

Maruti Suzuki India Limited: A profile

Maruti Suzuki India Limited, a subsidiary of Suzuki Motor Corporation of Japan, has been the leader of the Indian car market for about two decades. Maruti's contribution as the engine of growth of the Indian auto industry, indeed its impact on the lifestyle and psyche of an entire generation of Indian middle class, is widely acknowledged.

Maruti tops customer satisfaction again for seventh year in a row according to the J.D. Power Asia Pacific 2006 India Customer Satisfaction Index (CSI) Study. The company has also ranked highest in India Sales Satisfaction Study. TNS Automotive also ranks Maruti first for Corporate Social Responsibility.

Maruti is also among Top 5 car companies in the Forbes list of the Worlds Most Reputed Companies – Nov 06. In 2001, Maruti Suzuki India Ltd became one of the first automobile companies anywhere in the world to get an ISO 9001:2000 certification. A V Belgium has rated the company's quality systems and practices as a "benchmark for the automotive industry world-wide", global auditors for International Organization for Standardization.

Maruti already rolled out over 6 million vehicles till 2006 year, in fact on an average two vehicles roll out of the factory every minute. In March 2007 Maruti crossed cumulative export figure of 450,000 vehicle since its first export in 1986. Vehicle for exports and domestic are manufactured on the same production facilities.

Our Vision:

THE LEADER IN INDIAN AUTOMOBILE INDUSTRY, CREATING CUSTOMER DELIGHT AND SHAREHOLDER'S WEALTH; A PRIDE OF INDIA.

Our Core values:

- ❖ Customer obsession
- ❖ Fast, Flexible and First Mover
- ❖ Innovation and Creativity
- ❖ Networking and Partnership
- ❖ Openness and Learning

Gurgaon Plant:

The Gurgaon plant comprises of three fully integrated, state-of-the-art production facilities spread over a sprawling 297 acres. While the three plants have a total installed capacity of 350,000 cars per year, several productivity improvements over the years have made it possible to manufacture nearly 650,000 cars per year at these facilities alone.

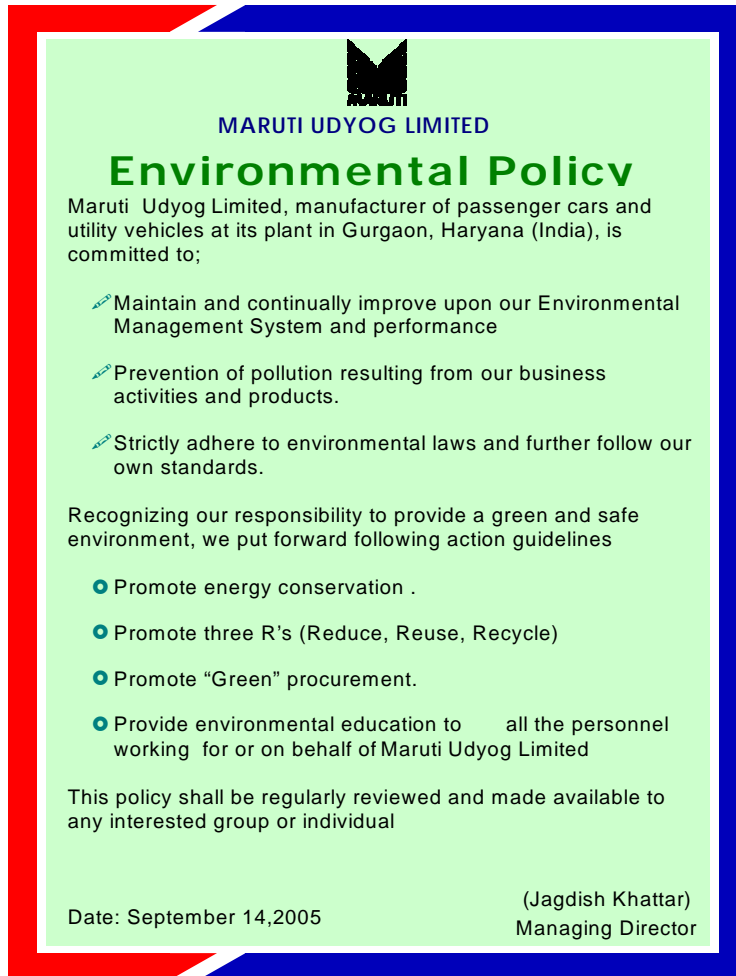
Working towards the goal of making India a global hub for small cars, Maruti and Suzuki have drawn up an investment plan of Rs 9000 crore in India upto 2010.

Energy & Environment:

Since the commencement of operations in 1981 we've been committed to the protection of the environment and conservation of non-renewable energy sources. Our proactive approach depends upon not only meeting the expectations of the regulatory authorities but achieving the high standards that we have set as a responsible corporate citizen. This philosophy of trying to make a difference to the environment penetrates through our employees to the process of manufacture and finally into our products.

In recognition of our commitment to environment protection and conservation of non-renewable energy sources, we were awarded the **ISO 14001 Certificate** for our **Environment Management Systems** at the Gurgaon Plant. The ISO 14001 certification is applicable to all our manufacturing activities, products and services.

Maruti has a state of art rain water harvesting system, water treatment plant and waste management system at Gurgaon plant. Maruti also received prestigious Golden peacock award in 2007 for its environment Management Efforts.



The image shows a document titled "Environmental Policy" from Maruti Udyog Limited. It features the Maruti logo at the top, followed by the company name. The policy states the company's commitment to environmental protection and lists three main goals: maintaining and improving the Environmental Management System, preventing pollution, and adhering to environmental laws. It also includes a list of action guidelines such as promoting energy conservation, the three R's (Reduce, Reuse, Recycle), green procurement, and environmental education. The document is dated September 14, 2005, and signed by Jagdish Khattar, Managing Director.

MARUTI UDYOG LIMITED

Environmental Policy

Maruti Udyog Limited, manufacturer of passenger cars and utility vehicles at its plant in Gurgaon, Haryana (India), is committed to;

- ✍️ Maintain and continually improve upon our Environmental Management System and performance
- ✍️ Prevention of pollution resulting from our business activities and products.
- ✍️ Strictly adhere to environmental laws and further follow our own standards.

Recognizing our responsibility to provide a green and safe environment, we put forward following action guidelines

- Promote energy conservation .
- Promote three R's (Reduce, Reuse, Recycle)
- Promote "Green" procurement.
- Provide environmental education to all the personnel working for or on behalf of Maruti Udyog Limited

This policy shall be regularly reviewed and made available to any interested group or individual

Date: September 14,2005 (Jagdish Khattar)
Managing Director

Maruti share following philosophy from its parent company.

Thoroughness in 5S and reaching Suzuki Quality levels with
'Smaller, Lesser, Lighter, shorter & Neater'
as basic principle.

Above philosophy play as a start point of all effective energy conservation measures. This philosophy reflects in all our projects and kaizens at factory operations.

Energy Conservation at Maruti:

Energy & environment are always remains in focus while talking any decision. Maruti has half sleeve shirt in summer uniform for its employees, trainees and apprentices throughout the Maruti's operation In India. This significantly reduces company's air conditioning load and burden on environment. Task lighting, spot cooling & Just in Time (JIT) approach for feeding energy to production lines are the few examples of energy saving practices at Maruti Campus.

Maruti recognized importance of energy and formulated following 4-point action plan.

1. Use renewable energy
2. Eliminate wastage
3. Improve Energy efficiency
4. Improve process efficiency with automation

It is not possible to cover Maruti's energy saving efforts or quantum in few sheets. However, few of energy saving initiatives taken at Gurgaon plant are shown below.

1. Use of renewable energy:



Use of Solar energy



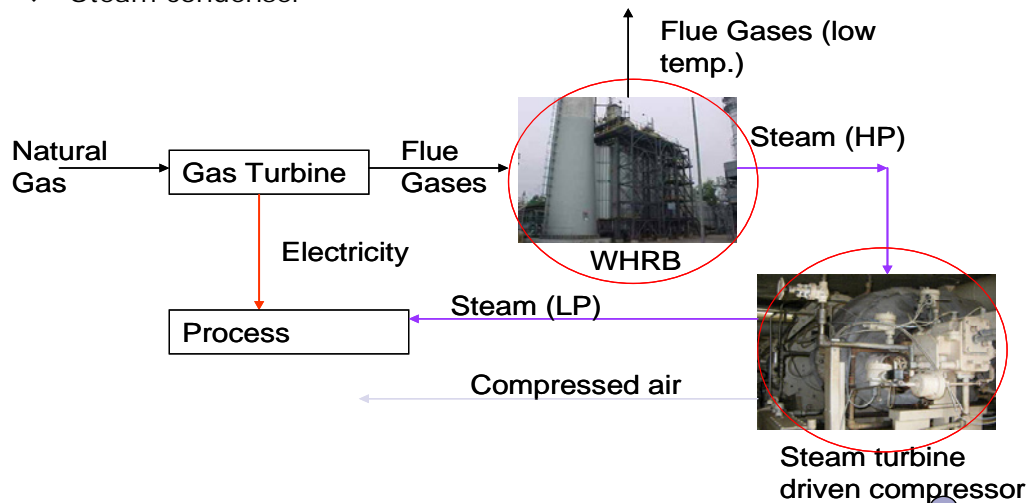
Use of natural lighting



Use of natural ventilation

2. Eliminate Waste:

- ❖ Waste Heat recovery Boiler
- ❖ Steam turbine driven compressor
- ❖ Steam condenser



Saving of 4225 Mwh per year by eliminating need of 785KW motor



Right sizing of pully



pull cord type switch

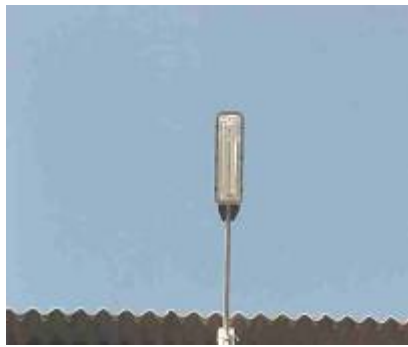


switch at user station

3. Improve energy efficiency:



Inlet air fogging for GT



CFL for street lighting



T5 & lowering of height

4. Improve process efficiency with automation:



VFD drives



Temp. sensor Cooling tower



Temp sensors for AW

Result:

Long-term strategy devised to achieve an improvement of 26% in 6 years with 2000 as base year

