

Amara Raja wins Gold in International Quality Convention

-Nine Gold awards at International Convention on Quality Control Circles (ICQCC) held in Manila, The Philippines

-ICQCC is an international convention for exchanging ideas, experiences and building team based improvement programs among various countries

Hyderabad, 31st October, 2017: Taking a major leap in quality control and towards international production standards, Amara Raja won the prestigious **Nine Gold Awards(Highest Category Award) at the International Convention on Quality Control Circles (ICQCC)** held at Manila, the capital city of The Philippines.

The ICQCC Awards recognise the best practices in quality control where in the workforce/operators identify, analyse and solve work-related problems and improve their performance resulting in best quality product with zero rejections. The convention was held from 24th to 26th October 2017 in Manila. The theme chosen for the year was 'Quality Teams Evolved-Driving Change and Sustainability Through Quality Circles'.

The program was first started by Japan with the objective of producing world class products. This concept is now being practiced by many countries for building quality culture at all levels.

"It is a major achievement and the credit goes to the people across the organisation and their continuing efforts to achieve better standards in everything we do. This is a unique recognition and will encourage us to meet the best international standards in everything we do," said, Mr. Galla Vijay Naidu, Group President – Quality, Health, safety and Environment, Amara Raja Group

Amara Raja initiated Quality Control Circles with five circles in the year 2004 and kept making year-on-year improvements. Last financial year around 850 Circles completed around 1377 Projects under the norms prescribed by the Quality Control Circles. This program was actively promoted by senior management across Amara Raja Group resulting in improved problem solving capabilities and more job satisfaction and pride in the work done.

This year, about 5100 operators participated in quality circle program throughout Amara Raja Group and experienced the benefits in terms of cost reduction, quality improvement, productive improvement, delivery and improvement in safety and ergonomics.

About QPAP

The Quality and Productivity Association of the Philippines (QPAP), Inc. formerly Productivity Improvement Circles Association of the Philippines (PICAP) is the

national organization of quality practitioners from various government, academe and industry sectors.

It is dedicated to the development of human quality for growth and development; united in its pursuit of innovation to make work-life better for people through people-centered and customer-oriented technology; and determined to find creative alternatives that will lead to total employees' participation in quality and productivity movement.

About Amara Raja Group

Amara Raja is amongst India's leading business conglomerates with interests spanning verticals from the production of lead acid batteries (AMARON brand), power conversion products, sheet metal products, precision components, electronic products, Infrastructure Development, industrial services to food processing. Amara Raja Group of companies with their flagship company Amara Raja Batteries Ltd, are one of the largest manufacturers of Automotive and Industrial batteries in India. Amara Raja Group employs a work force of around 14000 people with a Net revenue of around Rs 6917 Crores (USD 1.03 billion) during financial year 2016-17.

Contacts for more information:

Bhaskar Majumdar:
bhaskar.majumdar@adfactorspr.com
+91 98111-94244

Anshuman Dutta:
Anshuman.gunjan@adfactorspr.com
+91 99715-53969

Priyanka Kumar:
priyanka.kumar@dfactorspr.com
+91 98100-94244