

## Press Release

### TVS wins coveted 2009 Progressive Manufacturer 100 Award

**Hosur, 13 March 2009: TVS Motor Company** has won the coveted **2009 Progressive Manufacturer 100 (PM 100)** award for end-to-end automation of the entire business process of its lubricant brand, **TVS TRU4**. Instituted by US based Managing Automation Media, the progressive manufacturing awards program is designed to support and reflect the extensive drive by manufacturers across the globe to improve and capitalize on growth opportunities. 100 projects that achieved distinction in at least one of the eight core disciplines defined by Managing Automation Media were recognised.

The disciplines include Business Model Mastery, Customer Mastery, Supply Network Mastery, Data & Integration Mastery, Innovation Mastery, Training & Education Mastery, Leadership, and Operational Excellence. Winners are chosen based on the scope of mastery, business integration and use of technology.

According to Mr. **T G Dhandapani, CIO, TVS Motor Company**, "Automation of our lubricant business through seamless implementation of the progressive manufacturing concept, which advocates manufacturing business transformation, supported by advanced technology, has won us this award. We have been selected for our mastery in the '**Data and integration**' discipline. Our endeavour is to bring innovation into the manufacturing and distribution processes."

An independent judging panel of eminent personalities from various industries, chaired by David R. Brousell, Editor-in-Chief, Managing Automation Media, and Jeff Moad, Executive Editor, Managing Automation, reviewed project nominations and chose the winners based on the scope, business impact and use of technology related to each discipline.

"TVS Motor Company was chosen for the e-enablement of its order obtainment and order fulfilment process over the internet. Innovative thinking combining the use of internet technology and SAP helped deploy this solution successfully. This delivery model enormously benefits us in terms of quicker response time, improved service levels to our customers and reduction of logistic costs." **T.G. Dhandapani** added.

Other stalwarts like Caterpillar, Chevron Corp, Pfizer Inc. were among the finalists who were recognised.