



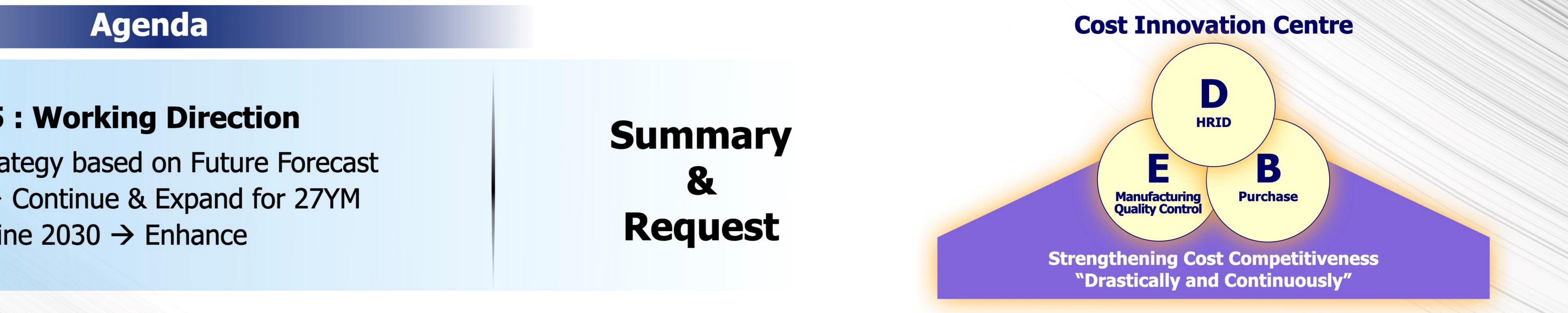
Mr. Suraj Agarwal

Operating Officer - Cost Innovation
Honda Motorcycle & Scooter India Pvt. Ltd.

“ENHANCE INNOVATION WITH COLLABORATION”

Strategy Towards Cost Competitive Design & Manufacturing





Two Step Approach → Promoting DEB Monozukuri Process through Pre-C Activity [Cost factors consideration in Design before Concept Finalization]

"DREAM LINE FOR 2030" (Innovative Design and Manufacturing)

Retrospection 2022-2024

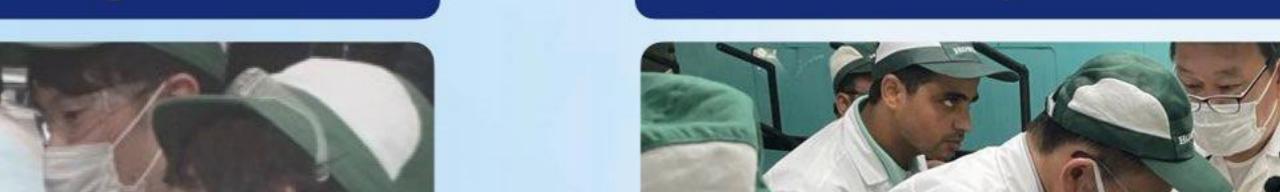
STEP 1 Genba by HMSI, HRID, Supplier Top Management

Supplier Difficulty in Manufacturing



STEP 2 Specification & Process Verification by Honda R&D Japan

Evaluate wastage



Setting Target for Dream Line

Fix Implementation Plan



Spec & Process Difficulty Understanding

Propose Measures for Dwg Reflection



Specification Optimization

Efficiency Enhancement



Fixed Cost Reduction

Start from 2025..till 2030



Suppliers' Participation

ADPF	Advik	AK Automatics	Alicon	ASK	Belrise	Bony	Dhoot
Diado	Endurance	FCC	Fiem	Gabriel	Haryana Industries	Haryana Plastics	Hitachi Astemo
H-One	Indo Auto	Indo Shell	Jay-Ushin	JBM Auto	JL Auto	JNS	JRG
Klassic Wheels	Lumax Industries	Metalman	Minda Corporation	Minda Instruments	Mitsuba	Modern Auto	Moonlight
Motherson	Musashi	Nahars	NCI	New Swan	Nichirin	Nifco	Niterra
NMPL	NS Instrument	Polyplastic	Premier	Rane Engine Valve	Roki UNO Minda	Royal Autotech	RR Autotech
Sandhar	Sankei Giken	Sansera	Saroj Eng.	Shindengen	Shriram Pistons	SJS	Sekisui DLJM
SSWL	Sterling	Super Alloy	Super Auto	Super Screw	Suprajit	TS Tech	UNO Minda
USUI	Varroc	Vimal	Wanfeng				

68 Suppliers (92 Locations)

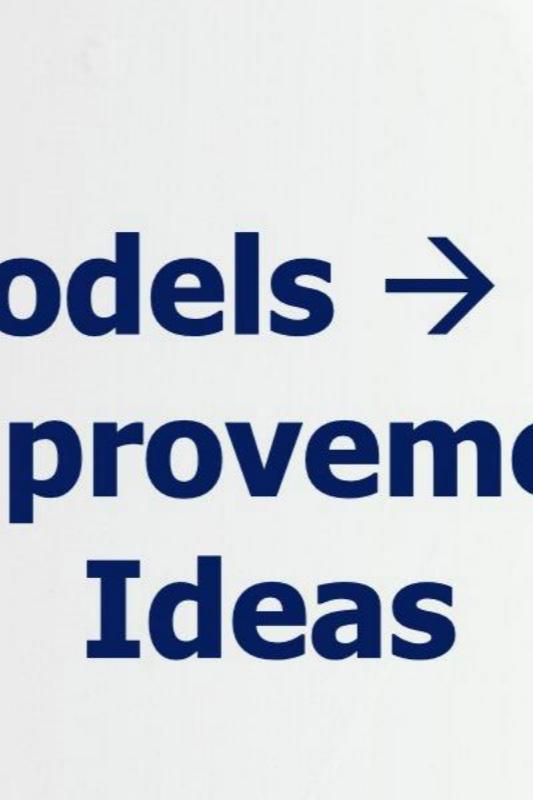


89 Parts (7 Models)

**Thank you
Everyone for your
Support in Pre-C Activity**



Pre-C Activity Result “Designer Agreement”



4 Models → 718 Improvement Ideas

3 Models → 789 Improvement Ideas



Dream Line Establishment

Reduce Total Plant Expense

- Specification Acceptable to Indian Customers
- Process Optimization

Aim

Current	Target
Profit	Overall Cost
Direct + Indirect Cost	Direct + Indirect Cost

Methodology

KPI Setting

Win-Win Situation

Air Cleaner

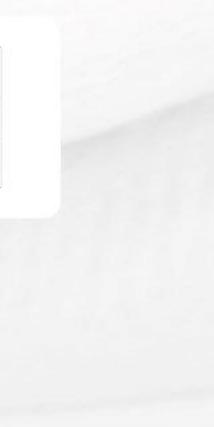
Muffler

Hardware

Commonization/ Integration

Process Efficiency Up

Parts



Situation Analysis

Honda & Supplier Joint Effort

Dream Line
SC Air Cleaner
(Roki Uno Minda)



Direction 2024 Onwards

Situation Analysis

External Factors for Future Business

Flex Fuel EPR Resource Circulation EV Expansion RM Price Market Demand Parts Strategy

IMPACT on Monozukuri Parameters
[Fix Cost ↑, Drawing ↑, Quality Check ↑]

If NO Action

Model-wise →
Part-wise across All Models

“Strengthen Monozukuri Activity”

<< Most Competitive QCD >>

How to Do?

“Strengthen Monozukuri Activity”

Parts Strategy **NEW**

Enhance “Indian Acceptance Spec”

Pre C, Dream Line

Market Demand

Commuter

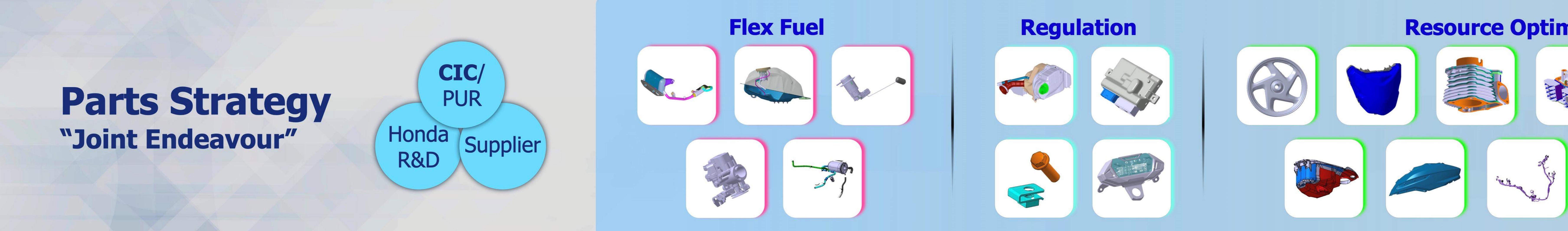
Expand

Small Fun / EV **NEW**

Need Future risks Term Constitution Visualization & Strong strategy

Enhance Long Term Constitution considering Business Forecast





**Future
Direction
“Achieve
Dream Line”**





Let's Collaborate towards

**“Creating a foundation for Innovative & Cost Competitive Design
towards a true Win-Win Situation”**