

Kinetic Communications Ltd. has marked a significant milestone in India's EV manufacturing landscape with the inauguration of its fully automated Motor Controller Unit (MCU) production line in Pune. This cutting-edge facility reinforces Kinetic's commitment to technological innovation, precision engineering, and the "Make in India" vision.

Commissioned on 1st July 2025, the new line is capable of producing 300 MCUs per shift, with an annual capacity of 180,000 units when operating across two shifts. Designed using Industry 4.0 principles, the setup leverages Surface Mount Technology (SMT), dual-frame PLC/HMI systems, and real-time data monitoring to ensure consistency, speed, and zero-defect output.

The line also includes a comprehensive quality assurance mechanism ranging from Solder Paste Inspection and Automated Optical Inspection to In-Circuit Testing and IP67 level functional verification. A special highlight is its defect-proof Poka Yoke design, aimed at achieving zero PPM (Parts Per Million) errors. "Launching this smart manufacturing line is a proud moment for us. It's not just about automation it's about reliability, traceability, and future-ready EV systems," said Mr Ajinkya Firodia, Vice-Chairman of Kinetic Group.

The MCUs being produced are a vital component of electric vehicles, acting as the brain between battery and motor. With integrated features like regenerative braking, cruise control, and reverse assist, these smart controllers will meet the increasing demand from Indian and global EV manufacturers.

This facility doesn't just raise the bar for Kinetic elevates India's presence in the global EV supply chain. With contingency lines in place and built-in digital traceability, the Pune plant reflects operational resilience and forward-thinking design.

As India accelerates towards an electric future, Kinetic Communications stands at the forefront driving innovation, championing self-reliance, and powering the country's clean mobility ambitions, one controller at a time.



Padma Shri Dr. Arun Firodia inaugurates the new KCL production line



KCL Motor Controller Unit Now in Production



## MEALS. MOMENTS. MEANING.

### A SPACE FOR US: WHERE WE EAT, REST, AND RECONNECT

The canteen has always been more than just a place to eat it's where teams bond, ideas flow, and moments of respite shape a better workday. Over time, however, our existing canteen, having served us faithfully for many years, began to show its age. Employees raised intermittent concerns about the quality of food and the limited, uninspired menu options. As a result, the number of employees opting to use the canteen steadily declined.

Recognising the importance of a healthy and inviting dining space, the management decided to take action. A detailed survey was conducted to better understand the reasons behind employees discomfort and their expectations. Through honest feedback, employees voiced their opinions and offered valuable suggestions. In response, the management formed a dedicated canteen committee to plan a complete renovation that addressed both functional upgrades and aesthetic improvements.

The scope of the project was defined after a concession meeting, during which new food items, essential kitchen requirements, and areas in need of repair were identified. A full-scale renovation was soon set in motion. Key infrastructure updates followed: windows were repaired, civil work was undertaken in the kitchen to streamline operations, and the canteen received a fresh coat of paint. Even selecting the right paint shade posed a challenge, which was overcome through a collaborative effort between the management, the design team from BIRTHDAY, and our vendor, ultimately resulting in a final look that balances warmth and vibrancy.

Beyond the cosmetic and structural enhancements, practical additions were made to improve hygiene and utility. New utensils, plates, glasses, and dustbins were procured to elevate the overall dining experience. These thoughtful upgrades not only improved the canteen's functionality but also reflected a renewed sense of care and attention to detail.

The entire project was successfully completed over a span of eight weeks a true testament to what can be accomplished with collective intent and commitment. Today, the renovated canteen stands as a refreshed, welcoming space that encourages employees to return, reconnect, and enjoy their meals together.

This initiative not only resolved longstanding concerns but also revitalised one of the workplace's most essential communal areas, proving that by listening, adapting, and acting thoughtfully, we can truly transform everyday experiences.



Renovated Canteen



Arzoo Ma'am and Adil Sir inaugurating the new canteen



# INSIDE THE WORKSPACE: A Spotlight on Company Talent



## MEMBER OF THE MONTH: PREM SHANKAR

Prem Shankar Leads Quality Turnaround at Kinetic Engineering  
One year into his role as Manager Quality at Kinetic Engineering Limited, Prem Shankar has led a significant turnaround in product quality and customer satisfaction. Over the past 12 months, he has implemented a series of process improvements and quality checks that have resulted in zero customer complaints and a dramatic reduction in product rejection rates.

When Prem took over the Quality function, the department was dealing with frequent customer complaints and a rejection PPM of nearly 35,000. Recognising the urgency of the situation, he set a clear goal: to bring customer complaints down to zero. A comprehensive strategy was introduced, focusing equally on detection and process control, supported by consistent monitoring of countermeasure effectiveness. The results have been significant. KEL has now maintained zero

defects and zero customer complaints for the past eight consecutive months, a milestone that reflects sustained quality control across departments. In addition, rejection levels have dropped sharply, with further initiatives underway to reduce PPM by another 2.5%. Prem's approach is rooted in what he refers to as the "4 Ps" of quality: Person, Process, Part Handling, and Prevent Outflow. This framework has shaped not only how problems are solved but also how the team is trained and processes are reviewed.

Each day begins with a shop floor inspection at 8:30 AM, starting from the store and firewall area. Any abnormalities are discussed with the team in real time, ensuring swift containment. Prem also ensures his team is well-informed about past complaints to prevent repeat issues. Regular rounds across the plant floor allow him to engage directly with operators, supervisors, and engineers to clear defective parts, train new personnel, and enforce process discipline.

Two notable improvements under his leadership include the elimination of face runout defects through the installation of a pusher mechanism on CNC turning machines, and the reduction of denting issues during broaching by enhancing the oil flushing system. Both projects not only improved part quality but also reduced manual error and variability in the process. Prem attributes the success of these initiatives to strong cross-functional collaboration and continuous support from senior leadership. Throughout his journey, the management team, including the Vice Chairman, provided guidance and timely support that enabled decisive execution.

Initially tasked with overseeing the Renault-Nissan division, Prem focused on identifying abnormalities, addressing them systematically, and tracking the effectiveness of each action taken. His analytical mindset remains at the core of his work, driving both problem-solving and process optimisation. With a year of transformation behind him, Prem continues to lead with focus and discipline, aiming to make zero complaints not just a milestone, but a sustainable standard.



## HISTORY CORNER

### Father of Indian Automobile

This Father's Day, we honour a father not just by blood, but by spirit, vision, and legacy: the late Shri H.K. Firodia, revered as the father of India's automobile industry.

Described by Rahul Bajaj as "God's own man", he was more than an industrialist. He was a nation builder, a quiet, determined force who helped shape the course of India's mobility revolution. At a time when transportation was a luxury and not a right, he dared to imagine a country where movement was accessible to all.

That dream became a reality through his pioneering efforts. Under his visionary leadership, some of India's most iconic vehicles came to life: the timeless Vespa scooter, the ever-present auto-rickshaw, the versatile Matador van, the sturdy Tempo, the dependable Luna, and the revolutionary Kinetic Honda.

These weren't just machines; they were solutions. Each one was a symbol of independence, progress, and the power of innovation rooted in Indian soil.

Yet what truly distinguished him wasn't just what he built but how he built it. His work was grounded in a set of core values that still serve as the foundation of Kinetic's culture today:

**Kasouti:** the relentless pursuit of excellence, ensuring every product was thoughtful, durable, and meaningful.

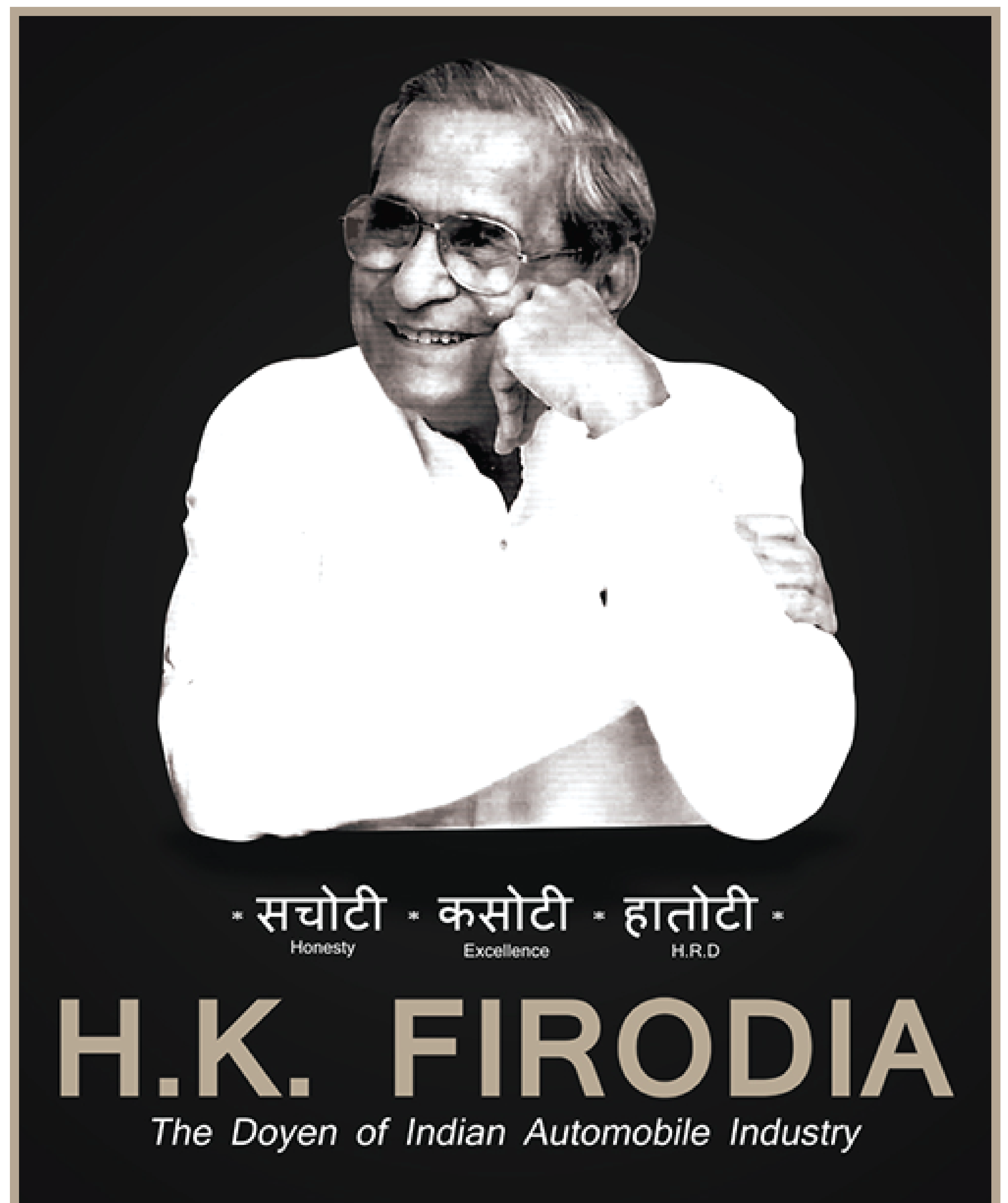
**Hatoti:** a deep understanding of people, and the ability to lead with empathy, intuition, and trust.

**Sachoti:** an uncompromising commitment to truth, no matter the pressures or challenges.

These guiding principles weren't just ideals on paper; they were lived every day, shaping teams, decisions, and design philosophies. They turned a business into a movement and an organisation into a family.

Today, those same values continue to inspire the Kinetic family and all those who believe in building with clarity, purpose, and care. His legacy isn't just etched in steel and wheels, it lives on in every new idea, every ethical choice, every bold step forward.

On this Father's Day, we remember a man who changed how we moved and transformed how we dream, lead, and create. His machines gave us momentum, and his values continue to give us direction.



H. K. Firodia The Doyen Of Indian Automobile Industry



# NEW JOINEES



Sandesh Pawar  
Engineer, KVV



Vishwanatha K Rao  
Head Design & Vendor Development, KVV



Amol Sonone  
Sr. Engineer, KVV



Gopala Krishna  
Engineer, KVV



Vinayak Daware  
Sr. Engineer, KVV



Avinash Adharao  
Sr. Executive, KVV



Ankit Mahale  
DY. Manager, KVV



Savitri Bansode  
Executive, KEL

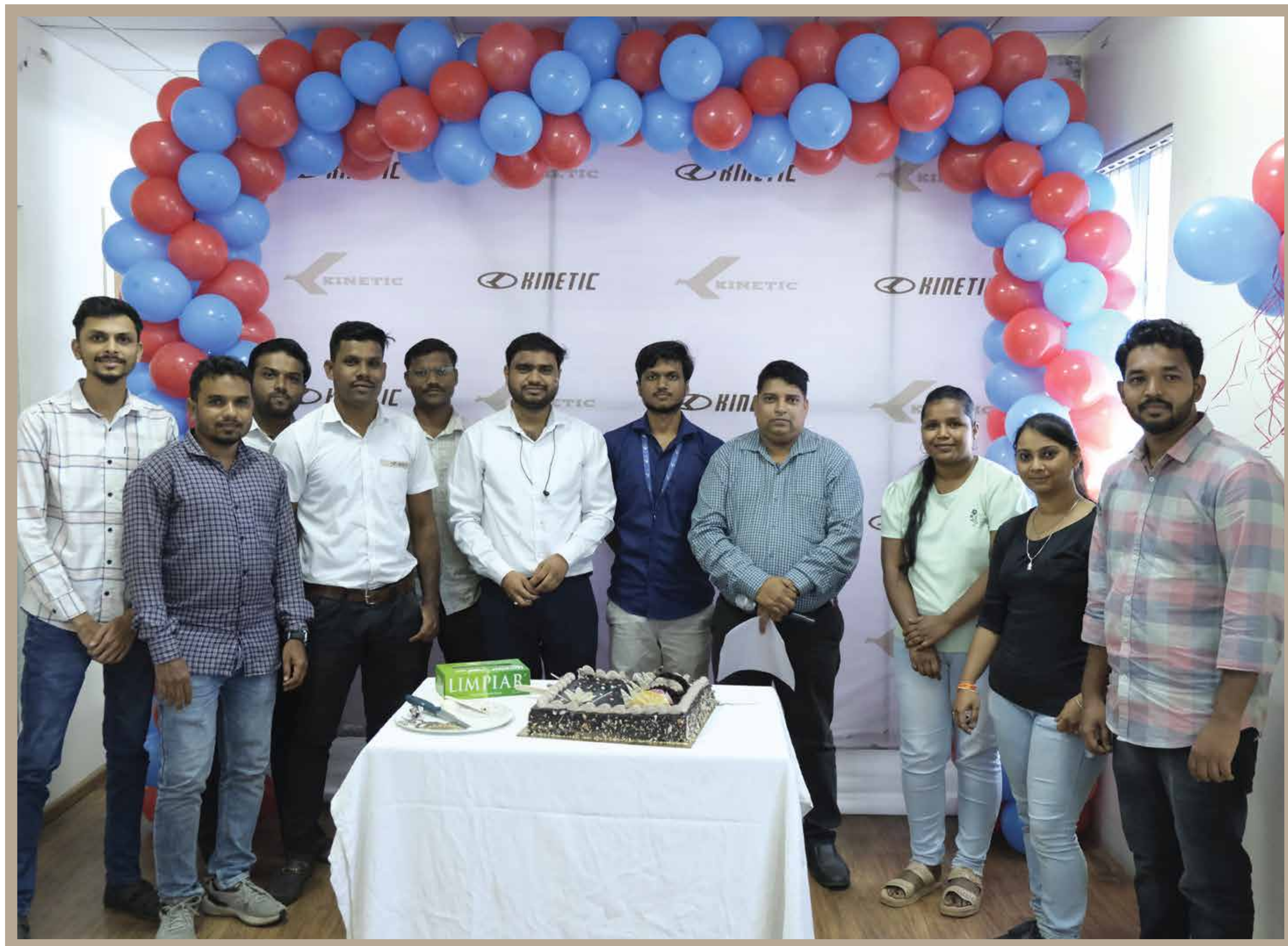


Monica Vhatkar  
Executive HR & Admin, BIRTHDAY

# Birthday CELEBRATIONS



Celebrating together



New Joinees



Member of the Month



Felicitating Birthday Members



# *The* KINETICALLY *Yours*



SCAN TO JOIN THE KINETIC FAMILY