



# Sundaram-Clayton Limited

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6<sup>th</sup> November 2019

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.

**Scrip code: 520056**

National Stock Exchange of India  
Ltd.,

Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051.

**Scrip code: SUNCLAYLTD**

Dear Sir,

**Reg : Press Release - Mr. Venu Srinivasan, Chairman of the Company conferred with Deming 'Distinguished Service Award for Dissemination and Promotion Overseas'**

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We enclose a Press Release regarding "Mr. Venu Srinivasan, Chairman of the Company conferred with Deming 'Distinguished Service Award for Dissemination and Promotion Overseas", for dissemination.

Thanking you,

Yours faithfully,  
For SUNDARAM-CLAYTON LIMITED

  
R Raja Prakash  
Company Secretary



**Mr. Venu Srinivasan conferred with Deming ‘Distinguished Service Award for Dissemination and Promotion Overseas’**

*First Industrialist from India to receive this prestigious award for his contributions in the field of Total Quality Management (TQM)*

**Tokyo, November 06, 2019:** Mr. Venu Srinivasan, Chairman of TVS Motor Company and Sundaram Clayton, was conferred with the prestigious Deming ‘Distinguished Service Award For Dissemination and Promotion Overseas’, at a ceremony held in Tokyo, today. Mr. Venu Srinivasan becomes the First Industrialist from India to be bestowed this prestigious award for his contributions in the field of Total Quality Management (TQM).

The Deming Prize is the highest award for TQM in the world. Deming ‘Distinguished Service Award for Dissemination and Promotion Overseas’ is given to individuals who have made outstanding contributions in the dissemination and promotion of Total Quality Management (TQM) and is sponsored by Japanese Union of Scientists and Engineers (JUSE). Candidates of this award require recommendation from the members of the Deming Prize Committee, and whose primary activities must be limited to outside Japan.

Accepting the award, **Mr. Venu Srinivasan, Chairman, TVS Motor Company and Sundaram-Clayton,** said, *“I am truly honoured by the recognition conferred upon me by the prestigious Deming committee and JUSE. This stands as a testament for me and all my colleagues & associates who have worked hard to implement Total Quality Management at Sundaram-Clayton and TVS Motor Company since 1989. It gives us reassurance that we are working in the right direction and reinforces our commitment towards TQM. Our relentless efforts for past three decades of pursuing supreme quality and excellence to customer satisfaction has borne rich dividends for us. Today, our products and processes are synonymous with quality in over 60 countries across the globe.”*

He further added, *“This journey has been a fruitful one and we will continue to Institutionalize TQM as a way of life. It is our belief that sustainability across stakeholders and community will not only help the industry and society to unlock potential, but will also help future generations to lead healthy and prosperous life. I would like to express my gratitude by dedicating this honour to Prof. Kurahara, Prof. Washio, and Prof. Tsuda for their active mentoring, our customers, partners and our employees for their commitment towards this long journey.”*

As the past President of CII and Chairman of National Committee for Quality, Mr. Venu Srinivasan played an active role in accelerating TQM promotion. Over 100,000 practicing managers were



trained on TQM methods, and till date, 36 Indian companies have won the Deming Prize with India becoming the second largest country to have Deming prize winners. Progress of CII cluster for TQM promotion inspired Auto Components Manufacturers Association (ACMA) too. ACMA cluster was established to create community for learning and implementation of TQM to improve customer satisfaction, quality focus, 5S, daily work management and Total Employee Involvement for continuous improvement.

Mr. Venu Srinivasan is the Chairman of Sundaram-Clayton Group and TVS Motor Company – a reputed manufacturer of two-wheelers and three-wheelers in the world.

Sundaram Clayton was awarded Deming Prize in 1998 and Japan Quality Medal in 2002. SCL was the first company in India and 4th company outside Japan to receive the coveted Deming Prize. In 2002, TVS Motor Company Ltd was conferred the Deming award for "having achieved distinctive performance improvement through the application of Total Quality Management."

In the year 1996, Mr. Venu Srinivasan established Srinivasan's Services Trust (SST)– the CSR arm of TVS Motor Company and Sundaram Clayton to empower people in villages for sustainable self-development. TQM principles were adopted for community development. SST activities focus on Economic development, Health, Education, Infrastructure & Environment covering 5000 villages in five states across India. He was also instrumental in initiating the Village Buddha program along with CII to permeate systematic and organized activities towards community development by leveraging the CSR experiences of other Indian companies.

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*This is to certify that*

Venu Srinivasan

gave birth to the first Dearing Prize winner from India as the pioneering executive who introduced the implementation of T-2.U. Furthermore, Mr. Srinivasan has contributed to building the foundation by bringing about 32 Dearing Prize and 8 Dearing Grand Prize winners from India. This has been demonstrated by his leadership to disseminate and promote T-2.U. and through assuming prominent positions, such as the President of the Confederation of Indian Industry (CII).

In recognition thereof, the Dearing Prize Committee hereby presents the Dearing Distinguished Service Award for Dissemination and Promotion (DSDP) 2019.

*H. Nalwa*  
Kiroshi Nakamichi, Chairman  
The Dearing Prize Committee  
November 6th, 2019