



Mr. Balasubramanian V.

Managing Director
Ring Plus Aqua Limited



Such consistent customer focus and responsiveness has helped us build our market base and bag many prestigious awards in the global arena such as ACMA Award for Excellence in Export (Mar'24) and EEPC India Award (Western Region) for Exports Excellence 20-21 as well as recognition from many leading customers in the Indian Market

concepts established in our facilities that helps us to maintain JIT delivery to all our key customers despite being thousands of kms apart mainly in Europe and North America, by maintaining local warehouse. Despite our business being 60% from exports, we have maintained around 30 days of Working Capital, which is industry benchmark.

What are some of the key milestones of the company in recent years?

We have a track record of delivering quality products to our customers consistently at zero -defects and JIT at competitive costs.

This competitive advantage has helped us to maintain a consistent pace of growth much above the market rate at about 17% CAGR over the past 4 years. We have gained a significant market share despite headwinds such as pandemic, economic downturns, war situations, etc. in recent years.

We are very sensitive and responsive to our customer requirements. As an example, one of our key European competitors had a forced shutdown due to a natural calamity which put the production of major E OEMs at stake. We were able to respond quickly and deliver the products in a short time through a capacity ramp up and various other productivity measures. This not only gained the goodwill of leading OEM's but also large Tier 1 intermediaries and has helped us to add many new customers in the process.

What are some of the key products / services offered by the company?

We are in the business of engine and transmission components. Our strength lies in design service, testing validation and approval besides zero-defect delivery. We work together closely with our Tier 1 customers and/or OEMs in the early stage of product development and evolve the products jointly and validate with them. Additionally, we give JIT services not only domestically but overseas by maintaining local warehouses. One of our products is a critical component in auto transmission powertrain. As auto transmission is gaining traction not only in India, but globally, we see a good growth potential from this product line.

How does your organization leverage on innovative supply chain & logistics solutions to drive operational efficiency?

We have developed an efficient supply chain with lean manufacturing

What are company's initiatives to drive sustainability practices for business operations?

We focus on reduction in the intensity of energy usage wherever possible. In addition, an increasing percentage of our energy solutions in recent years is coming from green energy sources. Post pandemic we have reduced our CO2 emission index by nearly 50%. In the new fiscal 24-25 we commissioned Open Access (Solar) Panel in one of our facilities, which is set to give us benefit of around 6100MT reduction in CO2 emission, through substitution. While the current focus is on energy reductions, we are focusing on other comprehensive ESG measures in all our facilities. ■