



### ANALYST QUOTE

“Subros’s focus on strong supply chain management is guided by its venture into the live data management portals that relay and communicate with suppliers/vendors months in advance, and thereby reduce the chance of shortage or contingencies.”

#### Vipul Verma

*Best Practices*

*Middle East, North Africa & South Asia*

*Frost & Sullivan*



## 2017 Frost & Sullivan INDIA AUTOMOTIVE SUPPLY CHAIN EXCELLENCE AWARD

Subros Limited was established in 1985 as a public limited joint venture company between Suri Group, Denso Corporation and Suzuki Motor Corporation. The company specializes in high technology thermal components for the automotive sector and has been addressing the needs of the South Asian market for more than two decades. With technological support from its Japanese counterparts, the company drives its success from its state-of-the-art production facilities and its strong supply chain relationships.

### PRODUCT PORTFOLIO & DIVERSITY

Subros Tool Engineering Centre located in Noida has state-of-the-art machinery such as CNC (Computer Numerical Control) Machining Centre, Wire EDM (Electrical Discharge Machining), CNC-EDM and CNC Lathe along with other conventional tool room machines. In addition, the plant has a designing department equipped with CAD-CAM (Computer-Aided Design/Machining) facility with Uni-graphics NX2. The plant has experienced professionals and provides tooling requirements such as PDC (Pressure Die Casting) – 20-ton max capacity, Injection Molds, Sheet Metal Tools, Jigs & Fixtures and Gauges among others.

The tool engineering center relays production and technical support with Subros’s manufacturing center helping them to provide high quality and reliable products throughout the country. The company’s multiple plants are placed strategically to ensure on-time delivery of auto components to manufacturers and prevent delays arising due to logistic issues. Moreover, to ensure continuous growth, Subros works with suppliers on cost reduction activities such as VA VE Value Analysis Value Engineering, localization and automation to have an edge over its competitors. Therefore, Subros Limited maintains an effective, efficient and flexible supply chain to meet customers’ expectations on quality, cost, delivery and development and thus is the preferred supplier for major OEMs (Original Equipment Manufacturer).

### TECHNOLOGY ROADMAP & VISION

Like every evolving industry, Subros faces technological challenges from the automobile sector to either increase the effectiveness in the current design or to innovate the existing areas. In one such case, newer vehicle designs required challenging engineering applications and production

capability to make them feasible for the Indian market. Subros addressed this challenge by technology collaboration with its Japanese counterparts and large scale indigenous production. Subros similarly successfully tackled challenges pertaining to weight reduction, process/yield improvement, and increasing performance.

Around 35% of the company’s vendors (suppliers) have been associated with the company for more than two decades. Such strong and lasting relationships are a testament to Subros’ focus on strong supply chain management. To ensure such lasting relationships, Subros Limited partnered with Maruti Centre of Excellence (MACE) to develop a structured application program for the company. This application was intended to be a part of vendor (strategic supply partner) upgradation process covering approximately 70% of local buying. Subros extranet portal, a company made portal for supplier relations and trade, offers 6-month visibility window showcasing details for all existing products, firm schedules, forecast plans, and capacity details. This comprehensive portal greatly aids its suppliers to plan, and thereby reduce the chance of shortages or contingencies.