

## 1. COMPANY PROFILE



**Shrikant Badve**  
**Managing Director**

### **FOREWORD BY MANAGING DIRECTOR**

Belrise Group of industries is a diversified business house in India. Belrise group owes its leading position in the Automobile Industry with its strong focus on Technologies.

We are specialized in manufacturing of Exhaust Systems / Chassis / Press Parts / Automotive plastic parts for 2/3/4 Wheelers & home appliances.

Belrise group has in total 30 plants located all over India having facilities based on customer requirements.

Belrise Industries Ltd, (erstwhile known as Badve Engineering Ltd) was established in the year 1988 with a small unit led by Mr. Shrikant Badve with the initial sales turnover of 0.2 Crore (INR) & reached the milestone of 5412 Crore (INR) in FY 2022-23.

**Belrise Industries Ltd, Unit-IX** IIE Sidcul Pantnagar, Uttarakhand is engaged in manufacturing of 2 wheeler motorcycle Exhaust System & Child Parts since Jan-2007. The company started its mass production from Mar.-2007

The Plant is headed by Mr. Deepak. A. Wable.

Plant consists of Press Shop, Weld shop & Paint shop as main manufacturing facilities.

#### **FABRICATION SHOP:**

Total 09 different lines in which we are manufacturing 14 No. of models of silencers and child parts. We have all semi auto lines with Robotic and SPM's. The automation level is to the tune of 90%.

The total capacity of all lines is 7400 Nos/day. We also have in house pipe bending & Notching facility for all models.

Additional facilities includes well-equipped fabrication Quality laboratory to carry out various product testing, like welding penetration/UTM testing etc.

In-house tool room for fixture, gauges & dies correction is available.

**PAINT SHOP:**

**For silencer painting:** Conveyorised state of art paint shop by Plustech (India) having 2 painting booths & baking oven. Surface preparation is through shot blasting.


**For Child Parts Painting:** Well equipped conveyorised state of art fully automatic Acrylic CED Paint shop by Plustech (India)

Additional facilities includes fully equipped quality laboratory to carry out various process / product testing. Post painting operation – Silencer assembly & child parts assy.


**PRODUCT RANGE:**








Belrise Industries Ltd. Pantnagar is engaged in manufacturing of Exhaust System & Child parts for 2 wheeler models – Platina, Discover, CT & Pulsar.

**Two Wheeler OEM**  
**Customer – Bajaj Auto**



**THE WORLD'S FAVOURITE INDIAN**



EXHAUST SYSTEM		CHILD PARTS	
SILENCER	MAIN STEP	BRAKE PADAL	
			
	CENTER STAND	STAY LH / RH	
			
	GCL	BRAKE LEVER	
			

**CUSTOMERS:**

Belrise Industries Ltd, Pantnagar has been continuously improving the process and quality of products. Our prestigious Customer are Bajaj Auto Ltd, TATA Motors, Ashok Leyland, Mahindra & Mahindra.

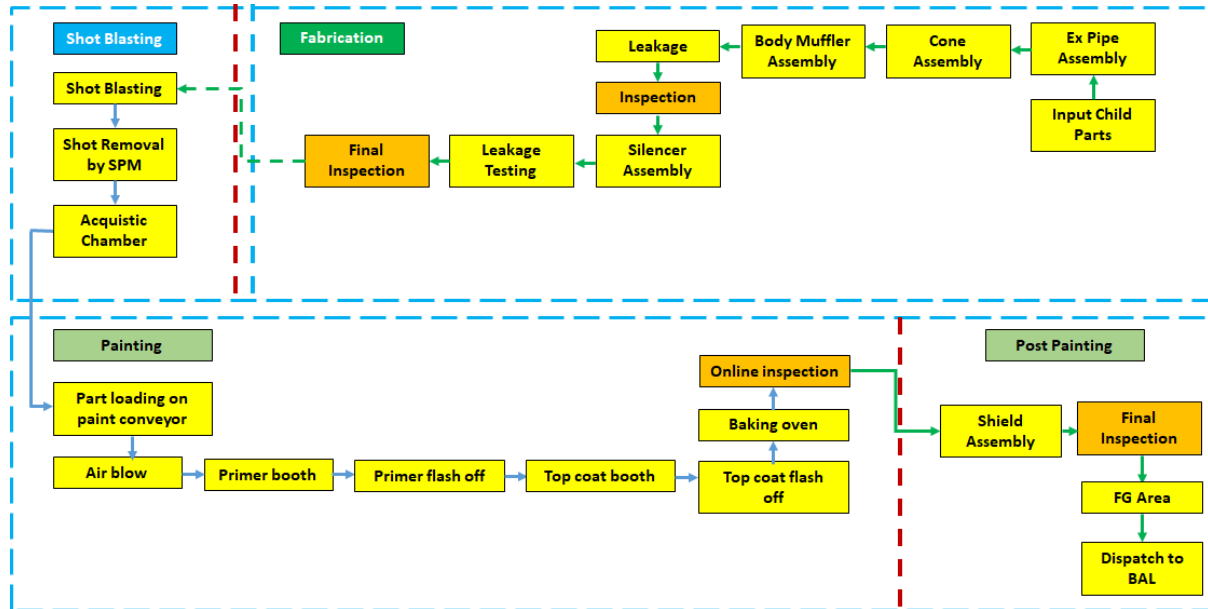
We are having 92% business with Bajaj Auto Ltd & rest 8% with other OEM's.

**Commercial Vehicle OEM**  
**Customer – TATA Motors, Ashok Leyland, Mahindra Tractors**

 	 	 
ENGINE CROSS MEMBER	GUIDE BRACKET	BUMPER
		
ACE FRAME	ACCELETATOR PEDAL BKT	AIR TANK MTG BKT
		
CNG FRAME	AIRTANK	RADIATOR GUARD
		

**PROCESS:**

As an integrated automobile plant, Belrise Industries Ltd. has all necessary manufacturing processes for fabrication parts.



**STAFF STRUCTURE:** Total manpower consists of 32 managers, 121 Engineers & 1543 workmen. Plant operates in 2 shift basis & six days in a week.

## 2. JOURNEY OF MANUFACTURING EXCELLENCE



**Deepak A Wable**  
Cluster Head

### FOREWARD BY CLUSTER HEAD

It gives me immense pleasure to write a brief note about our plant Belrise Industries Ltd. Pantnagar formed in year 2007, we started manufacturing & supplies of Press parts for 2 wheeler & 4 wheeler.

I am proud to share that our team not only developed quality product within customer cost target but also successfully ramping up to cater the increasing customer requirement in all product categories.

The challenge in this changing market has been to sustain the competitive edge technically and commercially to survive. It is no more a choice but necessity. TPM is a quite clear tool which systematically takes us to optimise our investments, expenses & gains.

We started this TPM journey in year 2015 & practicing from last 5 years for Bajaj Auto Ltd. We have been able to take a lot of positives from TPM journey which helped us building a healthy work culture. Few of the influences are-

- We achieved (CUSTOMER-BAJAJ) Quality Award “Bronze” in 2010 for performance of FY 2009-10.
- We achieved (CUSTOMER-BAJAJ) Quality Award “Silver” in 2013 for performance of FY 2012-13.
- We achieved (CUSTOMER-BAJAJ) Quality Award “Gold” in 2014 for performance of FY 2013-14.
- We achieved (CUSTOMER-BAJAJ) Quality Award “Gold Consistent” in 2015 for performance of FY 2014-15.
- We achieved (CUSTOMER-BAJAJ) Quality Award “Gold Consistent” in 2016 for performance of FY 2015-16.
- We won various kaizen competition awards in Belrise Group Competitions.
- We won Best kaizen awards in External Kaizen Competition from ACMA, CII, BAVA (Bajaj Auto Vendor Association) in year 2015 & 2019.
- We achieved “(CUSTOMER-BAJAJ) TPM Performance award” in 2014-15 With 6 Pillars.
- We achieved “(CUSTOMER-BAJAJ) TPM Excellence Award in 2021-22 with 8 Pillars.
- We achieved “(CUSTOMER-BAJAJ) Quality Award “Platinum” in 2022 for performance of FY 2021-22.
- We achieved National Award of Manufacturing Competitiveness (NAMC) Gold Award for Manufacturing Excellence in 2022-23.
- We achieved Integrated Manufacturing Excellence Initiative (IMEXi) Silver Award for Business & Manufacturing Excellence in 2023-24.
- We achieved “Super Platinum” (CUSTOMER-BAJAJ) Quality Award in Jan-2024.

After achieving BAL TPM Performance award, our team initiated the **JIPM TPM Excellence journey in 2015**, so as to reach to the depth of all 8 pillars along with 5S & take maximum benefit of this learning. We have been timely guided by Global Corporate Council India (GCCl) team with their valuable inputs. The journey has been more accomplishing for the fact that, it has helped us to remain competitive and boosted the team’s morale. The gains for sure will help us to remain adaptive and agile organisation ready for the changing customer demands and business vulnerability.

I am proud of my team for their involvement and efforts because of which we are at a position to challenge the **JIPM TPM Excellence Award**. I express my sincere thanks to Global Corporate Council India (GCCl) team for their valuable guidance & support. I am confident that we will be successful in this & all future endeavours.

### **3. BENEFITS ACHIEVED**

#### **Work Culture:**

- Sense of ownership of equipment / process i.e. 'I Operate, I maintain, I control" People started focusing on theme based Kaizen implementation & participated more in external as well as internal competitions.
- People started believing the possibility of Zero Customer Complaints, Zero In process defects, Zero breakdowns and Zero Accident.
- People have started thinking Widely & Deeply in their areas / sections to improve from existing condition to next level.
- People now work as per the Flexibility of requirement and open for any changes. Sustenance of Improvements done by the operators.

#### **System Orientation:**

- TPM is part of IATF 16949:2016, ISO 45001:2018 & ISO 14001: 2015.
- Management objective are well linked to Plant Objective, Department Objective and then to Cell Objectives so as to focus on cell working in more meaningful and systematic way.
- Neat and clean working environment can be seen.
- Well defined system for maintenance spare management, Quality monitoring and Production monitoring.

#### **Analytical Approach:**

- Continuous Improvement / Focus on prevention of losses by eliminating the abnormalities, root cause analysis and Kaizen Implementation.

#### **Flexibility:**

- Flexibility in manufacturing due to Multi-skilled operator.
- Single line multi model concept.
- Production Output as per the Customer Demand.
- Manufacturing with less carbon imitation.

### **4. KEY OF OUR MANUFACTURING EXCELLENCE**

- Vertical growth by Automation & Technology.
- Inculcate Excellence Culture, Upstream of our value chain, by extending TPM to our Vendor base & Challenge.
- Challenging TPM Excellence Award – JIPM First Level Assessment by Q1 FY 2024-25.
- Challenging TPM Excellence Award – JIPM Final Assessment by Q4 FY 2024-25.

## 5. TPM Award Assessment Achievement Sheet

<b>TPM Award Assessment Achievement Sheet</b>					
<b>Company &amp; plant name</b>	Belrise Industries Limited 1109 Pantnagar				
<b>TPM Slogan/Objectives</b>	TPM-The Way Of Life				
▼ Please fill in the range of data you are collecting ▼					
Category	Index	Unit	BM (TPM Started or last time awarded)	Actual Status	Target
Enter the year →			2015	Nov-24	Mar-25
S	Number of work-related accidents requiring days off work	Cases/ year	0	0	0
S	Number of work-related accidents not requiring days off work	Cases/ year	67	0	0
P	Productivity for main products	Parts/Operator hours	249	338	338
P	OEE (or Overall Plant Efficiency)	%	67.10	92.1	95.00
P	Availability	%	79.00	96.92	96.00
P	Performance Rate	%	95.00	98.85	100.00
P	Quality Products Rate	%	89.00	94.27	97.00
P	Number of breakdowns	Breakdowns/ year	2856	15	0
P	MTBF	Hour	842	92.6	6240
P	MTTR	Hour	3.75	2.1	0
Q	Number of customer complaints	Number/year	23	0	0
Q	In-line defect rate (scrap)	%	0.98	0.05	0.025
Q	In-line defect rate (rework)	%	2.2	0.59	0.30
C	Cost index	% Of Sale	7.7	1.14	1.02
D	Production Lead time	Days	2	1	1
D	Delivery performance	%	100	100	100
S	Frequency rate	Number of occupational accidents with leave for 1 000 000 worked hours	0	0	0
M	Number of Employee Suggestions	Number/year	512	640	750