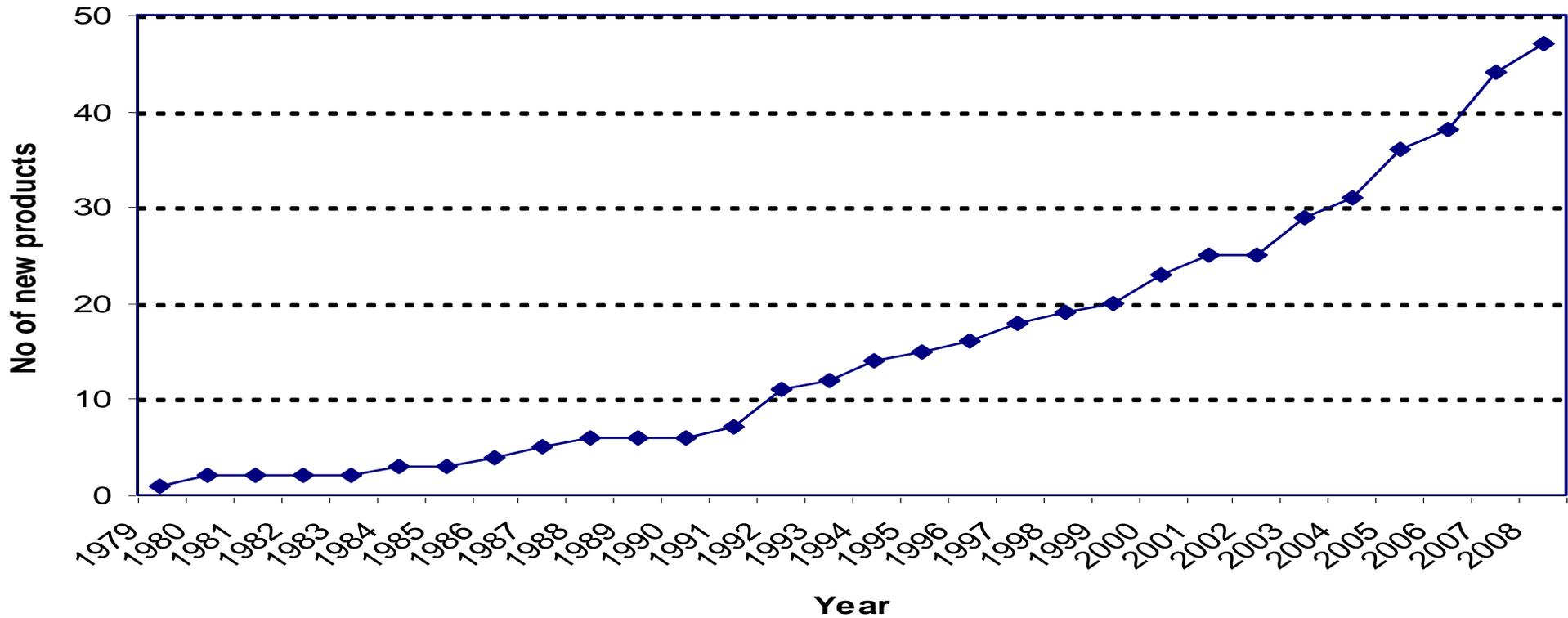


- More than 450 engineers in Product Development
- Over 85 specialists with Post Graduate & Doctorate qualification
- Consultancy arrangement with leading professors from reputed universities and research labs like AVL, Ricardo, LTC, TNO
- Dedicated team of 10 racing experts
- Participation in National Championship Rallies, Moto Cross, Road Racing, Dirt track racing, Drag racing...
- Won 90% of races participated





TVS Motor New product launches



First 22 products in 22 years (1979 - 2000)

Second 33 products in 11 years (2000-2011)



Moped



Scooters



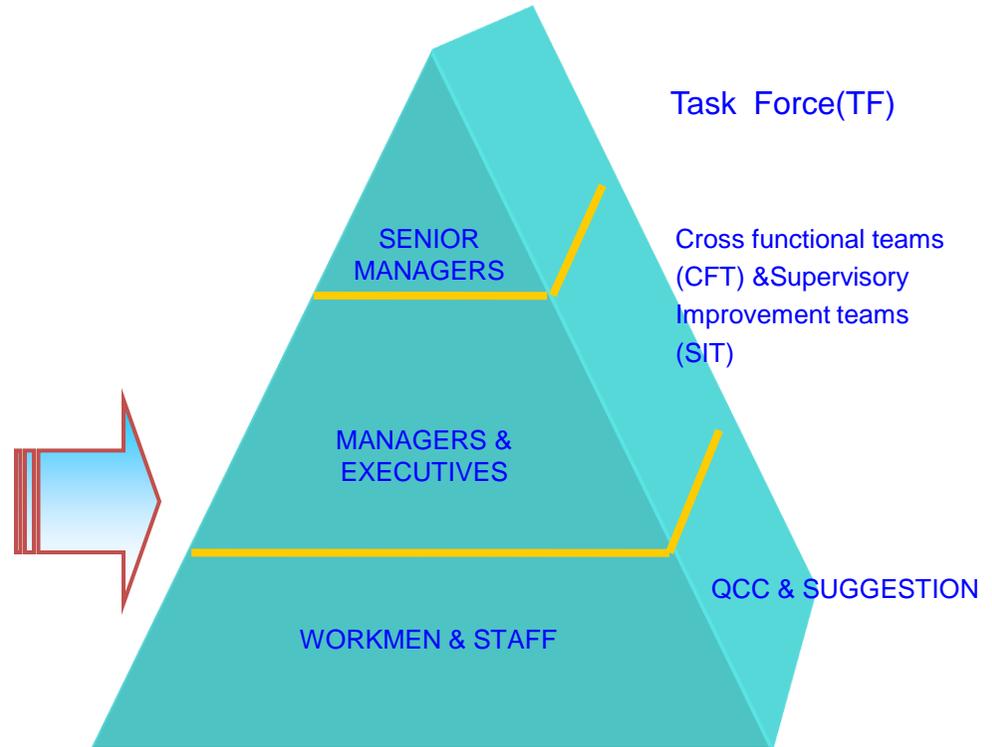
Motorcycles

Three wheeler



Bebek





TEI (Total Employee Involvement) forms the core of all initiative

In TEI QCC & suggestion are the foundation



Truly Indian



Apache RTR 160
It's now or never

Indigenous Technology

Innovative Engineering



"Shaping Sustainability interventions in Manufacturing Facilities"



Sustainability is a business approach that creates long-term stakeholder value managing risks and embracing opportunities through optimisation of the economic, environmental and social bottom lines.

Green manufacturing deals with maintaining sustainability's environmental, economical and social objectives in the manufacturing domain.

Green manufacturing was coined to reflect new manufacturing paradigm that employs strategies and techniques to become more eco-efficient.

Sustainability is a concept & **Green manufacturing** is a methodology.



Inputs

Outputs-1 (Intended)

Outputs-2 (Un-intended)



Water



Effluent



Material



Emissions



Energy



Waste



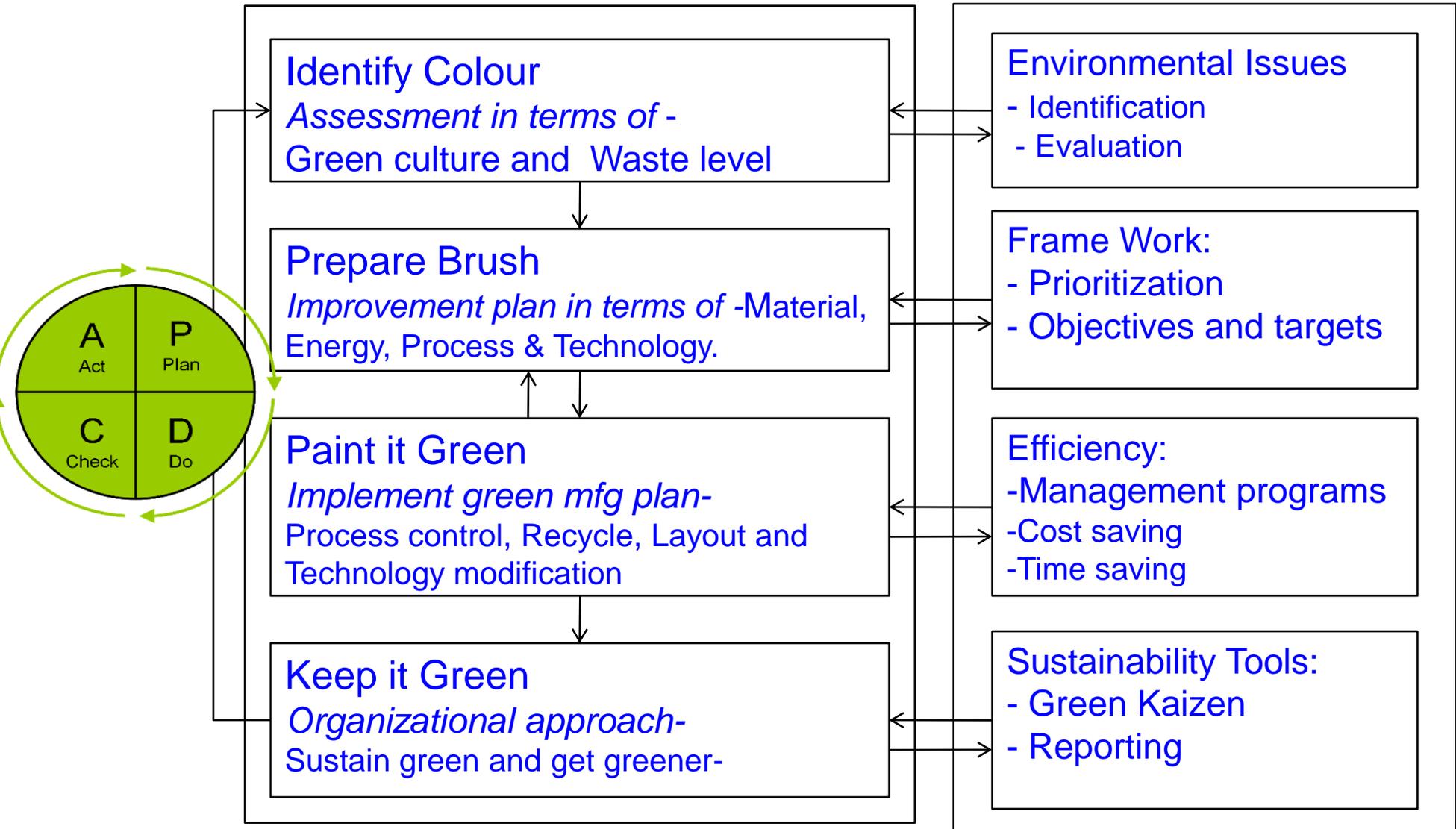
Green Manufacturing Strategies include.....

- ❖ Creating products and systems that consumes less **Resource** (e.g., energy, material and water)
- ❖ Substituting input materials (e.g., non-toxic for toxic, renewable for non-renewable),
- ❖ Reducing unintended outputs and converting output into inputs (recycling).



Design & Planning

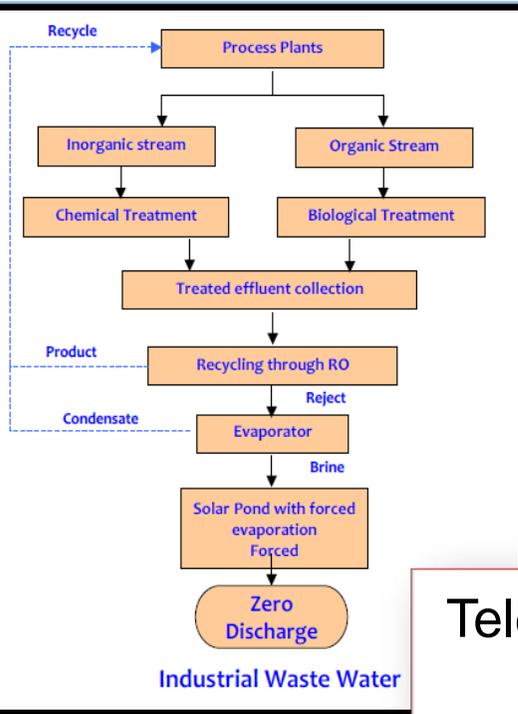
Tools





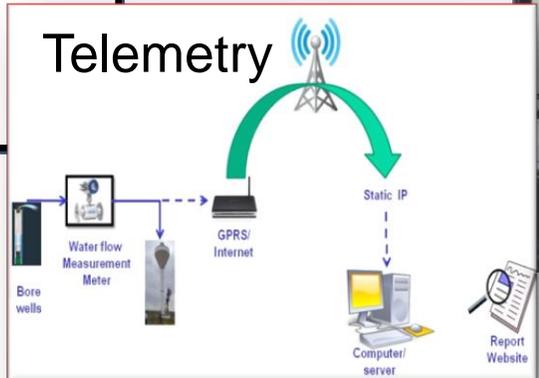
We believe that...

- Water and sustainable development are inextricably linked
- Water, today defines human, social and economic developments
- Without adequate supplies and management of fresh water, Socio economic development simply cannot take place.

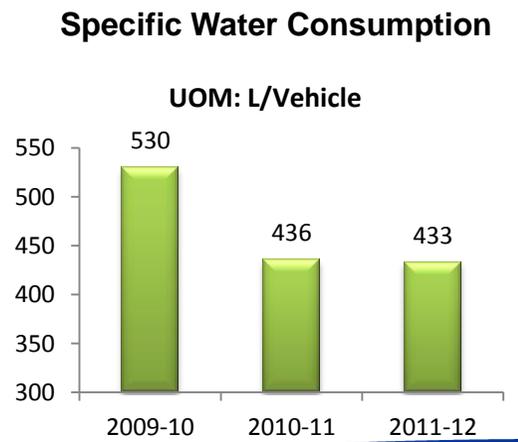


Strategies adopted for fresh water conservation

- Progressive elimination of water intensive processes
- Migration from conventional technology to advanced technology
- Rinse water management system
- Accurate accounting of water withdrawal and consumption (Telemetry)
- Treated trade effluent recycling
- Rain water harvesting

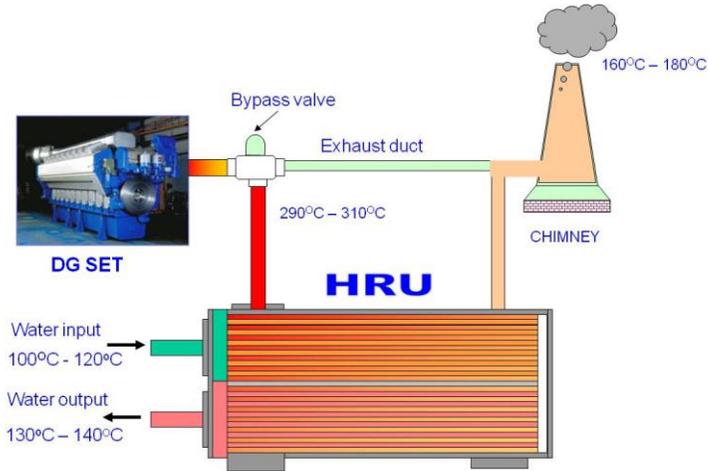


Multi Stage RO Recycling





Need of the hour...



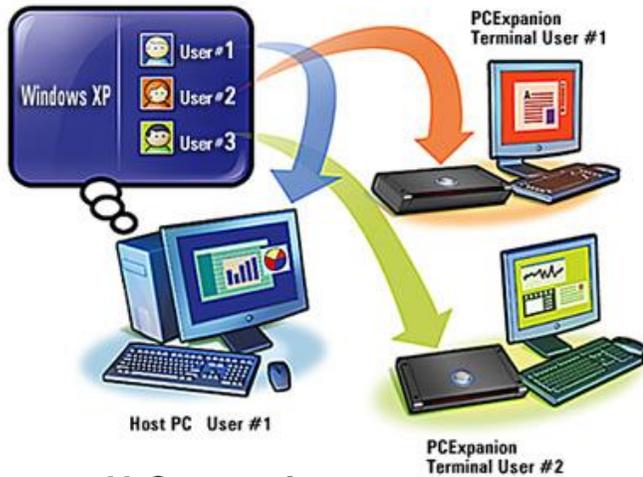
Heat Recovery unit at Captive Power Plant



Day light harvester



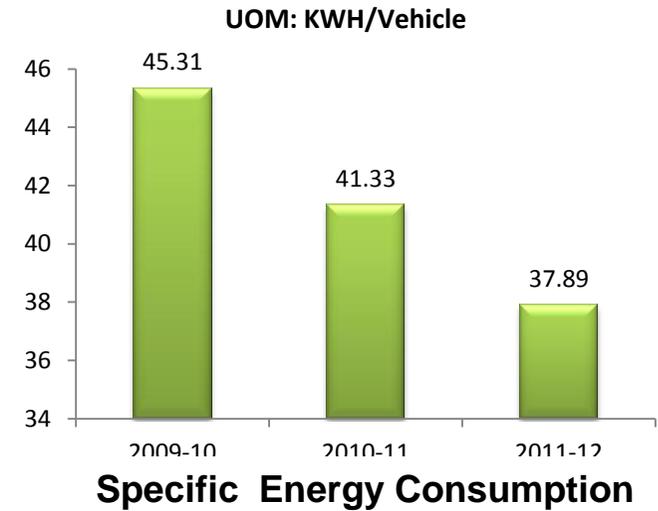
150W Induction lamps



N-Computing



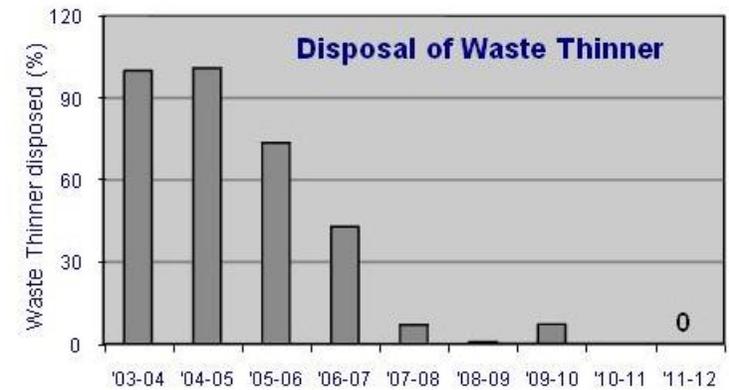
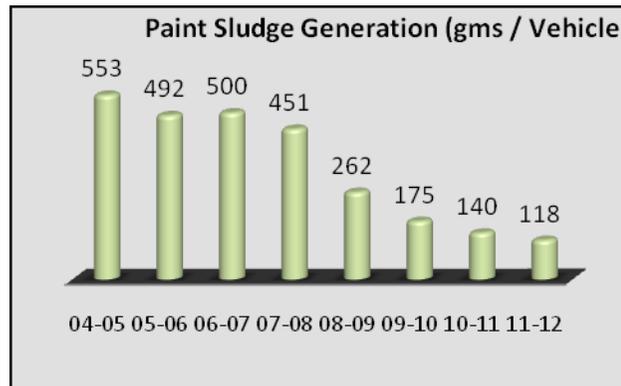
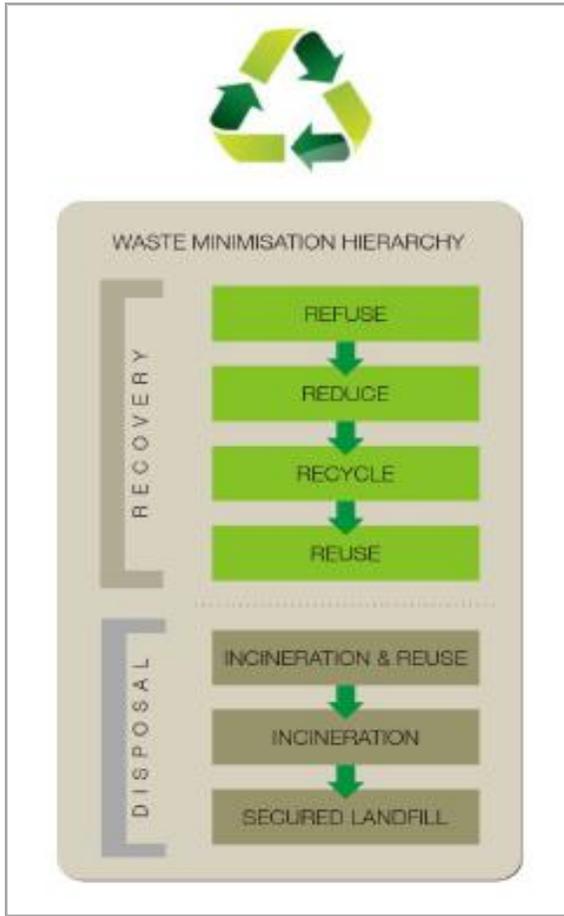
LED street Lights



Specific Energy Consumption



- Electro Deposition & Powder coating have been adopted in painting
- Six axis Robot for painting
- Paint transfer efficiency improvements- a continuous process
- Recycling of Waste Thinner





- Paint sludge generated is used for co-generation in cement kiln
- Plating metal sludge is recycled in association with M/s. World Resource company Germany
- ETP sludge will be used as Raw material in Cement manufacturing.
- Used coolant is recycled using Photo Chemical Reactors.



- Garden wastes are converted into manure by vermi-composting
- Canteen waste is composted with EM (Effective Micro-organisms) and part converted into Bio-gas
- These manures are used for gardening and afforestation activities



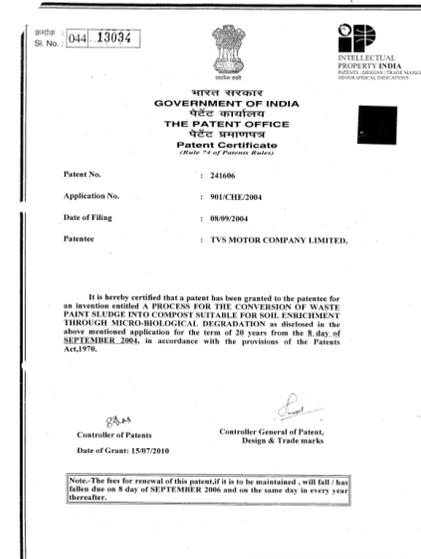


Inauguration of Demonstration Centre

- Environmental concerns, depletion of natural resources and regulatory pressures have resulted in recycling of engineering goods. End-life-Vehicle (ELV) recycling of automobiles is a well established practice in US, Europe & Japan.
- TVSM through engagement with Society for Indian manufacturers , have been educating peer and government authorities on the opportunities.
- A demonstration center was set at Global Automotive Research Center (GARC), Oragadam, near Chennai on 2nd August 2011

Patent for Conversion of Paint Sludge

A Patent has been granted for a process for the conversion of waste paint sludge into compost suitable for soil enrichment through micro-biological degradation





RECYCLABLE MATERIALS

Material use (Substitution); Reduce toxic materials; Waste (Reduction in waste generation)

Cover frame -
Painting elimination by
texturising; No paint sludge



Brake lever - Powder coating to Vibrofinishing
(elimination of powder coating)



Alloy wheels-
Nickel chromium plating
to powder coating



Mufflers - Nickel chromium
plating to stainless steel
(elimination of plating)

Brake Pedal, Kick starter
lever- Nickel chromium
plating to less hazardous
zinc plating



Demo of Renewable Energy



Plantation by school children



Lecture on Environment



Plantation by school children



Source segregation of waste



Bird watch



Distribution of saplings



Inauguration of tree bank





TVSM believes that business will grow only when the community is wealthy, healthy, educated and empowered.

TVSM has a separate organization viz., 'Srinivasan Services Trust' for carrying out its CSR activities. These are supervised and guided by the Chairman of Srinivasan Services Trust. He is assisted by a 154-member team of engineers, agriculturists, conservation experts, social workers.

Over the past 16 years, Srinivasan Services Trust (SST) has made effort to bring a change in the lives of the people in rural India by creating self reliant models of sustainable development.

SST's work area has increased from 2 villages in 1996 to 1056 villages in 2012. Community takes ownership of the development effort. Government recognizes the effort of SST and the community.



Value Addition in Honey Collection in Javadhu Hills



Turmeric as Intercropping



Women Empowerment



Vermi Compost



Rearing Milch Animal - Raising Life Standards



Rearing Milch Animal - Raising Life Standards





Creating hygienic environment in schools



Infrastructure for villages



Dental Camp



Training to school children



Anemia screening for women



Category	Initiatives	Expenditure (Rs. Lakh)			Benefit to Community* (Rs. Lakh)		
		2009 -2010	2010 -2011	2011 -2012	2009 -2010	2010 -2011	2011 -2012
	Population Covered				401125	717928	781110
	Families				90778	154776	166403
Physical infrastructure		55.14	101.2	147.3			
	Formation of roads (Km)				198	262	326
	Construction of drains(Km)				132	142	176
	Improving infrastructure in balwadis (Nos.)				203	253	343
	No of balwadi toilets constructed (Nos.)				189	270	338
	Improving infrastructure for schools (Nos.)				162	177	313
	Drinking water facilities in schools (Nos.)				263	339	437
	Construction of community toilets (Nos.) etc.				65	70	78



Category	Initiatives	Expenditure (Rs. Lakh)			Benefit to Community* (Rs. Lakh)		
		2009 -2010	2010 -2011	2011 -2012	2009 -2010	2010 -2011	2011 -2012
Livelihood creation		2.35	3.49	2.68			
	Self Help Groups formed (Nos.)				2122	2556	3069
	Families enrolled in SHGs (Nos.)				33736	40387	48718
	Families income increased through income generation				30654	38483	47470
	Veterinary camps conducted (Nos.)				530	549	825
	No. of animals increase by milk yield				34675	43510	64060
	Area covered under drip irrigation (Ha.)				1596	1824	2330
	Agriculture related awareness programs (Nos)				790	1144	1483



Category	Initiatives	Expenditure (Rs. Lakh)			Benefit to Community* (Rs. Lakh)		
		2009 -2010	2010 -2011	2011 -2012	2009 -2010	2010 -2011	2011 -2012
Public health		8.57	9.93	15.24			
	General health check up for public (Nos.)				106918	123996	148063
	Dental health check up for students (Nos.)				20065	27700	36249
	Construction of Individual toilets (Nos.)				37179	45017	53111
	Construction of school toilets (Nos.)				211	378	378
	Malnourished children brought to normal (%)				96 %	96 %	96 %
	Reduction of anaemia among women (Nos.)				29140	35660	51147
Education		11.95	10.09	15.61			
	Enrolment of children				100%	100%	100%
	Infrastructure for schools (Nos.)				162	177	313
	Students securing pass marks in public exams				82%	84%	90%
	Adult education for women (Nos.)				29704	35458	40948



Category	Initiatives	Expenditure (Rs. Lakh)			Benefit to Community* (Rs. Lakh)		
		2009 -2010	2010 -2011	2011 -2012	2009 -2010	2010 -2011	2011 -2012
Skill development		0.40	0.28	2.10			
	No of youth trained in various skills and made employable (Nos.)				10663	13116	16449
Environment		11.35	17.53	12.07			
	Vermi compost pits constructed (Nos.)				31740	36134	53966
	Kitchen gardens constructed (Nos.)				32099	44046	57727
	Area under Afforestation (Hectares)				142000	162000	175250
Watershed development		5.96	5.39	3.13			
	Check dams constructed / rainwater harvesting structures				346	347	368
	Area coverage under watershed (Hectares)				12466	12466	10766
TOTAL		95.72	147.91	198.13			



SST won the Times of India – Self help and Sustainability award from Prime Minister of India-2011



Parivartan Sustainability Leadership Award 2011



CII EHS Excellence Award 2012



Green Nurturing Award 2012



Environmental Initiative Award 2012 presented by Honorable Chief minister of Himachal Pradesh



The Award of Excellence in Solid Waste Management from the International Society of Waste Management -2012



“Gold Award” in the “Green Tech Safety Award 2012”.



Migratory birds at Factory



Varieties of birds:

- Painted storks
- Spot billed ducks
- Gargany ducks
- Herons
- Egrets
- Sand pipers

Befriending with Sparrows

More Regional Advertisements: Page 6

THE HINDU
MARCH 21, 2012

night is expected. High 37°C low 25°C
RH max 78%
Read RH as Relative Humidity

the country High 37°C low 25°C
max 77%
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BRIEFLY

Killed while axing tree
DHARMAPURI: C. Madhu (40), a daily wage earner from Vellalapatti village, was killed when he accidentally fell from a tamarind while axing it at Kottaimedu area. He suffered injuries and died on the way to the hospital. Dharmapuri police have registered a case and are investigating into the incident.
- Staff Reporter

Bihar youth electrocuted
KRISHNAGIRI: Udayendran (24), a youth from Bihar, was electrocuted while changing the fuse in a transformer at B.C. Pudur village near Krishnagiri on Tuesday. According to police, Udayendran along with ten others are working in a modern rice mill at B.C. Pudur village. The incident happened when the deceased went to change the fuse in the public transformer after the generator failed to operate in the mill. Maharajakada police have registered a case and are investigating.

Country-made gun seized; two arrested
ERODE: Forest personnel arrested two persons and seized a country-made gun from them in Asanur forests near

Now, this tiny village can hear sparrows chirping
Srinivasan Services Trust provided carton boxes to 350 local residents

R. Arivanantham

HOSUR: Kothakondapalli, a tiny village, 6.5 km from the industrial town of Hosur has been developed as 'Sparrow Village of Hosur' by the Tamil Nadu-based TVS Motor Company headed by Chairman and Managing Director Venu Srinivasan.

According to K. Doraian, Field Director, Srinivasan Services Trust (SST), instituted by the TVS Group said that hearing the sparrow chirping from the back yard of the houses has become rare now.

Passion
Hence, the SST has decided to give shape to its CMD's passion and love for birds in the village just opposite to its factory near Hosur.

The Trust started its mission to conserve and improve the counts of the sparrows in Kothakondapalli village six months ago.

Sighting of sparrows near the company was a rarest thing in the past.

Local people
The Trust took the initiative to improve the count of the chirping bird with tiny pink peak with the help of the local people.

For this purpose, the Trust provided carton boxes to 350 local residents and also provided the bird feed. In some houses sparrows built their nests behind the portraits in the living hall of the houses.

As the population of the sparrows started decreasing, awareness was created among the local people by SST.

After distributing nest boxes and bird feeds, the SST found the efforts yielding results.

Grains
People befriended with the little bird. At many residences, the birds started taking grains right from the hands of the villagers.

Now the residents could hear the chirping of the bird in the village, thanks to Mr. Venu Srinivasan's passion.

On the occasion of the World Sparrows Day on Tuesday, the Trust celebrated the occasion with the villagers.

Villagers who had shown good results were complimented with prizes by the trust.

Rally
To mark the Day, school children took out a rally with the placards to save the dwindling species.

S. Venkatalakshmi studying in standard IX in Andhivadi Government High School said the sparrows took grains from her aunt's hands. She also said she could watch and maintain the sparrow practically though she reads about the bird in her English textbook.

Standard V students from

the living hall of the houses.

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Standard V students from

FAST DISAPPEARING: A group of sparrows sitting on a parapet wall of a house in Kothakondapalli village, near Hosur, on Tuesday. (Inset) A sparrow creeping out from the carton box provided by Srinivasan Services Trust.

PHOTOS: N. BASHKARAN

WORLD SPARROW DAY OBSERVED

Kothakondapalli village Panchayat Union Primary School recited a song written by the late lyricist Thanigai Ulaganathan.

P. Venkatesan, Vice-President, Civil, TVS Motor Company, spoke at the meeting organised for the purpose at the PUP School campus.

The CSR arm of the TVS Company extended its help in

about 80 villages around Hosur in three panchayats unions, such as Hosur, Thally and Shoolagiri. The SST was focusing on five areas i.e. economic development, health and family welfare, education, environment and infrastructure.

"The challenge is to make development sustainable, through the active participation of communities - the true agents of change."

End of Presentation