



## MILESTONES

### Corporate

- Founders of India's first alloy wheel plant, 1996
- First to introduce and make OEM grade alloy wheels in India, 1998

### Technical

- Pioneered state-of-the-art custom LPDC, flow forming, robotic / automated polishing, chrome plating technology
- Continuous R&D to produce the lightest / strongest wheels in the industry
- Widest range of finishes in the world: Painted, premium painted, to highly complex machined, mirror finish, chrome, dual tone paints, black chrome and cleats
- A most comprehensive range of sizes: 12" - 26"
- Amongst the few companies in the world capable of engineering alloy wheels for 'Crash Resistance'
- Any size, any design, any finish, any location in the world
- First 'Full-Service Supplier' to an OEM from India to Europe, 2001 - 2002

### Quality

- Amongst first Q1, and only GM TIP certified Company in India, IATF-16949, QS 9000, ISO 14001, JWV, VIA, TUV certified Company
- Outstanding global delivery and quality record, near-zero PPM record & zero delivery defaults supplying to 5 continents, 8 global locations, and 15+ assembly plants

### Marketing

- Established a full-fledged Tier 1 distribution network in the USA to sell wheels for both own brand/contract manufacturing in 1999-2000
- First Company to Export wheels as Tier 1 to Europe based OEMs, 2001 - 2002
- Supplied wheels to some of the most iconic vehicles Hummer H2, Cadillac Escalade, the Chrysler LE 300, GMC, Innova, EcoSport, Ford Mondeo, Jeep, Nexon EV, etc. in the world
- Supplier to India's leading OEMs - Toyota, GM, Ford, Tata Motors, Mahindra, Fiat, Hyundai, etc.

### Achievements

- First company to win two \$125+ million contracts in 2002 / 2004
- One of the highest per-unit realizations in the world
- Won GM's most prestigious Supplier Quality Excellence award three times
- Won excellence, development, and quality awards from Toyota, Ford, Chrysler, GM, VSEZ and many others

### Diversification / Innovation

- Built one of the world's most sophisticated, completely automated high-end alloy wheel plants in Sohar, Oman in 2022
- To help combat COVID, designed, produced, and launched 10 best-in-class Anti-Covid products in 10 weeks amidst very challenging circumstances (masks, shields, automatic sanitizers, UV radiation sanitizers, nano silver sanitizer, mass sanitizing safe tunnel, etc.)
- R&D centre for cutting edge research in alloys, processes, technologies, materials, planning and digitalization to produce LIGHTER, BETTER, SAFER, GREENER products

