

# OUR MANAGEMENT TEAM







## ENGINEERING BUSINESS VERTICAL

Headed by Mr. I. V. RAO, Managing Executive Officer  
Mr. K. Asai, Director & Managing Executive Officer

"Scientists investigate that which already is; Engineers create that which has never been." - Albert Einstein

Customers increasingly demand improved products and services, with accelerated delivery times and at lower prices. To address these needs, MSIL R&D had laid down its vision in 2002-2003 in line with the company vision. We have worked towards it, to achieve the targeted strategic objectives and milestones. Our R&D vision is to "Build on our engineering skills to design and develop cars to delight the Indian consumer and establish Maruti Suzuki as the R&D hub of Suzuki Motor Corporation (SMC) in Asia outside Japan."

The strategic objectives set up for achieving the vision are:

- Product Design & Development: New Models & Minor change (face-lift) introduction
- Engineering Capability Development: Design & Development of Full Body Change followed by development of new platform(s)
- Cost Management: To meet target cost for model development

We have already achieved capability for face-lifts, and undertaken co design activity with SMC for new models. Our next milestone is to develop full body change capability.

Systematic efforts are on to achieve full body change capability through the following:

- Training of engineers (Overseas/In-house)
- Full vehicle in-house design, development and evaluation
- Facilities up gradation
- Prototype build capability
- Experimental projects like concept cars

One significant step in this direction has been the increase in manpower from 398 people in 2007-08 to 730 people in 2008-09. We plan to increase our strength to more than 1000 people by 2011.