

1Press Release

SAP ACE AWARD 2007 For TVS MOTOR COMPANY

New Delhi, 27 August 2007: TVS Motor Company Limited has won this year's SAP ACE 2007 Awards for Customer Excellence in the Most Innovative Netweaver Category. An eminent jury comprising of powerful industry names judged the company on various stringent parameters including use of SAP solutions to enable strategic decision making, SAP as a change agent for business transformation and to manage growth.

"This award is the result of several SAP implementations that we have put in place at TVS Motor Company to effectively manage the supply chain, which is a critical factor, especially for our new product introduction process. Our speed is heavily dependent on the speed of our suppliers and the entire supply chain. An apt example would be our dealer management system, which enables us to get product performance, customer complaints etc. By seamlessly integrating SAP, we have successfully reduced time for data transfer, reduced time for error solving and also been able to provide online support for the dealers" says Mr. T G Dhandapani, CIO, TVS Motor Company, who received the award on behalf of the company.

TVS Motor Company won the award for which fifty large enterprises including the likes Titan Industries, Mahindra and other corporates were nominated.

"Application of SAP in new product development process has resulted in 20% reduction in lead time. This has largely been effected by supplier collaboration using Integrated Project Management. Also, it has enabled early supplier involvement through web-enabled collaboration which would reduce the design iteration and also contribute to improve lead time for development" Mr. Dhandapani added.

Last year, TVS Group company, Sundaram-Clayton had won the first ever SAP ACE Awards for its innovative implementation in Discreet Manufacturing Category.

About TVS Motor Company: