



***KINETIC***



# THREE GENERATIONS OF LEADERSHIP



**Late Shri H.K Firodia**  
*Founder*



**Padma Shri Arun Firodia**  
*Chairman*



**Mr. Ajinkya Firodia**  
*Vice Chairman &  
Managing Director*

The Firodia family, pioneered the Indian automobile industry & established the Kinetic Group under the visionary leadership of Mr. H.K. Firodia, often called the "Doyen of the Indian Automobile Industry". Since 1972, Kinetic transformed mobility in India with iconic products such as Luna and Kinetic Honda, developed through innovative in-house and collaborative technologies. These innovations have reached over 10 million Indians, solidifying Kinetic's legacy of excellence and impact across the nation.



# GROUP COMPANIES



Transmission & Driveline



PCB, Controllers & Motors



Elevators & Escalators



Starter Motors



EV Division



Lithium ion Batteries

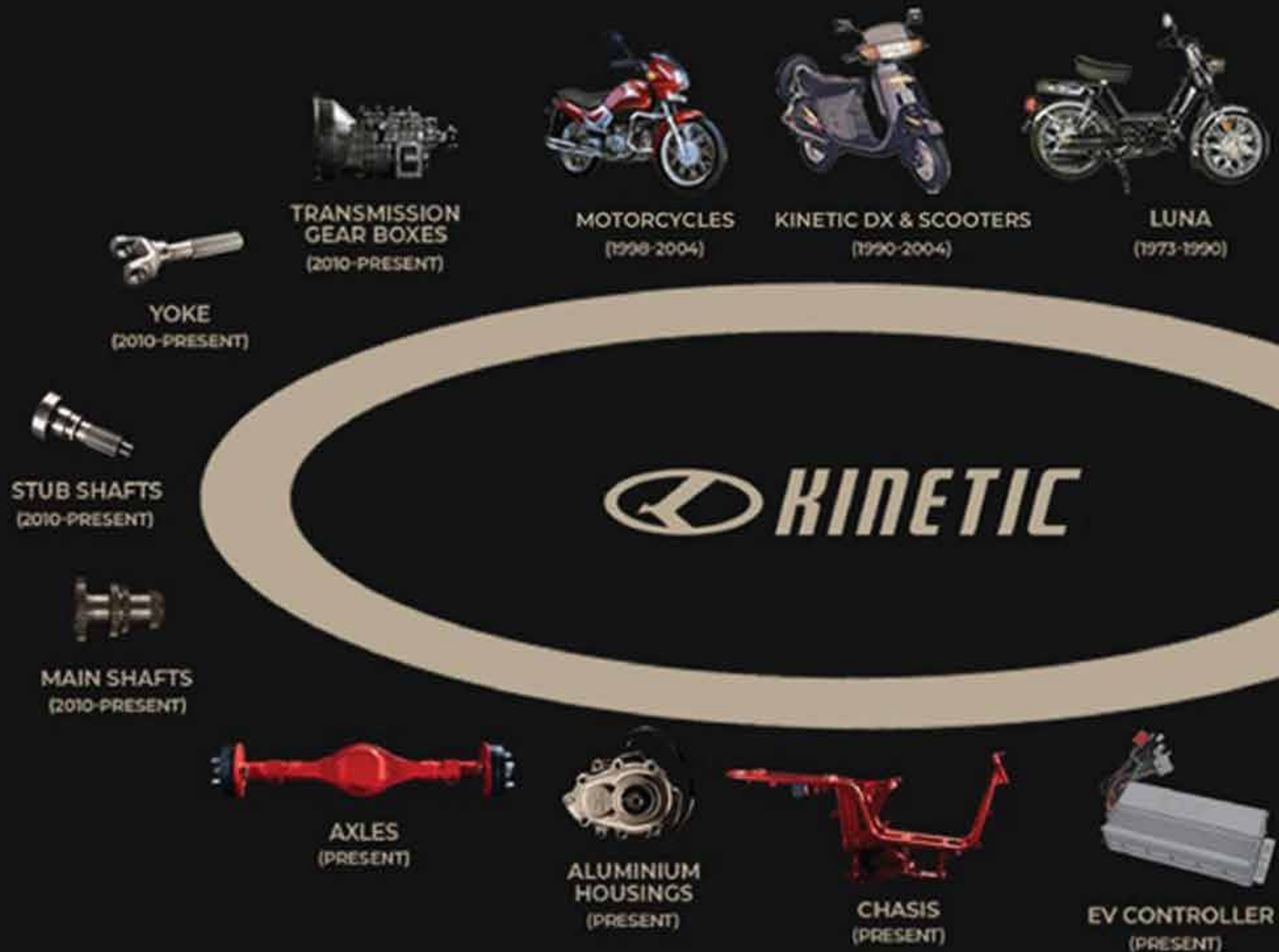


Premium Motorcycles



Real Estate Investments

# THE JOURNEY OF REINVENTION





# KINETIC FACTORY AHMEDNAGAR





# CUSTOMERS



## INTERNATIONAL



RENAULT



NAVISTAR

MAGNA



TOMOS

## DOMESTIC



Mahindra



PIAGGIO



ASHOK LEYLAND



SONALIKA



FORCE

eblu



## GEARS

KEL can make both spur and helical type gears in the module range 0.5 – 6 in Din

Class 8 (shaved) for 2 wheelers, 3 wheelers, passenger cars, SUVs & Tractors



## SHAFTS

KEL manufactures all types of shafts and shaft assemblies including input shafts, main shafts, counter shafts, suitable for all automobile applications



## BROACHED & OTHER PRODUCTS

KEL manufactures a variety of broached products such as flanges, sleeves, connectors etc. Some of the special processes include balancing, twistless grinding, tooth pointing with missed tooth, CED painting included in these components

KEL also makes other transmission components such as cone-dogs, clutch washes, shifter sleeves for domestic as well as international markets for its OEM customers



## DRIVELINE PRODUCTS

KEL manufactures a variety of driveline products suitable for axles including spline yokes & stub shafts through dedicated high volume lines. These are rack-rolled and made with precision to minimize balancing requirements of our customers





## GEARBOXES

KEL is one of the few companies that can make completely assembled gearboxes. From making the forgings in house to machining all the gears & Shafts, as well as machining the case transmissions, and other covers; KEL also manages the development and procurement of proprietary parts such as bearings, oil seals, inserts, jaws & all other parts required to assemble a gearbox. The assembly is done through dedicated lines and tested for noise, vibration, leakage and other parameters through its end – of line testing facility. KEL can also use this capability to manufacture transfer cases and has an understanding with Magna Powertrain to do so, if a customer shall require



## DRIVELINE PRODUCTS

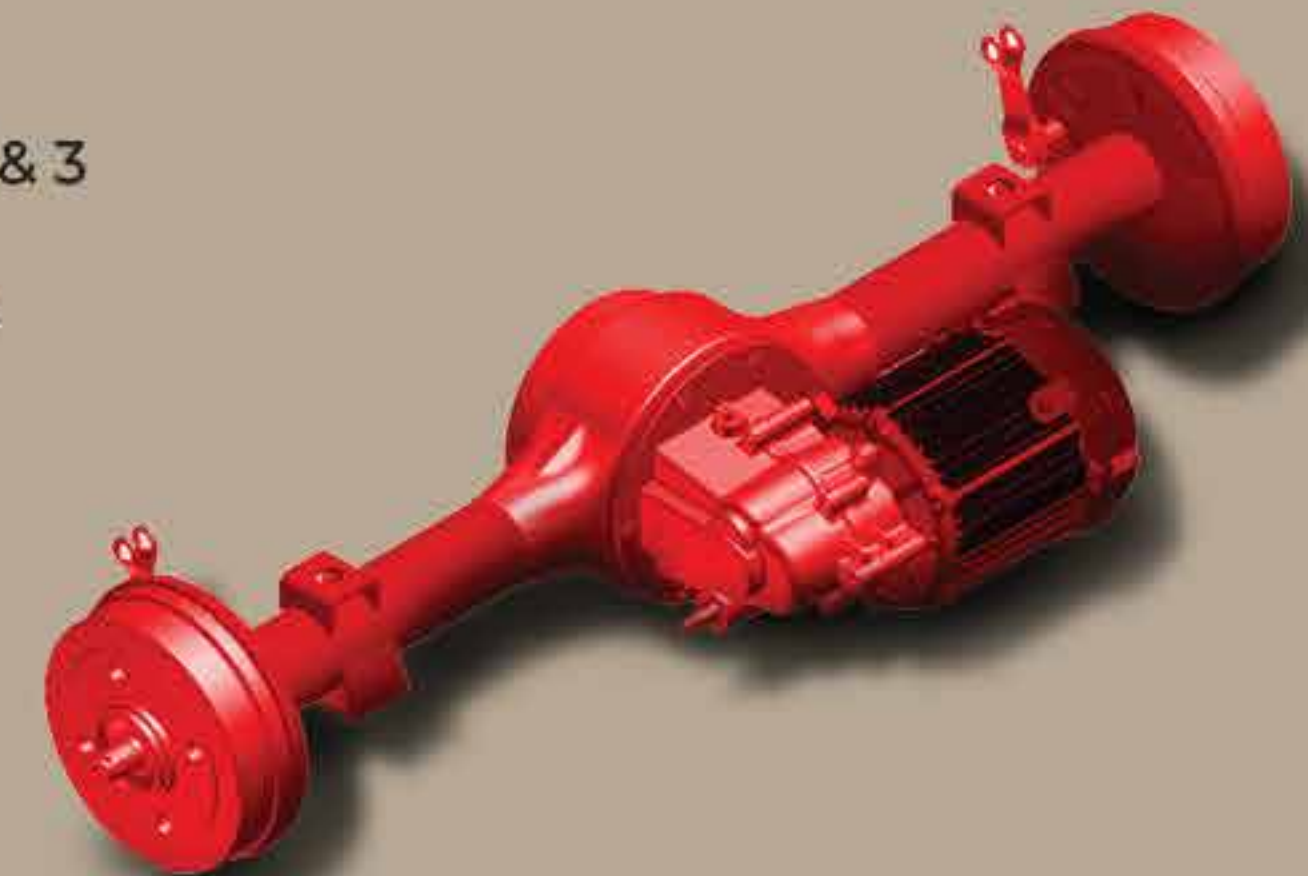
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## AXLES

KEL makes transmission components such as cone-dogs, clutch washes, shifter sleeves for domestic as well as international markets for its OEM customers

KEL also makes axles for electric 2 & 3 wheelers (single & double speed) with in – house gearboxes. It has a special transaxle offering as well





## FORGINGS



## GEAR CUTTING



## PAINTING & PLATING



## HEAT TREATMENT



## PRECISION MACHINING



## ELECTRIC DIVISION





# FORGING MACHINERY



1300 Ton  
PRESS



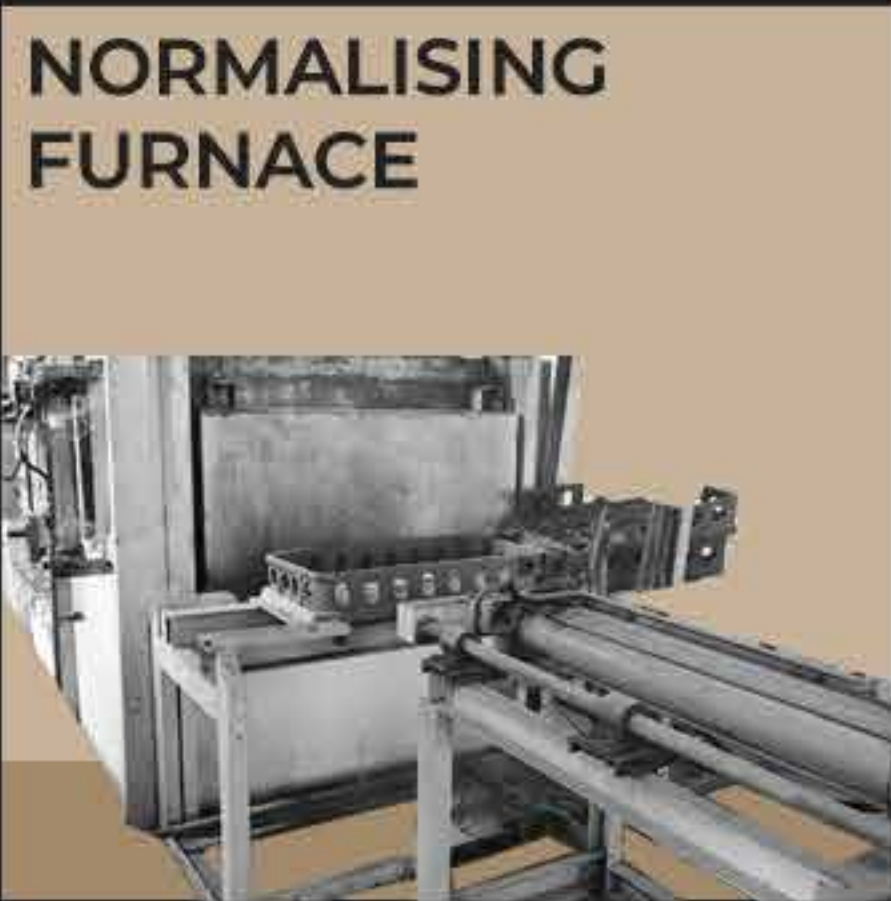
1 Ton  
HAMMER



2 Ton  
HAMMER



NORMALISING  
FURNACE



SHOT BLASTING



INDUCTION HEATER





# GEAR CUTTING MACHINERY (SOFT)



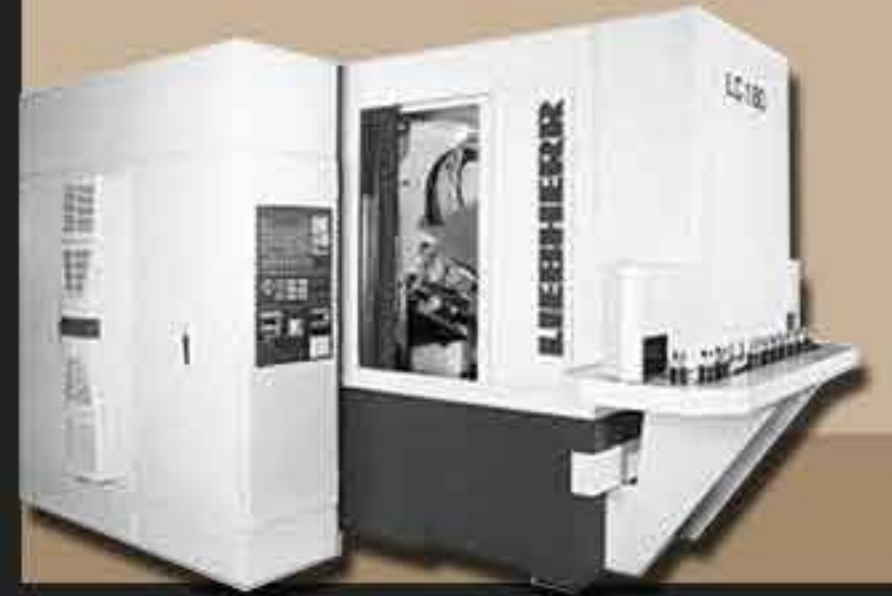
## TURNING

Murata, Jyoti, Mazak



## HOBGING

Liebherr, Pfauter, Cooper, HMT



## SHAVING

Kanzaki, Hurth, Churchill



## POINTING & ROUNDING

Hurth & HHE



## RACK ROLLING & ROLLING

Nachi, Anderson Cook,  
Tsugami, MTE



## LASER WELDING

Trumpf



## SU CHAMFERING

Samputensili



## BROACHING

Protel, Landriani, HMT





# GEAR CUTTING MACHINERY (HARD)



**STRAIGHTENING**  
MAE & Bemco



**ID GRINDING**  
PMT, Voumard, Toyo



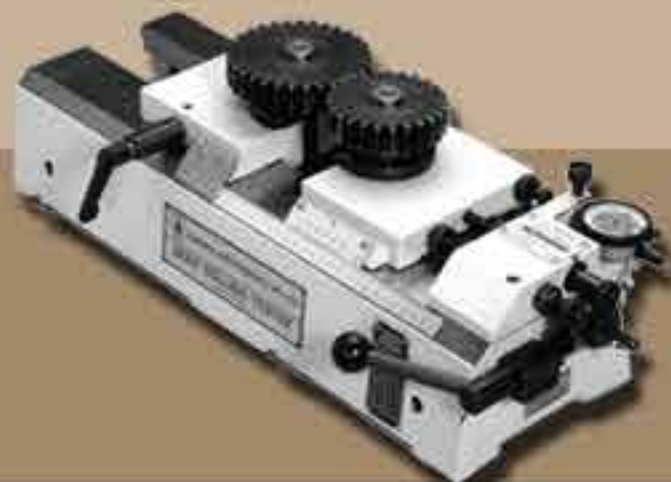
**OD GRINDING**  
Tsugami, HMT, Kirloskar



**HARD TURNING**  
Mazak, Jyoti



**ROLL TESTING**



**LAPPING**  
Grindmaster



**HONING**  
WMW & Fuji





## PRESSING



## WELDING



KEL has a large press shop consisting of 11 machines from 60 ton to 200 tons presses. These are used for making press parts required for 2 wheeler/3 wheeler vehicle body parts, chasis parts, side panels, or wheel rims or axle and other such parts

KEL also has a weld shop that can perform tig welding, mig welding, CO2 welding and spot welding. KEL's skilled operators successfully weld various parts such as rigid axles, 2 & 3 wheeler chasis, chain covers etc



## NEW PRODUCTS, EV ENTRY & NEW CUSTOMERS/CONTRACTS



EV RIGID AXLE

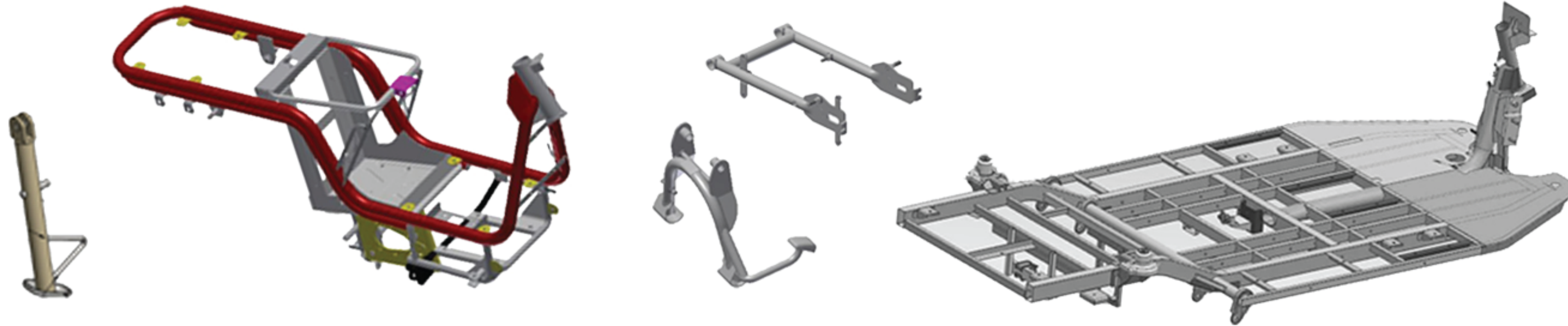


EV GEAR BOX



EV CHASSIS





## FRAMES & OTHER BODY PARTS

KEL makes chasis, frames and body parts such as side stands, rear forks, swing arms, main stands for 2 wheeler and 3 wheelers and supplies them duly welded and painted



**ROBOTIC WELDING FOR CHASIS (UPCOMING)**





# NYLON COATING PLANT (UPCOMING)



Kinetic proposes to install a completely new plant for Nylon coating at its premises





KEL makes transmission assemblies for electric 2 wheelers and 3 wheelers. These include:  
L3: Single & Double speed rigid axle gearboxes. L5: Single & Double Speed Transaxle gearbox  
2 wheelers: Gearbox



# QUALITY



## IATF 16949 CERTIFIED

KEL is IATF 16949 certified. KEL believes that quality shall begin at process stage during development itself and uses latest techniques of PFMEA, FMEA, reverse FMEA, PPAP and required development gauging in order to ensure the process required to meet the quality requirements.

The certificate is valid for the following scope:

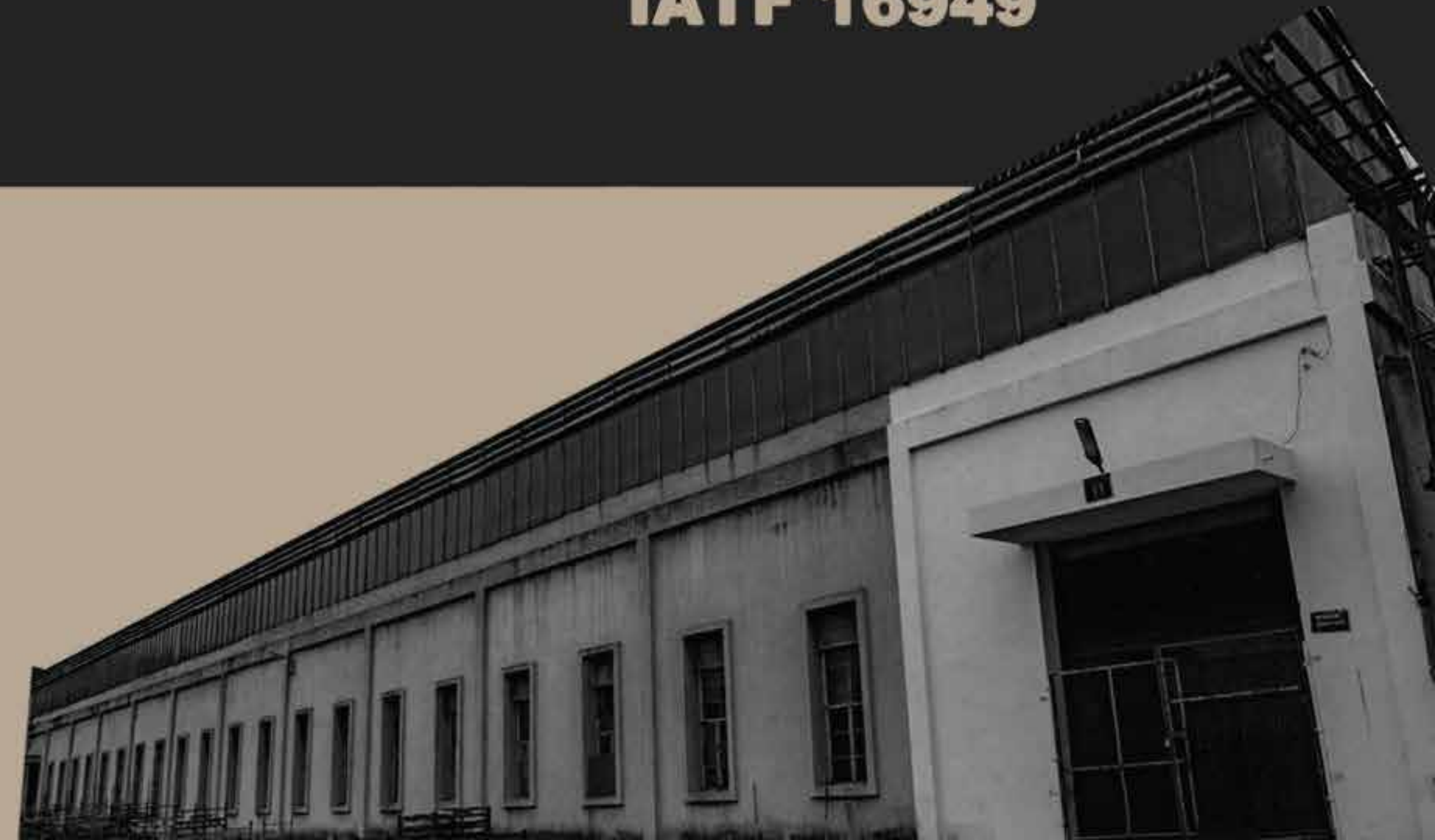
Manufacturing of engines, gearboxes, machined components, sheet metal parts, welded assemblies & forgings with the provision of heat treatment and surface coating services



**IATF 16949**

## STANDARD ROOM

KEL then has an in house tool room & standard room that calibrates its jigs, fixtures and gauges as per desired frequency. Without timely calibration, production punching is stopped by the system.





# QUALITY



## PROCESS CONTROL CHART

KEL's quality engineers adhere to the process control chart by taking first piece approvals, in process checks and final inspections to ensure that every operation is within required specifications

## RUN CHARTS

KEL's operators are trained to use run charts on their machines in order to make sure their parts are within the required band at all times  
There is a daily rejection analysis meeting between production & quality personnel and all rejections/customer complaints are analysed using techniques such as 8D reports, Why analysis, fishbone analysis, internal CAPA etc

## CROSS AUDIT

KEL has an internal process assurance department who takes cross audits for random processes and asks for corrective action plans from time to time  
They are also responsible for training in KEL's dedicated training center  
They also reward Kaizens for improvements and maintain customer satisfaction indexes.

## TRAINING CENTER

KEL has an in house training center where internal and external experts are continuously teaching our engineers & operators on best practices for analysis, problem solving and other requirements of the customer.





# QUALITY EQUIPMENTS & FACILITIES



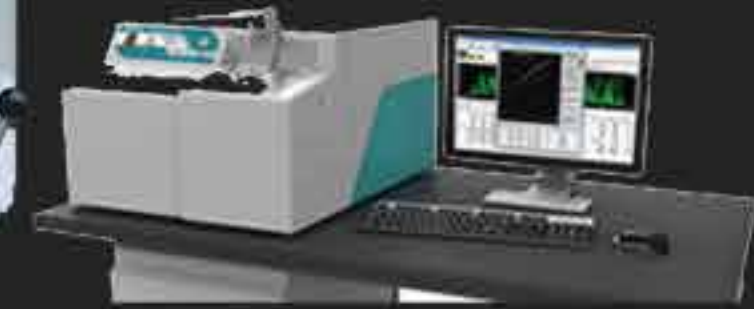
Gear Inspection:  
Klingenberg



Mitutoyo comparator &  
Digital height gauge/Trimos



Metallurgical inspection:  
Rockwell hardness tester  
Spectrometer,  
Micro-Structure  
testing equipment &  
Eddy current testing



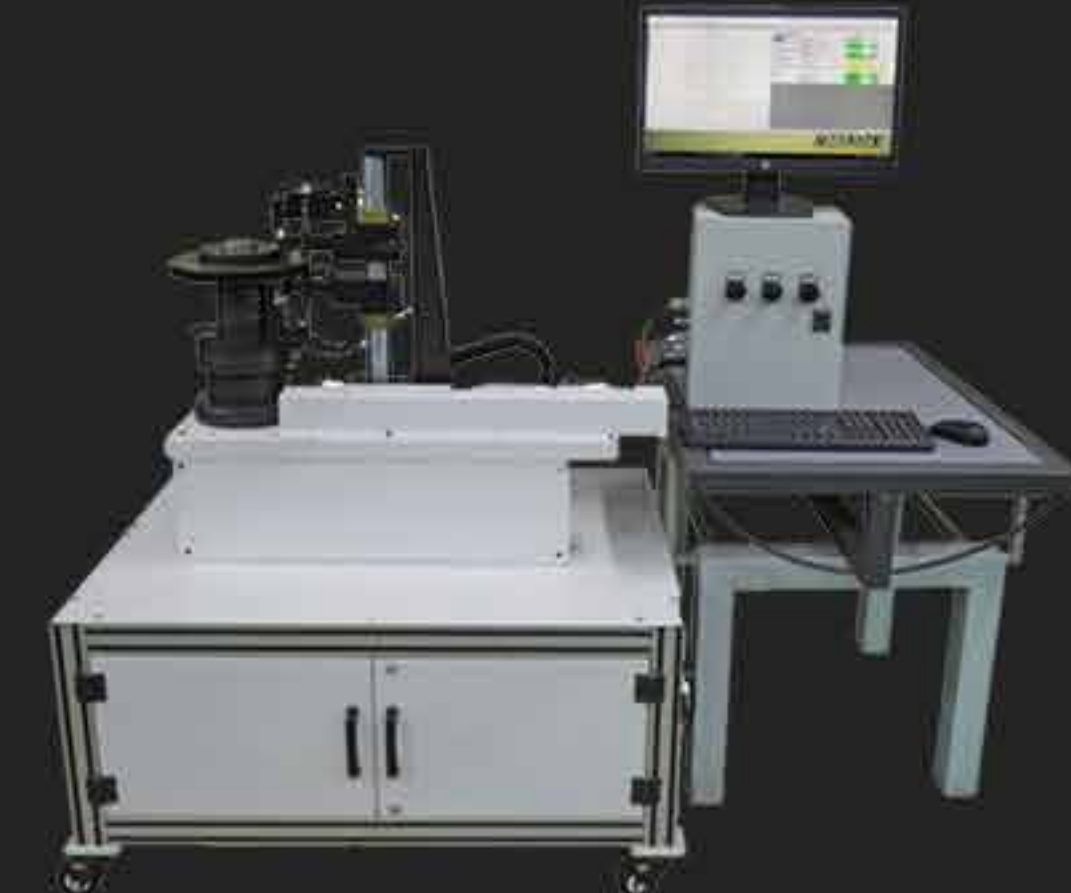
Spectrometer



End of line gearbox testing



CMM:  
Zeiss CMM inspection



Auto-gauging equipment





**ICONIC BRAND  
AWARD**

India's iconic brand 2025  
PRIDE OF INDIA CONCLAVE  
(ET NOW)



**MANUFACTURING  
TODAY**

Next Generation Leader



**RENAULT QUALITY  
AWARD**

Best Supplier Quality



**TV 9 AWARD  
2021**

Company of the year 2021  
(Auto & Auto Components)



**EETPC AWARD**

Export excellence award



A KINETIC IN EVERY AUTOMOBILE







**LETS FORGE  
A KINETIC BOND!**

