

## 1. Company, Plant/Factory Profile

### 1.1 Belrise Group

The Belrise Group activities of manufacturing automobile components commenced two & half decades ago as a first generation techno entrepreneur start up by The Group **Managing Director, Mr. Shrikant Badve**. Belrise Industries Ltd. is a Tier-1 Automotive OEM Manufacturing Group in India with a turnover of INR 7484.2 CR. We specialize in Automotive Systems for the Two-wheeler, Three-wheeler and Four-wheeler Passenger and Commercial vehicle niche. Our Product Portfolio is diversified across Metal Processing, Polymer Processing, Surface Treatment, Mirror Systems, Suspension Systems, Foundry, Home Appliances, Security Hardware, E-mobility and Floriculture respectively. We carry a long standing relationship with the Major Indian and Global OEMs, incorporating 15+ manufacturing facilities in 7 states across India with a workforce of over 15,000 people. Our Export footprint is spread across leading nations namely United States, Japan, United Kingdom, and China. Our Product Portfolio specializes in Metal Processing, Polymer Processing, Surface Treatment, Mirror Systems, Suspension Systems, Foundry, Home Appliances, Security Hardware, E-mobility and Floriculture.

#### Plant Profile –



Our Plant Belrise Industries Ltd Unit 1116 is Located at Aurangabad Maharashtra India. We are manufacturing 3 Wheeler Frames. We have Manufacturing Facilities like Presses having range from 63T to 500T, Spot welding - Manual & Robotic (31 Nos) & MIG welding Manual & Robotic (27 No's). We have more than 60%

Automated welding. While manufacturing, our Plants adopted have progressive systems. We have implemented SAP, World's Leading Total Systems Software, integrating all our Plants at various locations. Systems of INTERNATIONAL AUTOMOTIVE TASK FORCE (IATF); IATF 16949, Total Quality Management Systems as Applicable to Automotive Sector, ISO 14001 Environmental Management Systems, & OHSAS 45001 are implemented in our Plants and strict adherence is maintained.

## 1.2 - Product Range -

3 Wheeler Frame 4 Stroke Petrol, 4 Stroke CNG, 2 Stroke Petrol & 2 Stroke CNG, 4S LPG, EV, ECart



## Process Technology

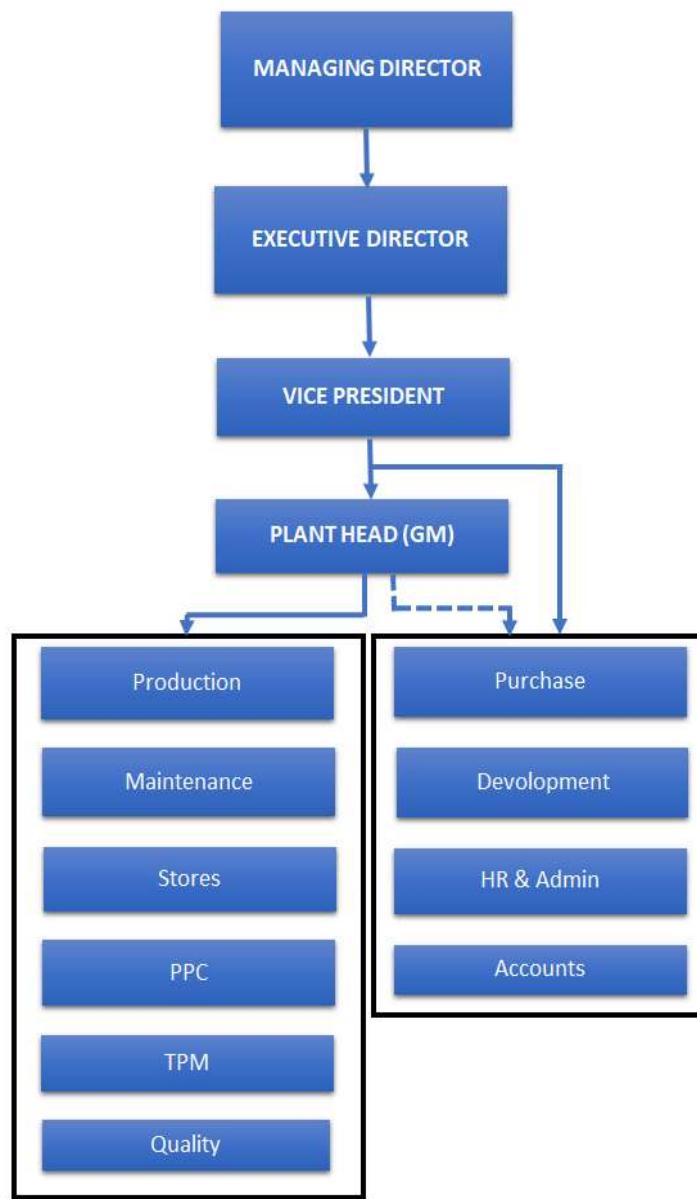
- a) Press - Blanking ,Forming, Piercing
- b) Spot Welding (90% on Robot)
- c) MIG welding (60% on Robot)

In press shop, we have Auto Feeders & intrinsic safety, in Fabrication Shop, we have different types of Robots with the latest technology, and we have automated material handling through Gantry's & Conveyors.

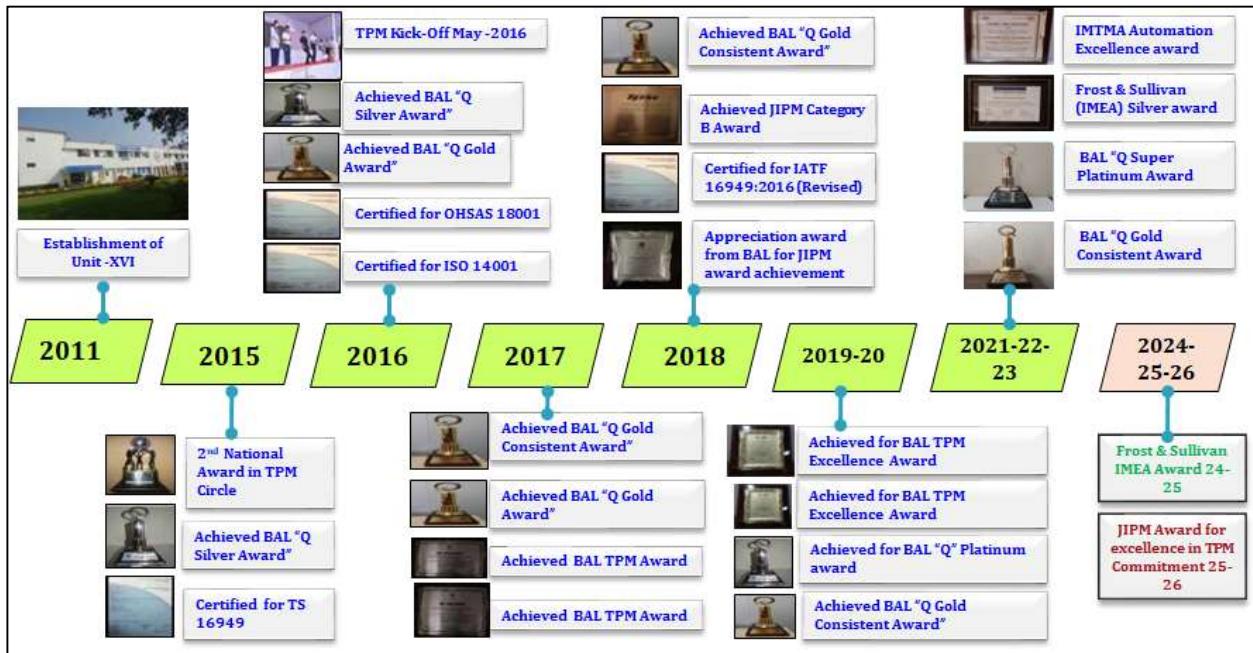
## Organization & Staffing

Management Organization comprises of Managing Director, Executive Director, Board of Directors, President, VP, Plant Head, and Managers.

Staffing Structure - We have Total 205 Staff members starting from VP- Plant Head- HOD - Managers- Engineers & Supervisors.



## 1. Milestone on the Journey of Manufacturing Excellence



### Why adopting TPM

Before adapting TPM as a policy, we were facing major losses, which are resulting into less productivity, & High Manufacturing cost. We were able to deliver 100% requirement of customer, but with high efforts & High cost, Customer Complaint occurrences was more because of which our customer was not confident.

Our Profitability was less due to high manufacturing, labor, Repair, Selling & distribution as well as staff cost Efforts of Team work & ownership was not evident Due to all above pains we have decided to adapt TPM as a company policy, we have gone through the TPM system & we came to know that we can overcome all our pains.

## **Major Items**

Training by identifying gaps, Motivation through different program to implement the TPM system ,Conducted various JH workshop, Identified Manager model cell & implemented pillar activities along with the Chairman's & Managers only so that all workman & staff gets motivated .We have gone for the TPM Kick off Ceremony by including Customers ,Vendors & all supporting agencies to get them involved for thorough implementation.

## **3 Benefits Achieved Explain the benefits that have occurred from:**

Tangible business results that have improved and Our Turn over is increased by 7% by introducing 2 new products E-rick & E Cart. In FY 23-24 Turnover was 305.59 Crore & in FY 24-25 our target is 327.35 Crs.

### **3.1 Intangible improvements that have occurred.**

Understanding TPM in right perspective and practicing it day- to –day , has brought significant changes in work culture , system orientation , analytical approach, flexibility

#### **For the Organization:**

- Improvements in operational efficiency , Reliability & Quality
- Lower operating cost
- More emphasis on planning and preventative maintenance
- Increased equipment life span
- Higher morale from improved job satisfaction and job security
- Improvements in inventory -cost reduction
- Improvements in Health and Safety
- Better able to meet the customer's quality and delivery needs
- Improvements in production capacity / availability = increased productivity
- Continual Improvements in the direction of customer satisfaction to customer Delight

### **For the Maintenance Function:**

- Maintenance partnership with production
- Free up time to perform higher functions
- Better trained mechanics and higher levels of expertise

### **For the Individual:**

- Change in Mindset
- Pride
- Professionalism
- More training = more abilities
- Better relationships with other departments (maintenance - production)
- Better equipment availability and reliability means fewer hassles
- Safer work environment
- More control over equipment

## **4. Key of our Manufacturing Excellence**

The key items in our manufacturing excellence program in future journey –

- To start assembly JH activity in the newly added frame assembly shop from OCT'24 to be completed by JUNE'25.
- To start JH step 4 activity.
- To reduce OEE losses (positive loss) close to zero.
- To achieve & sustain zero breakdown in B & C rank machines.
- To achieve zero defect phenomena (Customer end and in house)
- To start TPM activities at supplier end.
- To enhance skill level of flexible work force employees L2.to L-3
- To focus on elimination of natural wastages.
- To reduce lead time for new part and equipment by 5%.
- To improve contribution towards society- Blood donation camp, Adopting Technical schools, green purchasing.
- To start JIPM TPM activity across all plants of the group, to meet the Vision of being globally preferred supplier for automotive and allied Industries.

## 5. Achievement Record

5.1 Objective measures should be listed for the following general headings:

Productivity - Up by 62%

Quality - In house rejection reduced by 37.5%

Cost - Manufacturing cost reduction by 10%

Delivery – Achieved 100% delivery Schedule for OEM and spare.

Safety – Zero Major and Minor accident since beginning of plant.

Moral – Cultural change through kaizen and 2 Nos. Kaizen /Year / Man .