

Customer Delight : Varroc Making It A Reality

CUSTOMER DELIGHT EQUALS BUSINESS SUCCESS

In one of his speech in South Africa in 1890, Mahatma Gandhi said:

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider to our business. He is a part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so.”



This is a philosophy well worth absorbing and putting at the heart of all customers’ interactions. The purpose of a business is to create and preserve a customer. If a business successfully creates and keeps customers in a cost-effective way, it will make a profit while continuing to survive and thrive. The ability to accurately identify and satisfy one’s prime customers is therefore the key ingredient of success in business, for customer delight equals business success.

At Varroc we have evangelize this philosophy and moved to an extra mile to create a culture of customer satisfaction and delight. Our sincere efforts in serving our customers with integrity bore fruits. Varroc Polymer Pvt. Ltd.; an operating company of Varroc Group, has won accolades from Yamaha India in the “Development

Category”. The award was given during the Vendor Meet-2011 held in Delhi, India on March 15, 2011.

According to Managing Director Varroc Group, Tarang Jain, “These awards recognize our focus on being the supplier of choice of our esteem customers and we are particularly proud to be recognized with the award. It is a unique honor that reflects the hard work and is a true manifestation of dedication of our employees.”

This kind of performance exemplifies Varroc’s commitment to continue to serve our customers in true spirits and turning them into our strongest advocates.



Varroc Polymers has been associated with Yamaha India from last 5 years.

During the years Varroc has been contributing to supplies from the manufacturing Plant in close vicinity of Yamaha as well as to new developments supported through the State of Art Development Center in Aurangabad, Maharashtra.

**VARROC POLYMER –
DECIPHERING THE SECRET CODE
FOR
CUSTOMER DELIGHT**

The metamorphosis from customer satisfaction to customer delight :

Today, in competitive marketplace where businesses compete for customers one need to go the extra mile to gain one's customer's loyalty by finding new ways of delivering superior products and delightful service. Our competitors are also aware of our customer's expectations, so how does one gain the competitive edge? What can one do to exceed customer requirements and expectations?

The answer lies in customer delight. The most successful businesses have discovered a formula that goes beyond product and service. Their business is providing delight to their customers by understanding their specific personal interests, anticipating their needs, exceeding their expectations, and making every moment and aspect of the relationship a pleasant or better yet, an exhilarating experience. Customer delight is a philosophy that requires management support and a trained, empowered and enthusiastic workforce.

Varroc Polymer has found innovative principles of delivering an extra value to our customers.

1. Customer focus

Since the organizations depend on customers, therefore, more attention is given to understand customer expectations via capturing customer voice during development process, involving and training all people in supply chain on customer specific requirement. Product specification is taken into account very clearly at each stages of product cycle to focus on quality and reliability during robust process of product development. Also meeting customer online requirements through local representative kept at customer end to take care of all needs, studying continuously the trend in customer behaviour to take care of sudden requirement changes if any.

2. Building a culture for quick positive response to customers

Varroc polymer has been successful in creating a responsive and receptive culture by developing service-oriented employees who exhibit organizational citizenship behavior, are willing to take the initiative, highly conscientious in their desire to please the customer even when it means to go beyond the constraints of their job descriptions to satisfy a customers' need.

Varroc Polymer has adopted best HR practices for training and enrichment of skill and experiences of employee to deliver to best of their ability. Some of them are:

- Being an employee's advocate
- Listening to interests of the employees and the plans of the organization and help to find the suitable win-win solution for them
- Creating an employee centric organization by taking remedial action on employee feedback and suggestions
- Assess employee compliance to trained best practices
- Organising customer feedback programs where customers are encouraged to offer ideas, comments and suggestions about our service expectations and service requirements

3. Process standardisation

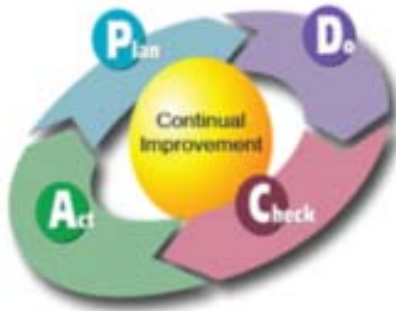
Zero defect concept is built in all process up through continual improvement of all processes or by implementing strong detection mechanism like TPM, poka yokes, 100% inspection, system updated with latest global automotive sectors specific standards such ISO/ TS 16949 -2009 etc.



Employees brainstorming on customer feedback

4. Process approach

Varroc Polymer adopted process approach methodology and designed all processes designed with the help of Deming cycle or the Plan- Do- Check-Act (PDCA) cycle. The central theme being that business processes should be analyzed and measured to identify sources of variations that cause products to deviate from customer requirements. Main advantage of this process approach is the ongoing improvement in products, services and processes.



The Deming cycle

5. Continuous improvement and development

Creating a usable and meaningful standard is the key to success for any enterprise. It is not the solution but is the target on which change can be focused like those that suppose smaller benefits with less investment. This is where concepts such as Kaizens, lean manufacturing and Advanced Product Quality Planning (APQP) come into play. Kaizen is the effort put in to get everyone involved in the improvement process. These attempts create ground for every employee in our organization to



participate in the process of decision making. This creates the upward communication channel in the organization in a sense. This also facilitates in developing new products complete with time-based milestones and decision points along the way providing a vehicle for suppliers and with customers to work together when developing a new product. This helps assure that the product is delivered on time and with the highest added-value.

6. System approach to management

5.

This means identifying, understanding and managing interrelated processes as a system contributes to the organization's effectiveness and efficiency in achieving its objectives. With this we were able to understand the interdependencies between the processes of the system, come up with approaches that harmonize and integrate processes and achieve the organization's objectives in the most effective and efficient way.



7. Mutually beneficial supplier relationships

To harness and bank upon the interdependence between organisations and suppliers and to add to customer service, Varroc Polymer has developed mutually beneficial relationship with all its suppliers and vendors. This facilitates communication to optimize the numbers of suppliers, find rapid solution to problems and improve suppliers' performance and delivery time.

These frameworks create a foundation for inculcating attitudes and behaviors to commit to excellent customer service, progressive leadership, continuous learning and improvements to continuously preserve the delight factor. As Varroc Polymer has been



First Prize-Business Partner Excellence Award Q2-2009 In Moulding Categories



doing for its customer and has transformed itself as the leading supplier of customers like Bajaj Auto Ltd Volkswagen, General Motors, Yamaha, Honda Motors, Mahindra and Mahindra etc.



S. N. Patil
Sr. Vice President
Polymer Division

THE CUSTOMER DELIGHT PRINCIPLE

In today's dynamic marketplace every firm has to continuously improve its offerings to remain a prime choice in customers' mind. Also customers are turning

increasing sophisticated, they demand better products and services. All these suggest that companies have to move a step forward to exceed customer expectation and "delight" is one of the best indicators to monitor this initiative.

To foster an environment of customer delight, the organisation needs to be designed as a customer centric enterprise. This can be achieved by having a culture of continuous session with customer-perceived quality and a burning desire to delight customers. Some of the simple tips to move from customer satisfaction to customer delight are as follows:

- Being open, honest and communicative with our customers and staff; keeping our customers and staff advised of developments; giving them opportunities to provide feedback and influence our priorities for improvement.
- Working in a collaborative way with our customers where everyone will be involved in identifying, shaping and monitoring the customer service, the strategic implementation plans and service delivery; maximising opportunities to work in teams to deliver cost effective services.
- Focusing on delivery wherever possible; meeting customers' needs at first point of contact; enabling customer facing staff to be well equipped with the information thereby empowering them to become decision makers and problem solvers at first point of contact.
- Being progressive where appropriate, personalizing and building services around an understanding of the customer; being innovative and exploiting new technology and new ways of working to enable to deliver continuous improvement.



Pravin D Mirge
Executive-Finance
VEPL I

**VPPL-TECHNICAL CENTER:
CREATING LIVING ENVIRONMENT
FOR
CUSTOMER DELIGHT**

To paraphrase Sam Walton, founder of Wal Mart, *“The goal as a company is to have customer service that is not just the best, but legendary.”* In this respect Varroc Polymers has created history by achieving Bronze Award in the Development category from India Yamaha Motors Pvt. Ltd.

In 2007, Varroc Polymers commenced its journey with India Yamaha with R-15 model. Gradually with constant endeavour we acquired business for almost all models like FZ16, Fezer, Gladiator, YBR and SZ.

Varroc Polymers supplies body parts and seat assemblies and aims to become the single source supplier for seat assemblies for all our customers.

Three years of untiring efforts and more than 20000 design and development hours spent on Facility Tool & Gauging has helped cross-functional team comprising of Marketing, VPPL-Technical Center, Vendor Development / Purchase, VPPL-III, VPPL-IV & VPPL-GN under the guidance of Ram Shejwal, GM – TC, gained the needed experience and exposure in manufacturing the seat assembly related products.

Today, this award symbolises and accolades our endless efforts towards delivering quality service to our customer. To add to this, the manufacturing and quality

teams from VPPL-GN have further consolidated Varroc position by achieving “Best Quality Performance Award” from India Yamaha.

The success of this project has not only brought rejoicing moments to the team but also has boosted the morale of Varroc Group as a whole.

Some of the utmost efforts taken up by R&D team are as follow:

- Involvement of R&D, VPPL-III team into product feasibility study
- Rexene Development
- Maiden development of metal parts like Bar Seat Lock for seat assembly
- Usage of mould flow analysis software and 3D Scanner for Product Development
- Coming up with special fixtures like Profile gauges and Relation gauges for seat assembly
- Developing child parts of Seat assembly
- Established Seat assembly line at VPPL-GN



Bronze Award in “Development” category to VPPL-Technical Center by India Yamaha Motors Pvt. Ltd.



VPPL-GN, VPPL-III, Marketing, Vendor Development , VPPL-Technical Center team



Awarded to : M/s Varroc Polymers Pvt Ltd
 On 15th March 2011 at IYM Annual Vendor Meet For winning Bronze award in the category of "DEVELOPMENT"-2011
 Presented by : Hiroyuki Suzuki - CEO & MD-India Yamaha Motor Pvt Ltd
 IYM Team : R.Kawashima, H.Ikeya, S.Paul



BUSINESS PARTNERS MEET 2011

Feb. 4 and 5, 2011 were the days for the most awaited event of the year - "Business Partners Meet - 2011". The event commemorates the painstaking effort taken up by our Business Partners to share the responsibilities of managing our business and helping Varroc carve a niche for itself in international market. The 2- day event was organised by Corporate Materials at Aamby Valley City, Lonavla.



Venue for Business Partner Meet – 2011,
 Aamby Valley City, Lonavla

Feb 4: The event commenced as dignitaries started arriving at the Convention Hall in Aamby Valley City for their registration where they were provided with a Business Partner Meet T-Shirts to be worn for the evening. The uniformity in the attire embodied the unity between Varroc and its Business Partners. They were then escorted to their respective cottages and pyramids.

In the evening Business partners and Varroc delegates departed from their residential zone towards Lagoon beach for the gala function. The distance between their residential zone and Lagoon beach was about 3-4 km but the picturesque roads flanked by trees and plateaus on both side made that the distance seems negligible. At the entrance, Business Partners and Varroc delegates were welcomed in the traditional Maharashtrian way and were attired with a 'Safaa' (Maharashtrian Turban). The path from the entrance to Lagoon Beach was lit up

Yogesh Deshmukh
 Manager
 VPPL
 Technical Center



by 'mashals' adding radiance to the evening. The adventure began with old melodious songs sung by Charu Moohan and his band. Faint lights and cool breeze further added to the ambience created by the soulful music. Major attraction of the evening was the projection of Varroc logo on the Sail Bridge. Everyone was awestruck by the splendid laser show carried out by Rupesh Kumar a.k.a. "Laser Man". The laser show depicted Varroc success story since its inception with one Plant and a dedicated customer to its presence scenario of worldwide presence, multiple divisions, products and mission for FY 12-13 – turnover 4000 crores. The next performance turned on the heat, for it was the



A glimpse of the Laser show exhibiting Mission 4000 Crs

'Fire Act' show. Resplendent performance and comic antics entertained everyone present on the Lagoon Beach. Following the fire act was the Rock Band show which intoxicated the audience and made them shake their legs on the dance floor.

Feb 5: After the enthralling function in the evening, next day was the Business Conference; the most important objective of the Business Partners Meet 2011.

The conference began with seeking blessings from Lord Ganesha and Lord Saraswati. The conference was inaugurated by Tarang Jain- M.D. Varroc Group, MP Sharma - AVP - Corporate Materials, Varroc Group, Arvind Gupta - Advisor, Varroc Engineering

Pvt. Ltd., Kazumi Umahasi – M. D., Mitsuba Corporation and Pradeep Sangneria -Vice President, Polynova Industries lighting the inaugural lamp.



Seen L-R: Kazumi Umahasi, Pradeep Sangneria, Arvind Gupta, MP Sharma & Tarang Jain lighting the traditional lamp

The welcome note was delivered by MP Sharma. His presentation had given insights on growth of the organisation since the last Business Partner Meet. He explained in brief, ACMA Vision 2020 on which future strategies of OEMs are being decided. Later on he explained the dynamics of Automotive Industry market coupled with the strategy adopted by Varroc Group for its business prospects in the coming years, giving directions to Business Partners for their growth as well. He affirmed Mission 100 Crores i.e. the outsourcing plan of Varroc Group for the FY 2011-2012 and briefed to business partners about benefits, selection criteria and areas for outsourcing. He went on to highlight the expectations of Varroc Group from its esteemed Business Partners followed by declaration of VA and VE policy. The presentation was concluded with a message on environment conservation.

Our M.D., Tarang Jain, in his keynote address spoke about current global issues faced by the Indian economy. He briefed about the adverse impact of recession and inflation. Thereafter, he explained how rampant corruption in the country affects incoming of foreign investments. Speaking about company's new

projects, he declared his Mission 4000 crores by FY12-13 and elaborated on Varroc Group future business strategies thereby assuring growth of all Business Partners synergically with Varroc. He concluded by thanking all the Business partners for their dedicated support towards Varroc Group.

After a short tea break, the session was taken over by R.K.Pillai, celebrated author of the National Bestseller- “Corporate Chanakya”. His session was on “Chanakya & Indian Management”. He explained various Chanakyasutras and their importance in business. He reflected on our theme of sustaining excellence for sustenance is foundation step to success for any business venture. He also discussed in detail how our company’s core values - Sincerity, Humility, Integrity, Passion and Self-Discipline have played a key role to make Varroc a strong organization. The audience was mesmerized with his deep study on the subject. It was an exceedingly informative session and was well appreciated by everyone present in the conference.

After Lunch it was time for the most awaited moment i.e. declaration of the Business Partner Awards. The awards were divided in two major categories, Long Term Association Award & the Excellence Awards, which were further sub-divided into Gold, Silver & Bronze. The awards were presented by Tarang Jain, S.N.Patil, Sanjeev Kumar and by MP Sharma. M/s



Tarang Jain & MP Sharma presenting the gold award to M/s Huntsman International (India) Pvt. Ltd.

HUNTSMAN INTERNATIONAL (INDIA) PVT. LTD. & M/s ASCENT CIRCUITS PVT. LTD. bagged the Gold award. The open house discussion was flooded with appreciation for the incomparable effort of Tarang Jain and MP Sharma in the success of Varroc Group and their leadership which helped Business Partners steer their industry to great heights.

Another attraction at the Business Conference was the product gallery displaying our products. The product gallery caught the attention of all the Business Partners; it was indeed a pleasure for them to see finished products of their efforts. The vote of thanks was delivered by Rajesh Baheti – DGM (CM), Varroc Engineering Pvt. Ltd. He thanked all the Business Partners for sparing their valuable time for this meet. He also expressed his gratitude towards Tarang Jain and MP Sharma for their support and guidance at each stage. He congratulated all the award winners and urged the other Business Partners to work together in achieving their objectives. Finally, a group photograph at the Bharat Mata mandir marked the end of the enchanted Business Partner Meet 2011.



Group photograph of organizing committee with MD Tarang Jain



Neeraj Raje
Trainee
Corp Material

HOW TO BECOME L.U.C.K.Y.

Many people think that luck is a quality somebody has. People feeling lucky have a certain state of mind that may help them in various situations. Luck may be another name for the fact that some people unconsciously make better choices than others. From young to old all want to experience luck in all we do. Whether it's in our exams, on our jobs or in business, luck is what everyone desires as it is bound to in one way or another better our lots when it does happen. There's nothing wrong with the desire to be lucky.

Being lucky is not a matter of chance and neither is it by accident. It is a quality that an individual can develop in him provided he understands the true meaning of the acronym L.U.C.K.Y.

L – Learning: According to Henry Ford, *"Anyone who stops learning is old, either at twenty or at eighty."* If all one knows today are the same things one knew yesterday, then how can one be qualified to be alive and compete today in this competitive world? Moreover, it is our learning that increases our earnings.

U – Understanding: The word understanding means what one is 'standing under' and what is his philosophy of life? What is his thinking process like? It is our thinking that sets the limits and boundaries of our life. As a man thinks in his heart, so is he and so will be the outcomes in his life.

C – Competence: Competence denotes ability to do something successfully and effectively. Our feeling of being competent boosts confidence and determines our identity.

K - Knot (networking): Association with those who know more than us can help us tap advantage from their wealth of knowledge, experience, resources and expertise. As a result of this association, one can reach their goals quickly by avoiding the pitfalls they encountered while climbing up the ladder of success. One also needs to develop relationships with our contemporaries and even with those below us. For each person is unique and is bestowed with some special quality.

Y- Yare: Life is dynamic coupled with plethora of opportunities and challenges demanding quickness in response to this dynamism. A continual sense of preparedness must be cultivated that takes advantage of opportunities. Victors make the best of opportunities while victims whine on counting their numbers of failures.

Hence, when opportunity meets preparation, luck is inevitable.



Sharad Mate
Senior Officer - HR
VEPL – III

QUARTERLY TPM REVIEW

@ VARROC

(Oct-Dec, 2010)

5th Inter Varroc Kaizen Competition:

The 5th Inter Varroc Kaizen Competition (5th IVKC) was successfully held at Aurangabad on October 06, 2010. The chief guest for the IVKC was Sri D.N. Narvekar, the Head of 3-Wheeler Division (Bajaj Auto Limited, Waluj) along with Sri N.V. Hasabnis and Sri A.A. Shelke (both from Bajaj) as the jury members.

In his inauguration speech, Sri Narvekar appreciated the kaizen culture in Varroc and the initiatives taken for creating a robust kaizen culture. He also emphasized that changing one's mindset is the key for continuous improvement.

The competition evoked a great response with as many as 17 teams from all Varroc Plants across India participating in it. The grand finale witnessed Varroc Engineering Plant at Chakan (VEPL-III) emerging as the winner in Manager Level Kaizen category.

Varroc Polymer Plant of Aurangabad (VPPL-III) was the winner in the Supervisor/ Engineer Level Kaizen and Varroc Engineering Plant, Takve (VEPL-

VI) was declared as the winner in Operator Level Kaizen categories respectively. TPM Chairman of the Varroc Group, S.N. Patil, Sanjiv Kumar and S.N. Mahajan gave away the trophies to the winners.



The dignitaries addressing the participants

While underlining the need for a sustainable improvement through continuous kaizen journey, Sanjiv Kumar emphasized the need to think out-of-the-box and deploy the strength of kaizens at the grass root level. He also highlighted the importance of innovation in improving the processes of the Organization. Senior Management of Varroc was also represented by B. Padmanabhan, Sanjay Sachdeva, Mathew Abraham and the Plant Heads from the Varroc Plants of Aurangabad.

BAL TPM Award:

DIPL (Engine Valve) Waluj and VPPL-I (Polymer) Takve plants have been qualified for receiving BAL TPM Award in the forthcoming BAL Vendor Conference. The final TPM audit was conducted successfully by BAL on Oct 2, 2010 at DIPL and Nov 23, 2010 at VPPL-I. Both Plants passed the audit criteria (5 Pillar activities). The audit was conducted by SJ Kshirsagar, DT Jadhav and Vendor TPM team. Official declaration for TPM Award was made by BAL after the submission and verification of homework points on Oct 20, 2010 for DIPL and Dec. 17, 2010 for VPPL-I. Total 9 Varroc Plants have been awarded with BAL TPM Award up to Dec-10.

Varroc Group has set itself an ambitious target of winning 6 BAL TPM and 7 BAL TPM Excellence Awards for the

FY-2010~11. Other remaining Varroc Plants VPPL-II (Mirror), VEPL-V, VEPL-PN and Elastomer are in the process of meeting the qualifying criteria to challenge BAL TPM Award. Also, BAL Awarded Plants VEPL-IV, VEPL-I, VEPL-VI, VESPL, VPPL-III, VEPL-III and VPPL-IV are in the process of meeting the qualifying criteria to challenge BAL TPM Excellence Award in upcoming months.

JH Step-4 (5 axis module) skill training programme at BAL-Chakan:

5 axis modules consist of Drives/ Lubrication, Pneumatics, Hydraulics, Electrical /Electronics & Fasteners. To help the BAL Awarded companies in implementing TPM in their respective areas and as a part of TPM Excellence Award criteria, BAL Learning Centre, Chakan successfully conducted a training session on “JH Step-4 (5 axis module) Skills Training” for the Operators from Varroc Pune Plants during Dec. 7-8, 2010.

Total 24 operators from Varroc Engineering (VEPL-VI- 21 nos) and Varroc Exhaust (VESPL- 03 nos) attended the training programme in two batches. During these sessions, Skill training is provided to all members on the working models with SOP (Standard operating procedure) of all 5 axes in BAL Learning centre.

Main points covered in these trainings are:

- 1) Basic information about Pneumatics system, air compressor, FRL unit and parts, valve, cylinder
- 2) Basic information about hydraulics
- 3) Types of Oil
- 4) Hydraulics Piping,
- 5) Types of hydraulics hose pipe
- 6) Hydraulics Circuits
- 7) Hydraulics symbols
- 8) Lubrication aim and benefit
- 9) Types of lubrication
- 10) Methods of lubrications

- 11) Elements of lubrication system
- 12) Types of fasteners
- 13) Types of Drives etc.



Training being given to the participants

OTPM Pillar awareness training programme:

Corp. TPM cell conducted a training session on OTPM (Office TPM) pillar awareness at DIPL Waluj on Dec. 13, 2010. Total 18 members from various Support Departments (Purchase, Store, PPC, HR, Finance, IT) from DIPL Plant attended this training programme.

5th BAVA Kaizen Competition 2010-11- Chakan Cluster:

VPPL-I (Plastics & Paint shop) Takve won the Winner prize in the ‘5th BAVA Kaizen Competition’- Chakan Cluster held at BAL-Chakan on Dec. 22, 2010.

The kaizen themes selected for this competition:

- 1) Process Simplification
- 2) Packaging and Transportation
- 3) Energy Conservation.

A total of 12 kaizens were shortlisted by BAL for the final competition amongst 40 received kaizens. Out of these 12 kaizens, 2 kaizens were shortlisted and presented by Varroc Pune Plants namely, VEPL-VI & VPPL-I.



Awards being given away to the winners

Winners of this 5th BAVA Kaizen competition (Top 3 Positions):

Winner Prize: VPPL-I, Takve.

- i) 1st Runner up Prize: Endurance, Chakan
- ii) 2nd Runner up Prize: Advik Hitech, Chakan

BAL awarded trophy to winning vendors during BAVA meet held at BAL-Akurdi on Dec. 25, 2010.



Mukesh B Deshmukh
Deputy Manager
Corp TPM

ग्राहकाचे समाधान

ग्राहकाचे समाधान हा लेख लिहीतांना मला खरोखर खूप आनंद होत आहे. ‘समाधान’ या शब्दामध्ये किती अर्थ आहे ना! समाधान शब्द उच्चारला तरी मनाला समाधान मिळते. जिवनात व्यक्तीला समाधान मिळालेले नसेल तर जिवन जगणे व्यर्थ वाटते. माणसाचे समाधान झालेले आहे हे त्यांच्या चेहऱ्यावरून समजते.

ग्राहकाच्या समाधानाचे जिवनात

कीती महत्व आहे. ग्राहकाचे समाधान कसे करायचे त्याचे समाधान कशात आहे. ग्राहकाच्या आवडी निवडी काय आहेत. ग्राहकालाकाय पाहीजे. हे समजणे महत्वाचे आहे. ते ओळखणे ही सुद्धा कला आहे. आणि हे ज्याला ओळखता आले तोच या स्पर्धेच्या जिवनात टीकेल असे मला वाटते.

ग्राहकाचा प्रत्येकाचा स्वभाव वेगवेगळा असतो. प्रत्येक ग्राहकाची आवड निवड वेगवेगळी असते. ग्राहकाचा स्वभाव, ग्राहकाच्या आवडी निवडी ओळखणे हे सुद्धा विक्रेत्याची एक प्रकारे कसोटीच असते. ते ज्या विक्रेत्याला करता येईल तोच ग्राहकाचे समाधान करेल.

ग्राहकाने सुद्धा लक्षात ठेवले पाहिजे की फसव्या जाहीराती पासून सावध राहिले पाहिजे. जाहीरात बघून वस्तू खरेदी करू नये जाहीरात बघून ऐश्वर्या रॉयने लावलेला साबण आपण सुद्धा तोच साबण वापरावा असे करू नये. आपल्या खिशाला परवडणारी वस्तूची कॅलीटी, वस्तूचा टिकावूपणा बघूनच वस्तू खरेदी करावी ग्राहकाने एखाद्या दुकानात वस्तू खरेदी करतांना संपूर्ण माहिती. घेतल्याशिवाय वस्तू खरेदी करू नये. वस्तू कुठल्या कंपनीची आहे. आयएसआय मार्क आहे का? अंतिम तारीख किती आहे. त्याध्ये कलर किती आहेत. त्याची किंमत कीती आहे. त्याची गॅरन्टी आहे का? पक्के बील पाहीजे. वॉट कीती आहे. त्याच्यावर काही ऑफर आहे का? त्यामध्ये अजून कूठली

कॅलीटी आहे. त्याच्यात मोठे पॅकींग आहे का? त्यावेळेस दुकानदार ग्राहकाचे सर्व प्रश्नाचे उत्तर ग्राहकाचे समाधान होईल त्यावेळेस ग्राहक वस्तू खरेदी करतो. यामध्ये ग्राहक दुकानदारामधील विश्वास हा विश्वास महत्वाचा आहे.

आजच्या स्पर्धेच्या जिवनात ग्राहकाला आकर्षित करण्यासाठी वेगवेगळ्या प्रसार माध्यमातून वेगवेगळ्या जाहीरात टी.व्ही. वर बघायला मिळतात. ऐकायला मिळतात. वेगवेगळे आकर्षित पोस्टर लावले जातात. एवढेच नव्हे तर लाखो रुपये खर्च करून सुंदर दिसणारे सिरीअल कलाकार तसेच सिनिमातले हीरो हीरोइन यांना जाहीरातीत दाखविले जातात. ते एवढ्यासाठीच की ग्राहक आकर्षित करण्यासाठी.

आजच्या ह्या धावपळीच्या व स्पर्धेच्या युगात व्यक्तीला वेळ खूप कमी मिळतो. त्यासाठी ग्राहकाला कमी वेळात पाहीजे त्या वस्तू खरेदी करण्यासाठी नवनवीन कल्पना सूचल्या नवीन शोध नवीन माहिती नवीन रचना याची कल्पना सूचली आणि ती म्हजे मोठ मोठे लाखो रुपये खर्च करून मॉल, बिग बाजार, डी मार्ट, मोर, फ्रुट बाजार असे बाजाराची संकल्पना आली. त्यामध्ये ग्राहकाच्या हातात पिशवी न आणता आपल्याला जे आवडेल ते निवडून पिशवीत पॅक करून घारपोच सेवा. त्याठीकाणी किराणा मालापासून ते कपडे खरेदी पर्यंत स्विटपासून तर सर्व निवडलेल्या भाज्यापर्यंत. ज्वेलरी

पासून सौंदर्य प्रसाधने, कॉस्मेटिज, फर्निचर, अशी एखादी वस्तू सांगा की ती त्या ठीकाणी नाही. किंमत विचारायची गरज नाही. त्याठीकाणी एकावर एक फ्री आफर वेगवेगळे डीस्काउन्ट टी.व्ही. वर डी.व्ही. डी. फ्री मालाची क्वॉलीटी, प्रसन्न वातानुकुलीत वातावरण प्रशस्त हॉल, सुसज्ज मांडणी, ग्राहकसेवा, सेवा केंद्र हे एवढे कशासाठी मॉलमध्ये वस्तू खरेदी केल्यावर ग्राहकाला कीती फायदा होतो. त्याबरोबर ग्राहकाच्या चेहऱ्यावरील आनंद व समाधान.

ग्राहकाच्या बाबतीत माझ्या स्वतःच्या जिवनातील एक खरेदीचा प्रसंग सांगत आहे. तो मी कधीच विसरू शकणार नाही.

एकदा मुलाचा वाढदिवस होता. म्हणून त्याच्या वाढदिवसासाठी आम्ही ड्रेस खरेदी करण्यासाठी पिंपरीत गेलो. दोन तीन दुकाने बघितली परंतू ड्रेस पसंद पडत नव्हता म्हणून असून एका दुकानात गेले. त्याठिकाणी त्यांनी नवीन व्हरायटी दाखविल्या. त्यात एक ड्रेस पसंत पडला. वाढदिवसाला ड्रेस घातला. त्याच दिवशी रात्री १०.०० वाजता दुकानातील व्यक्ती वाढदिवसाच्या दिवशी मुलासाठी गिफ्ट म्हणून एक वस्तू देवून गेले. त्यानंतर ड्रेस धुतल्यानंतर त्या ड्रेसचा संपूर्ण कलर गेला. मुलगा नाराज झाला. एवढा आवडता ड्रेस व एकदाच घातला व कलर गेला. दुसऱ्या दिवशी दुकानात फोन केला. दुकानदाराने सांगितले की दुकानात ड्रेस घेवून या ड्रेस

चेंज करून देतो. ड्रेस चेंज करून देतो. कधी नेला होता, कीती दिवस झाले, पावती कुठे आहे असे काहीही विचारले नाही.

मला यावरून एकच सांगायचे आहे की दुकानदाराने ग्राहक नाराज होणार नाही याची काळजी घेतली. ग्राहकाला समाधानी केले. ग्राहकामध्ये एक विश्वास निर्माण केला. आणि तो म्हणजेच ग्राहकाचे सम धान.

ग्राहक सेवा संबंध हे चांगले ठेवणे महत्वाचे आहे. ग्राहकाचा आत्मविश्वास जिंकणे यापेक्षा मोठे अजून काय असू शकणार!

ग्राहकाचे समाधान । हेच आमचे ध्यान।



दिलीप महाजन
मेंटनन्स डी.
व्हेरॉक एक्सॉस्ट
सिस्टीम प्रा.लि.

कथा - स्वभाव

एक साधू एका नदीत अंघोळ करीत होता. नदीच्या प्रवासात एक विंचू वाहत चाललेला त्याला दिसला. त्याला विंचवाची दया आली. हातात पकडून विंचवाला पाण्याबाहेर काढण्याचा त्या साधूने प्रयत्न केला. त्यात त्याला पाण्याबाहेर काढला पण पाण्याबाहेर येताच त्या विंचवाने त्याच्या हातावर जोरात डंख मारला. साधूने

VEPL-VI

Keeping up the winning tradition of Varroc alive, VEPL VI participated in 4th BAVA Chakan Cluster Competition and bagged the 1st Prize amidst 12 best Kaizens scrutinized from 36 Kaizen received by BAL from various vendors. The Kaizen theme was to reduce the speed loss of metalizing machine due to vacuum leakage. The Kaizen was presented by Shrikant Nikhal of maintenance section. The winning team comprised of Rajendra Kapote, M. Mangalgatti, Ganesh Nevase, Balbir Singh Jadon, Kiran Ichalkaranji and Hiralal Barge. The winning trophy was given to the team by Pradeep Srivastava (COO – BAL) during the BAVA Convention held on July 23, 2010. To add to this, VEPL VI had already won 1st Prize in 1st BAVA Chakan Cluster and the Best Kaizen Award among all clusters in Sep 2008.



4th BAVA Kaizen competition award

VEPL-VI won BAL Silver Award for Quality for sustaining less than 100 ppm for customer complaint for 18 months in the trot. This was possible due to efforts and dedication of Production & QA team under Baljee Srivastava (QA Head), Annasaheb Shette (Customer Support), D Rikame & Balbir Jadon (Production Head). We received the award by the hands of honorable Shri Pradip Srivastava (COO – BAL), Shri R Pise and Shri D V Ranganath (GM - Purchase –BAL) in presence BAL High officials & Cluster Vendors in BAVA Convention held on July 23, 2010. Now our team will be striving hard to achieve the

हाताला झटका दिला, तेव्हा विंचू पुन्हा पाण्यात जाऊन पडला. पुन्हा पाण्याच्या प्रवाहाबरोबर विंचू वाहत चालला. त्या साधून पुन्हा त्याला वाचविण्याचा प्रयत्न केला पण त्यावेळीही तेच घडलं.

साधु जितक्या वेळा त्याच्या हाताला डंख मारला पुन्हा. पाण्यात पोहण्याचा त्या साधुजवळ उभा असलेला एक माणूस बरच सेळ मारत होता. शेवटी तो. साधुजवळ आला आणि साधुला विचारले आपण विंचवाला वाचविण्याचा प्रयत्न का करत आहात? आपल्याला महीत नाही की, डंख मारण्याची त्याची प्रवृत्ती आहे. त्याचा स्वभाव आहे. तो आपला स्वभाव तो कसा सोडणार शांतपणे साधु म्हणाला कसना हा माझा स्वभाव आहे. विंचू जर आपला स्वभाव सोडायला तयार नाही? तर मी तरी आपला स्वभाव कसा साडू. वरील कथेवरून आपणास प्रेरणा मिळते ती अशी आपण जी वाटचाल ◦ मध्ये ◦ मध्ये ◦ मध्ये करित आहोत. त्यासाठी आपण आपला स्वभक्तव ◦ (मंच) अंगात शिरले पाहिजे. म्हणजे मग आपण साधे कस शकतो. वाटेत कितिही अडचण आली तरी आपण आपला मागे सोडू नये.



एम.जाधव

सेक्युरिटी सुपरवायझर

एच.आर.

BAL Gold Award in next year.



BAVA Silver Quality Award

VEPL VI has added one more feather in its cap by Winning Third Prize in 5th Quality Circle Convention (Western Region) conducted by ACMA (Automotive Component Manufacturers Association of India). This is one of the most prestigious awards. In this competition 36 best case studies were selected from various organisations such as Tata, Subros, M&M and Minda etc. In this competition Varroc 5 Plants have participated. It was the tough competition as battle was between the best. This was Operator Level Competition. Our Case study theme was to improve the Overall Equipment Efficiency (OEE) from 67% to 87%. Our Lakshaya QC Team consists of Ramesh Jachak, Girish Bhegade, Barik Deviprasad, Shrishalaya Kothawale, Shailesh Raut, Kiran Ichalkaranji and facilitator Hiralal Barge. This is the first award won by any Varroc Group Plant in ACMA Competition.



Third Prize in 5th Quality Circle Convention (Western Region)

To boost employee involvement we decided to conduct the Internal Kaizen Competition. This came out with an overwhelming result. We selected and scrutinize 20 Kaizens from Operator Level Category and Supervisor Level Kaizen. The Kaizen that we received covered all functional areas. It was very tough for Mukesh Deshmukh and Rajendra Ingale to judge the best of the lot. The winners are:

Award Description	Category	Kaizen Theme	Presentor
2nd Position	Operator Level	To Reduce the Xerox Bill amount / mth	Mr. Vasu Gavare
1st Position	Operator Level	To prevent the Damage to Hose Pipe	Mr. Pandit Patil
2nd Position	Supervisor / Mgr Level	To Reduce the Energy Cost in Metallizing Machine	Mr. Shrikant Nikhal
1st Position	Supervisor / Mgr Level	To Eliminate the separate Moulding of K3 Lens INSERT	Mr. Bhila Patil

Vineet Tyagi, S N Mahajan, M VChoudhary & Anil Darade were special guests to grace the occasion. Mathew Abraham (AVP – R&D) supported, guided & motivated the teams through his motivational speech.

Winning in 5th IVKC :

After successfully conducting the 1st Inter Department Kaizen Competition on Aug 20, 2010 at our Plant, our best Kaizen was sent to participate in the 5th Inter Varroc Kaizen Competition Operator Level Category conducted on Oct 6, 2010. The Kaizen theme was to reduce per piece cost of Xerox. The projected saving was around Rs 30000 / annum and could be deployed horizontally in all Varroc Plants.

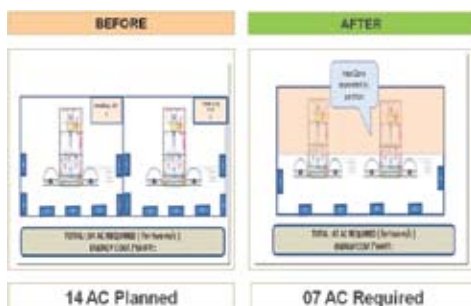


The 5th IVKC award

The Kaizen was presented by Vasu Gaware. Though being a simple kaizen it impressed the judges with the level of thinking involved in it and hence won the best Kaizen Award in Operator Level Category. With this we made a hattrick. We have won 4 times out of 05 IVKC Competition organised till date.

Participation in 5th BAVA Chakan Cluster :

VEPL VI had participated in 5th BAVA Chakan cluster Competition .In first round our Kaizen was selected among 12 Best Kaizens scrutinize from 32 Kaizens received by BAL from various Vendors. The Kaizen theme was to reduce the Energy Cost of Metalizing and was presented by M. Mangagatti from Maintenance Section. In Metalizing section it is very important to maintain the room temperature which requires ACs. For a single machine 7 AC setups were being used. When the second machine was installed the heating and working zones were separated and this resulted in avoiding usage of another 14 ACs. This brought about saving of Rs 4,40,000 / annum “Energy Saved = Energy Generated”



Winning in Productivity Project Competition :

Our Plant participated in Productivity Project Competition organized by Pune Divisional Productivity Council (PDPC), branch of National Productivity Council held at Pune on Dec 14-15, 2010. We won the 2nd prize Silver Award. The Kaizen was presented by Chandrashekar Singh from R&D.

The Kaizen theme was to eliminate the additional moulding of Pulsar K3 Lens Insert. Initially, the moulding of Pulsar Lens was carried out in two parts. One moulding machine was used for moulding of Inserts while other machine was used for moulding of complete Lens. Due to limitation on lens profile specifications by BAL, lens could not be moulded in one single shot. But our R&D team headed by Abraham Mathew, and Bhila Patil took up the challenge; with lots of technical inputs and knowledge a single mould for the entire process was developed. Winning this award was not easy as we had to compete with other OEM giants like TATA, Godrej, Mahindra, Bosch, Nerolac, John Dhere and many more. There were two categories Operator and Management and in each category there were around 40 companies. We won in the Management category.



Productivity Project award with the winning team

CII 16th Kaizen Conference :

VEPL VI has won “BEST KAIZEN AWARD “in CII 16th Kaizen Conference organized by CII (Confederation of Indian Industry) and TPM Club of India on Mar 1-2,2011. This is a National Level Competition in which around 60 companies had participated. We had to compete with 23 Kaizens in Supervisor Level Category. The

Kaizen was presented by Girish Bhegade from Production and Barik Deviprasad from QA. The Team members were Dhananjay Rikame, R Kapote and Hiralal Barge. The Kaizen theme was to prevent customer complaint on K3 Led Tail Lamp.



The winners of the 16th Kaizen Conference with the trophy

Qualified for BAL TPM Excellence Award :

We initiated our TPM journey after declaration of TPM Policy at our plant on Feb 2, 2007. Our Team has been working together for achieving the common goals set by the management from time to time. We successfully challenged the BAL TPM Award in the year 2008 by working on the 05 pillar activity with our main focus on improvements on shop floor. In 2009, we focused on sustenance of the aforementioned activities. In 2010 BAL declared a New Award – “BAL TPM Excellence Award” . Our Plant qualifying all the pre-requisite for this award was thus was eligible to challenge this Award. We received the prestigious Award through the hands of honorable Rajiv Bajaj and Pradip Srivastava (COO - BAL) in BAL Annual Vendor Meet” held at Hotel ISTA, Pune on 08-Apr-11 .



Hiralal Barge
Plant TPM Coordinator
VEPL-VI

VPPL II Kaizen Competition

The 2nd Kaizen Competition at VPPL II was held on March 12, 2011 at Ranjangaon Pune. All divisions namely, Mirror, Four Wheeler, White Goods & CQA of VPPL-II participated in this event. A Total 10 teams from all categories had taken part in this competition. The chief guest for the event was Mr. Jeon & Anil Deshmukh from LG EIL-Pune. The jury members were Suhas Kulkarni, Manager –Seat Assemble and Jay Jawale, Dy. manager –Production VPPL-1. The event was inaugurated with a welcome speech by P G Palnitkar, DGM-Work followed by the lighting ceremony. The rules and guidelines for the competition were explained to all by M. M. Sahu, Manager QA/System.

The participants for the event were – QA (Mirror), QA (TW), Maintenance (FW), Manufacturing (TW), Manufacturing (Mirror) and Manufacturing (FW). The competition was won by:

1. Best Kaizen in Operator Category - Sanjaya Kanade and Subhas Pote
2. Best Kaizen in Engineer Category - Jayveer Singh and Ashwani Singh
3. Best Kaizen in Manager Category -M Panigrahi and S. Bagmal

The prizes were distributed by Mr. Jeon to all winners. This was followed by a speech from P .G Palnitkar and Anil Deshmukh where they shared their views on presentation with all participants. Lastly, vote of thanks and bouquet as a token of appreciation was offer by Naveen Malviya, Sr.Manager –Operations Mirror to the esteemed guests.



The chief guest giving away the prize at VPPL-II

VPPL TC

VPPL-Technical Center's 3rd Inter Department kaizen competition: One step ahead towards Technology Excellence

To continue to emphasise and cultivate a culture of new thinking and continuous improvement by effectively harnessing the potential of Kaizen methodology, VPPL TC organised its 3rd Inter Department Kaizen Competition on Feb 26, 11 at VEPL-V Conference Hall. All Technical Center's section and groups participated in the event. A total of 19 teams had participated. The competition was inaugurated by Ram Shejwal, GM –TC with Laxmikant Bhenki -Dy.Manager-TPM Corporate and Santosh Nikam, Assistant Manager VPPL-IV as the jury members. The welcome speech was delivered by Ganesh Garkhedkar, DGM –R&D. The inaugural lamp was lit by Ram Shejwal, GM –TC, Sanjay Wani, DGM –R&D-Design and Kripal Bedi, Sr. Manager –Tool Room.

After a brief explanation on rules and guidelines for kaizen competition to all participants by Vidyadhar Ingale, all the teams presented their Kaizens. The winners of the event are:

1. Engineer Category Appreciation Award – i) R&D BAL 3 Team with members as Shriram Ghogare and Mohan Mandadi ii) TR Maintenance Team with Sanjay Gade and Mahendra Sul.
2. Engineer Category Best Kaizen Award 2nd Runner Up –TR Ass Team with Narayan Pawar and Mukesh Gawande as its members.



Ram Shejwal, GM –TC giving away prizes to the winners

3. Engineer Category Best Kaizen Award Ist Runner Up –R&D –Design team with team members as Narayan Dhawle, Amol Bajirao and Shantesh Chaudhari.

4. Engineer Category Best of Best Kaizen Award Winner -TR -CNC Team with team members as Dhotre Vishnu and R. D. Deshmukh.

5. Manager Category Best Kaizen Award Ist Runner Up – TR Assly Team with team Davison M. and Vishal Gurav as its members.

6. Manager Category Best of Best Kaizen Award. Winner – R&D VW Team with Deepak Barpande and Subhash Chakote as its members.

The prizes were distributed by Ram Shejwal who not only shared his views on the Kaizens presented but also guided all the participants on technology innovation. He also extended vote of thanks to the present dignities and participants. Emphasizing on Technical Center's key role in growth of polymer division business, he urged the Technical Center team to improve themselves and prepare for global competitiveness even in the smallest problem area. Individual feedback was given to all participants by jury members Laxmikant Bhenki and Santosh Nikam.



The judges panel encouraging the participants

Emergency and Mock Drill at VPPL TC:

Safety is the foundation of all our operations and most employees expect that their workplace offers a safe environment. Hence, empowering employees to behave safely, ensuring not only that their own safety



The safety mock drill team

but also safety of their colleagues, an emergency training was organized at VPPL TC by P.N. Gheware, DGM - Mediators and Ajantha Securities.

He briefed all employees on industrial accidents and provided novel tips on industrial first aid. This was followed by an emergency preparedness training where all employees underwent a mock emergency drill.



Vidyadhar Ingale
Dy. Manager
VPPL-Technical Center

Know safety, no injury. No safety, know injury

It is said that safety is a cheap and effective insurance policy. How true these words are for safety isn't just a slogan or a rulebook to be followed, it's a way of life.

As a part of our genuine commitment towards safety, National Safety Week was celebrated across Varroc Group on March 4 -10, 2011. To start with Safety Week celebration at VEPL VII, safety badges were distributed to all employees and contract labour which was followed by a Safety Pledge taken by all. The pledge pronounced a solemn binding promise to dedicate oneself to the cause of safety, health and



Employees Taking Safety Promise

protection of one's colleague and environment by developing attitude and habits to sincerely observe rules, regulations and procedures for achieving these objectives.

This was followed by various training sessions on "Industrial Safety & First Aid" and "Good Health- How & Why". P.N. Gheware, DGM - Mediators and Ajantha Securities, gave scientific ways of observing industrial first aid and Dr. Surendra Lathi, a leading surgeon,



The Plant Head R. Gurunathan and Plant HR Head Mangesh Deshpande explaining the importance of safety to employees

emphasized on the importance of Good Health. People enthusiastically participated in Safety Rally and Safety Slogan Writing and Poster Making Competition. Prizes were distributed to the first, second and third prize winners to boost up their morale.



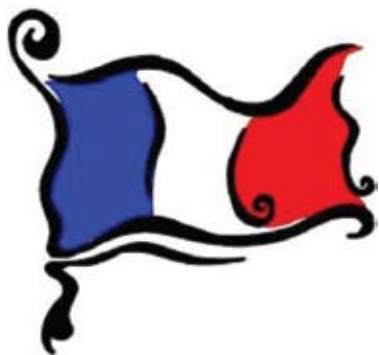
Taruna Mishra
MT-HR
VEPL-VII

KNOW YOUR CUSTOMER WELL 'FRANCE'

With the implementation of latest technologies, the world has turned into a global village. Modernisation in communication has allowed several organisations to spread their business in different parts of the world. Now-a-days organisations have to deal with diverse consumer markets in terms of attitude and preferences. With the advent of globalisation, there has been an increase in interconnectedness and interdependence in economic activity among nations. Sapping maximum advantage from such symbiotic relation eventually gives an organisation an edge over its competitors. This entails an in-depth comprehension and ascertaining relevant information to carry out business transaction with customers. This eventually means understanding cultural differences in business and harnessing such differences to gain competitive advantage in business.

Here we try to explore the cultural aspect of carrying out business with countries namely, France, Japan, Indonesia, Germany, U.S, Korea etc. and many more.

In this article the background to business in France is explored.



Meeting Etiquette in France:

- The handshake is a common form of greeting in France.

- If any flower is to be given, it should be in odd numbers but not 13, which is considered unlucky.
- White lilies or chrysanthemums should be avoided as they are used at funerals; red carnations are avoided as they symbolize bad will.
- If wine is given as gift, it should be of the highest quality. The French appreciate their wines.
- Gifts are usually opened when received.



Business Meetings Etiquette:

- While doing business in France, appointments are necessary and should be made at least 2 weeks in advance.
- Appointments may be made in writing or by telephone
- The month of July or August is generally avoided for business, as this is a common vacation period.



- If one is expected to be delayed, one should telephone immediately and offer an explanation.

- Meetings are to discuss issues.
- Taking decisions in meeting are avoided by French.
- In France mutual trust and respect is required to get things done.
- Trust among French is earned through proper behavior and creating a wide network of close personal business alliances.
- In business, the French often appear extremely direct because they are not afraid of asking probing questions.
- Written communication is formal.
- Secretaries often schedule meetings and may be used to relay information from French business colleagues

Business Negotiation:

- French business emphasizes courtesy and a fair degree of formality.
- It is advisable to maintain direct eye contact while speaking.
- Business is conducted slowly. One has to be to patient and not appear ruffled by the strict adherence to protocol.
- Confrontational behaviour or high-pressure tactics is generally avoided while conducting business.
- The French will carefully analyze every



- detail of a proposal, regardless of how minute it is.
- Business is hierarchical. Decisions are generally made at the top of the company.
 - The French are often impressed with good

debating skills that demonstrate an intellectual grasp of the situation and all the ramifications.

- Discussions may be heated and intense.
- When an agreement is reached, the French may insist it to be formalized in an extremely comprehensive and precisely worded contract.

Business Dress Etiquette:

- Business dress is understated and stylish.
- Men should wear dark-coloured, conservative business suits for the initial meeting.
- Women should wear either business suits



or elegant dresses in soft colours.

Business Cards:

- Business cards are exchanged after the initial introductions without formal ritual.
- Have the other side of the business card translated into French.
- Include any advanced academic degrees on business card.

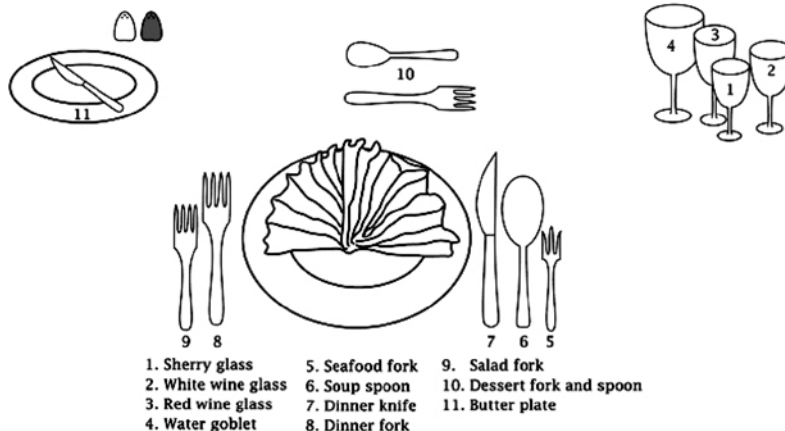
Dining Etiquette:

- The French appreciate arrival on time.
- If invited to large dinner parties, especially in Paris, send flowers in the morning of the occasion to the host. The host loves to display those flowers in the evening.
- The French are fashion conscious and hence, it is advisable to dress well during dinner parties in France.

Table manners:

- The fork is held in the left hand and the knife in the right while eating.

The Formal Table Setting



- Do not begin eating until the hostess says 'bon appetit'.
 - Once eating is over, knife and fork are crossed and placed on plate with the fork over the knife.
 - The elbows are not to be rested on the table.
 - Everything is to be finished on one's plate.
 - If any else is not needed the wineglass is kept nearly full. This is an indication that the dinner is over.
- Communication:**
- It is always a good idea to learn a few key phrases, since it demonstrates an interest in a long-term relationship.
- Basic word and sentences in French**
- Hello: Bonjour
 - Good evening: Bonsoir
 - Good night: Bonne nuit
 - Good bye: Au revoir
 - Yes: Oui
 - No: Non
 - Please: S'il vous plai
 - Yes, please: Oui, s'il vous plaît
 - No, thank you: Non, merci
 - Thanks you: Merci
 - OK: Ça va
 - Where? Où?
- When? Quand?
 - How? Comment?
 - Why? Pourquoi?
 - Who? Qui?
 - Which? Lequel?
 - You're welcome: je vous en prie
 - Excuse me: Excusez-moi
 - Sorry: Pardon
 - How are you?: Comment allez-vous?
 - Fine thanks: Bien, merci
 - What's your name?: Comment appelez-vous?
 - My name is.: Je m'appelle .
 - How are you?: Comment allez-vous?
 - Do you speak English?: Parlez-vous anglais?
 - I don't understand: Je ne comprends pas
 - Can you help me?: Est-ce que vous pouvez m'aider?
 - When?: Quand
 - Today: aujourd'hui
 - Tonight: ce soir
 - Tomorrow: demain
 - Yesterday: hier
 - Breakfast: le petit déjeuner
 - Lunch: le déjeuner
 - Dinner: the diner
 - Beer: bière
 - Wine: Vin

In next edition we will explore Japan till then *au revoir*

“Make a customer, not a sale”.

- Katherine Barchetti,
retailer guru.

“Profit in business comes from repeat customers; customers that boast about your product and service, and that bring friends with them”.

- W. Edwards Deming,
American statistician and Father of Japanese industrial revival.

“The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer.”

- Peter Drucker,
writer and management consultant.

“It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages”.

- Henry Ford,
American industrialist, the founder of the Ford Motor Company

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful”.

- Jeff Bezos,
CEO Amazon.com

“The customer experience is the next competitive battleground”.

- Jerry Gregoire,
CIO, Dell Computers

“The more you engage with customers the clearer things become and the easier it is to determine what you should be doing”.

- John Russell,
President, Harley Davidson

“Being on par in terms of price and quality only gets you into the game. Service wins the game.”

- Tony Alessandra,
speaker and writer.

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