

# VOICE

June 2017

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# VOICE

GRP



**Inputs**

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*from the*  
EDITOR'S DESK

For the past few years, competition has occupied the center of strategic thinking. One hardly speaks of strategy without drawing on the vocabulary of competition - competitive strategy, competitive benchmarking, competitive advantages, outperforming the competition. In fact, most strategic prescriptions merely redefine the ways companies build advantages over the competition. This has been the strategic objective of many firms, and, in itself, nothing is wrong with this objective. After all, a company needs some advantages over the competition to sustain itself in the marketplace. Their strategic thinking thus regresses toward the competition. After expending tremendous effort, companies often achieve no more than incremental improvement - imitation, not innovation.

To achieve sustained profitable growth, companies must break out of the competitive and imitative trap. Rather than striving to match or outperform the competition, companies must cultivate value innovation. Emphasis on value places the buyer, not the competition, at the center of strategic thinking; emphasis on innovation pushes managers to go beyond incremental improvements to totally new ways of doing things.

At GRP we believe in innovation and adapting to the changes around us. The High 5 pillars of GRP namely Customer centricity, Operational excellence, Technological edge, Passionate people, Leveraging new opportunities, facilitate GRP's strategy and growth. We don't let what we can do today condition our view of what it takes to win tomorrow, we take a clean slate approach. This is not to say that we don't leverage our existing assets and capabilities, we often do, but more importantly, we assess business opportunities without being biased or constrained by where they are at a given moment. We are value innovators who not only have more insight into where value for buyers resides, and how its changing, but also are likely to act on that insight.

In this GRP VOICE issue, you will find the 'Go Green' venture we have adopted in Solapur, our first Southern India franchisee for Marangoni-GRP and new happenings in and around our plants. Also the passion to serve towards the betterment of the society is highlighted through the various initiatives undertaken at our plants.

*Enjoy Reading*



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# SOLAR POWER - A SUSTAINABLE SOLUTION

## GRP GOES GREEN WITH SOLAR POWER

Effects of global warming are evident all over the globe. In such a scenario GRP is committed towards sustainable solutions in the power sector. By reducing the need for fossil-fuel generation, grid connected solar plant cuts greenhouse gas emissions (and other air pollution), because no emissions are produced during solar plant operation. Power cost is the major cost contributing to the bottom line of GRP. At present the average power cost ranges 7 - 8.5 Rs/unit. GRP expends out huge amounts on electricity consumption each month.

### Advantages of Solar Power

- The major advantage of solar power is that no pollution is created in the process of generating electricity. Environmentally it is the most Clean and Green energy. Solar Energy is clean, renewable (unlike gas, oil and coal) and sustainable, helping to protect our environment.
- Solar energy does not require any fuel.
- It does not pollute air by releasing carbon dioxide, nitrogen oxide, sulfur dioxide or mercury into the atmosphere like many traditional forms of electrical generation does.
- Therefore Solar Energy does not contribute to global warming, acid rain or smog. It actively contributes to the decrease of harmful green house gas emissions.
- There is no on-going cost for the power it generates - as solar radiation is free everywhere. Once installed, there are no recurring costs.
- It offers much more self-reliance than depending upon a power utility for all electricity.
- It is quite economical in long run. After the initial investment has been recovered, the energy from the sun is practically free. Solar Energy systems are virtually maintenance free and will last for decades.



### Way ahead with solar energy as a sustainable solution

In line with the vision and mission of GRP various options of greener and cheaper energy sources were evaluated across locations and strategically decided to harness Solar Power.

GRP is proud to announce the commissioning of its first roof top Solar power plant at SLO2 covering an area of 3200 Square meters of the plant roof top.

The capacity of the plant is 400 KWp and the entire power generation is being put to use in the manufacturing of our product.



# HIGH 5 ACHIEVERS

## GRP EMPLOYEES STOOD TRUE BY THE HIGH 5 INITIATIVES

From all the High 5 projects taken on last year, two projects stood out for its consistent performance, dedicated team, exemplary leadership and most importantly, these projects created maximum impact to the stated objective. Congratulations!

**Project:** Use of IT tools for supply chain management

**Team Leader:** Partha Sarkar

**Team Members:** Pritesh Kushte, Chandresh Gandhi, Rahul Desai

**Synopsis:** GRP implemented e-procurement tool SAP Ariba from 15th Nov 2016. SAP Ariba is the marketplace for modern business, creating simple, intelligent exchanges between buyers and sellers. Most of GRP's spend is being routed through SAP Ariba. Online auctions brought in competitiveness among the vendors and generated valuable savings in different categories. The initiative is being appreciated by all stakeholders because it is providing fair opportunity to all participants. The team members shall receive rewards for their contributions to the High 5 initiatives. Great to see the team rising above their existing roles and making an Impact Positive.



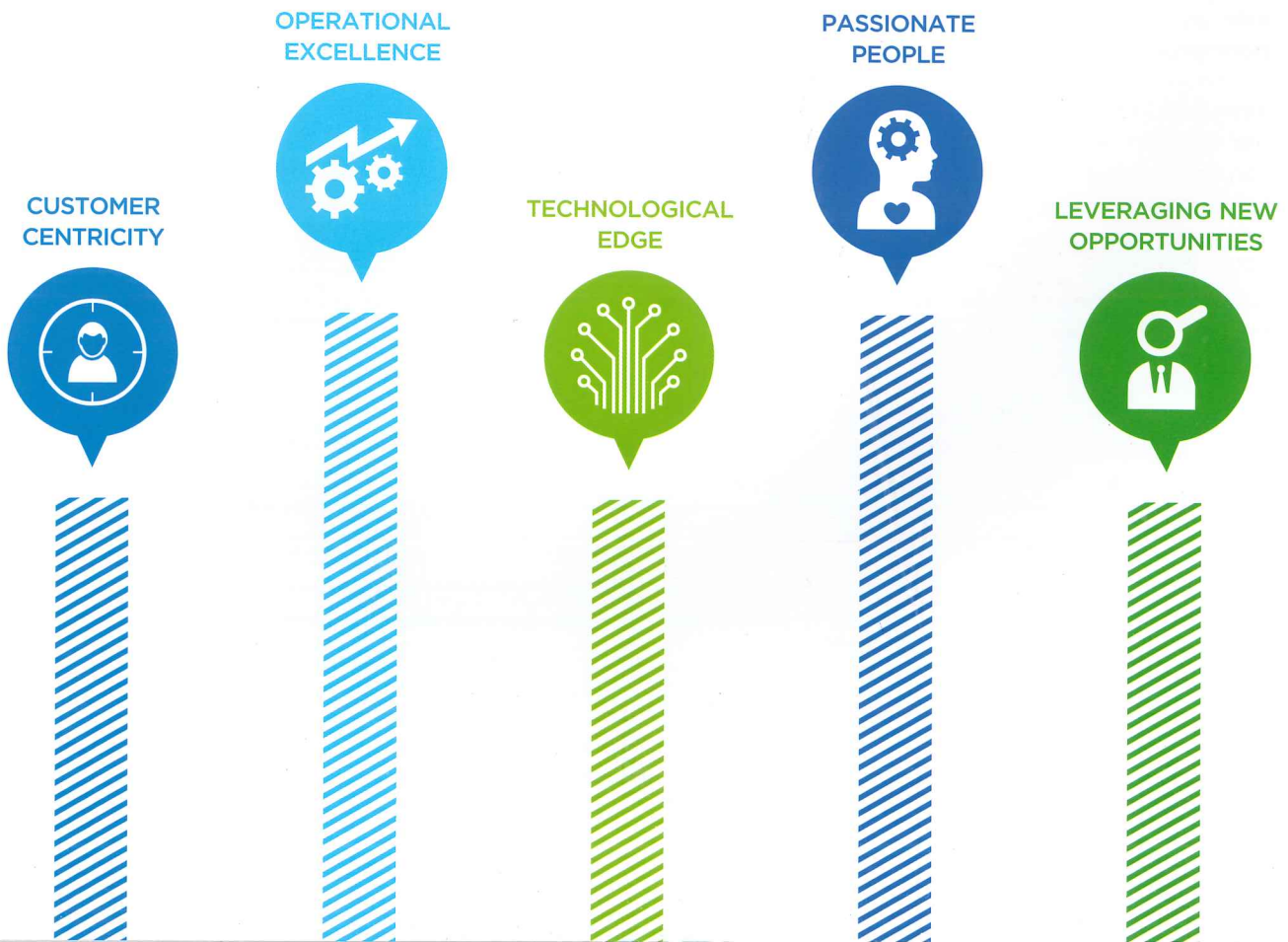
(From left to right): Pritesh Kushte, Partha Sarkar, Chandresh Gandhi and Rahul Desai

**Project:** Power & Fuel cost control

**Team Leader:** Nilesh Patil

**Team Members:** Raju Modi, Abhijeet Deshpande, Haresh Limbachiya

**Synopsis:** The team at Panoli was through use of alternate fuels and efficient implementation, reduced consumption of fuel and cost per ton for Reclaim Rubber.



## GRP SIGNS UP SOUTH INDIA'S 1ST RINGTREAD FRANCHISEE

Marangoni GRP Private Limited (MGPL), signed up its first RINGTREAD Franchisee at Vijaypur, Karnataka. The Franchisee, Bhagyavanti Tyres, will go live in Q2, 2017-18 and will cover five Karnataka districts - Vijaypur, Dharwad, Belgaum, Gulbarga and Bagalkot.

Fleets in these markets will have access to Marangoni's unique technology - RINGTREAD - the splice-less retread. RINGTREAD delivers more mileage, better grip, is more reliable and eventually delivers higher savings to fleets.

Speaking on the occasion, Mr. Dino Maggioni - Group CEO, Marangoni said, "Post testing our 'concept' at the Pilot Shop over the last 12 months at Indore, we are now ready to expand our Franchise footprint pan India. Feedback from fleets at Indore has been extremely encouraging and has helped establish RINGTREAD as the clear technology leader. We are hopeful that the rapidly expanding highway network, the pace of radialisation and continuing economic reforms will have a positive effect on the Indian Logistics sector improving the health of trucking fleets. Marangoni GRP hopes to play a leading role in helping the latter lower their tyre costs through its unique retreading solutions"

"We have also focused on refining our Franchise Model with the aim to make it the leading Retreading Franchise System in India."

**Mr. Harsh Gandhi**  
Director, MPGL

Mr. Harsh Gandhi, Director, MGPL added, "Over the last one year, the JV has focused on understanding the Indian consumer's needs better and testing our products. We have also focused on refining our Franchise Model with the aim to make it the leading Retreading Franchise System in India. By becoming a MGPL Franchisee, we believe new entrepreneurs and independent retreaders desiring to upgrade their existing stores, have a good opportunity to build a long term, profitable business in a sunrise sector."

Bhagyavanti Tyres is founded by two young entrepreneurs, both in their early 30s - Harsh Bagali and Anil Patil. In addition to the Marangoni GRP retreading facility, their outlet will also offer Truck Alignment facility using the latest computerized equipment. It will be the first such facility in these five districts of Karnataka.



(From left to right): Rupesh Pillai (MGPL), Harsh Gandhi, Rajendra Gandhi, Karthick Shetty (MGPL), Anil Patil (Bhagyavanti Tyres), Harsh Bagali (Bhagyavanti Tyres), Dino Maggioni (Marangoni) and Martin Kalagin (Marangoni)

## MARANGONI GROUP CEO VISITS GRIPSURYA

Mr. Dino Maggioni, Marangoni Group CEO visited Gripsurya LLP at Indore to see the operations of MGPL's Pilot Shop and meet the team there. Mr. Martin Kalagin, Corporate Technical Services Director, Marangoni and Mr. Harsh Gandhi accompanied him to Indore. Mr. Hemant Kaul and Mr. Sunil Dolia introduced them to the Gripsurya team and set-up that has successfully served the needs of over 100 commercial vehicle fleets since its commissioning in March 2016. During the last 12 months, Marangoni GRP branded retreaded tyres have emerged as Premium Retreaded Tyre at Indore – one of India's largest tyre markets with RINGTREAD commanding a 20% premium over long-established competitors.



*Gripsurya Retreading Team: Harsh Gandhi, Hemant Kaul, Dino Maggioni (Marangoni) and Martin Kalagin (Marangoni), Sunil Dolia*

### Gripsurya LLP operates as Franchisee of MGPL and has:

- High quality Marangoni / Marangoni homologated equipment
- Standardized retreaded tyre manufacturing process perfected by Marangoni from its global experience over many decades
- High quality standard retreading material sourced from the JV
- Well-trained manpower in world-class retreading processes and fleet solutions

During their interaction with the Gripsurya team, Mr. Maggioni and Mr. Gandhi stressed on the team to scale up their marketing and promotional efforts in order to bring the benefits of the Marangoni Brand to more fleets in and around Indore.

Marangoni Executives also had a first hand experience of GRP's Satellite Unit (SU) that operates under Gripsurya LLP as a separate unit in the same premises. The SU is a semi-processing center for end-of-life tyres and other rubber products and supplies its produce to GRP's Reclaim rubber plants. It's a one-of-its kind operation in the Indian Reclaim Rubber Industry.

## TECHNICAL PAPER PRESENTATION IN PUNE

GRP presented a technical paper on "Usage of Reclaim Rubber in Various Applications" in Pune on May 24th, 2017. This seminar was jointly organized by GRP and channel partner for Pune region K.K. Enterprises-Pune in association with All India Rubber Industries Association (AIRIA), Western Region-Pune Chapter. It was attended by more than 90 delegates, mainly technical/manufacturing professionals and owners from Pune region rubber industries.

Mr. Sunil Bansal (Director - K.K. Enterprises) who is also Chairman of AIRIA Pune Chapter welcomed delegates and GRP team. Mr. Vinod Bansal (Managing Director of Jayashree Polymers Pvt. Ltd.) who is also Chairman of AIRIA (Western Region) addressed the delegates and thanked GRP for organizing this seminar especially on Reclaim Rubber which is very rare.

Mr. Hemant Kaul addressed the AIRIA managing committee and presented on GRP's Collaborative Growth Model INFILoop. Kiran Shetty shared a brief on the GRP's corporate profile. Mr. Hardik Banker & Mr. Nitin Mange presented a detailed technical presentation on reclaim rubber and its uses. The seminar was concluded with dinner.



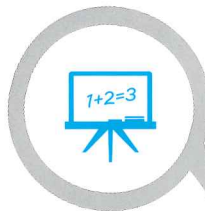
*Mr. Nitin Mange presents the technical paper to the audience*

# CORPORATE SOCIAL RESPONSIBILITY

## IMPACT POSITIVE INITIATIVES

Our Impact Positive initiatives are making positive changes in the lives of people, particularly the under served. GRP Ltd. contributed towards the construction of girls' toilet blocks in three schools located in Dadhal, Kosamdi and Nava diva villages in Ankleshwar district, Gujarat. Lokarpan Vidhi of these toilet blocks was done on 24th April 2017 in the presence of school children, teachers, Gram Panchayat representatives and project team. The girls studying in higher classes are happy that they need not have to attend nature's call in open now, and abstain from schools during menstrual period. It is expected that proper maintenance of these toilet blocks will go a long way in improving adolescent girls' health and their school attendance.

GRP has been extending support to partner organisations for various projects such as Mobile education van project, E-learning project, Project for promoting sports among underprivileged children, Project for yoga cum meditation training and practice, and institutional grants to hospitals.



An ECG machine in the ICU of Jayaben Modi Hospital, Ankleshwar, was installed recently with the financial support from GRP.

Recently team GRP revisited villages in Ankleshwar and Solapur where Waterwheel tanks were distributed in March this year. The purpose of the visit was to find out the effectiveness and utility of Waterwheel tanks in solving the problem being faced by rural women in fetching water.

The team was happy to report that these Waterwheel tanks are being used in Solapur. The team observed that these tanks are so easy to handle that women, children and senior citizens are equally capable of transporting forty-five litre of water now without taking any help from anyone. Now, women are no longer carrying water. They are transporting water. The users' satisfaction and happiness have to be seen to be believed!



Prime Minister Narendra Modi's Swachh Bharat Abhiyaan, aims to eliminate open defecation by constructing toilets in every household / school by 2019. No one doubts the need for the programme. **Close to 48% of India's urban population has no access to toilets. In rural areas, the number stands at 60%.**

He has emphasised that functioning toilets need to be available for girls in government schools. According to Ministry of Human Resource Development data, close to 10% of the 11 lakh schools in India do not have toilet facilities for female students - 101,443 schools, to be precise. As a consequence, girls leave school on average at an earlier age than their male contemporaries.

The safety of women is another major area of concern. Non-governmental organisations say there have been several cases of women being raped and killed on their way to relieve themselves.

GRP has set out to help out in the Swachh Vidyalaya scheme, where separate toilets for girls are constructed in the school to ensure girls safety and hygiene.

Attached are the pics of the new toilets constructed in Kosambdi & Dadhal school in Ankleshwar, Gujarat.



Team discussing about the maintenance of hygienic conditions of Girls Toilet Blocks



GRP Team at Dadhal School



Girls Toilet Block - Kosamdi



GRP Team at Kosamdi School



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