

## Ashok Minda Group companies bag slew of quality awards

The Ashok Minda Group companies have in the recent past bagged several prestigious quality awards from their different customers that include the likes of Mahindra & Mahindra Ltd, Bajaj Auto Ltd, Maruti Suzuki India Ltd, India Yamaha and Tata Motors.

The key strategy followed by Spark Minda, Ashok Minda Group since their inception has been 'Quality is the Best Business Plan'. The company is a leading manufacturer of Automotive Safety & Security Systems, Driver Information & Telematics Systems, and Interior Systems with a specially dedicated Aftermarket wing. The Group caters to the needs of all major car, motorcycle, commercial vehicles, tractor and off-road vehicle manufacturers in India and overseas.

Currently operational from 32 plants located in India, Germany, Poland, Indonesia, Vietnam and Uzbekistan with offices in Japan and Russia, the Group has several JVs with leading companies from USA, Japan, France, Italy, and Uzbekistan.

The USP of their products lies in low-cost manufacturing at global quality levels, appropriate in-house design and engineering using state of the art innovative technologies.

Being manufacturers of a vast gamut of automotive components, quality at Spark is achieved through continuous improvements and performance excellence to ensure the high standards of products, services, processes and technology offered to their customers.

Quality assuring activities start from supplier's quality system development to receipt of final products by the customers.

To ensure these, the company has dedicated suppliers improvement cells, sample inspection cells and Incoming inspection facilities. Calibration activities, in process inspection and pre-dispatch quality audit are supported by Quality Planning Activities.

International level laboratories are installed to validate new products, undertake life testing of products and periodic endurance

testing to maintain consistent product quality.

Quality is accorded high priority to ensure market competitiveness and to enable supply of cost effective products to the customers. Post production, each product goes through stringent quality checks with the help of hi-tech machines that ensures quality-finished products.



Ashok Minda receiving the 'Best Supplier Award' from Dr. Pawan Goenka of Mahindra & Mahindra Ltd.