**Summary**

1.1 Company Overview

* Name: TVS Motor Company Limited
* Headquarters: Chennai, India
* Established: 1978
* Manufacturing Facilities: India (Hosur, Mysore, Nalagarh) and Indonesia (Karawang)
* Products: Two-wheelers, three-wheelers, motorcycles, scooters, mopeds, and electric vehicles (EVs)
* Global Presence: Products distributed in over 80 countries
* Financial Performance (FY 2023-24):
  + Revenue: ₹31,925 crore
  + Year-on-Year Growth: 20.5%

Market Presence and Global Reach:

* TVS Motor products are tailored to meet regional preferences and comply with regulatory standards like Euro 5 and safety norms such as ABS in global markets.

Innovation and Technology:

* Over 650 EV-related patents highlight TVS Motor's commitment to electric mobility, exemplified by innovations like the TVS iQube and Apache series.

1.2 Profile Details

* Ownership: Part of the TVS Group, a diversified conglomerate
* Key Executives:
  + K.N. Radhakrishnan: CEO
  + Sudarshan Venu: Managing Director
  + Venu Srinivasan: Chairman Emeritus and Managing Director
  + Prof. Sir Ralf Dieter Speth: Chairman of the Board

Corporate Governance:

* TVS Motor adheres to rigorous corporate governance practices, ensuring transparency, accountability, and ethical conduct.

1.3 Employees

* Global Workforce: Includes skilled professionals across manufacturing, R&D, engineering, sales, marketing, and administration.
* Diversity: 12% women in the workforce, emphasizing inclusivity.
* Skill Development: Emphasizes continuous training through the Institute of Quality and Leadership (IQL).

Employee Welfare and Engagement:

* Programs promote work-life balance, health, safety, and employee satisfaction.

1.4 Job Analysis

* Manufacturing: Roles in assembly, quality control, maintenance.
* R&D: Focus on innovation with extensive patent holdings.
* Sales and Marketing: Strategies for global market expansion and customer engagement.

1.5 Recruitment and Selection

* Recruitment Process: Comprehensive stages including screening, interviews, and assessments.
* Talent Acquisition: Focus on engineering, software development, data analytics, and automotive technology.
* Career Development: Opportunities include leadership training and cross-functional roles.

1.6 Training and Development

* Institute of Quality and Leadership (IQL): Offers programs in AR, VR, and digital simulations.
* Skill Enhancement: Programs in R&D, manufacturing excellence, and customer service.
* Leadership Development: Mentoring, coaching, and strategic initiatives for leadership growth.

1.7 Performance Evaluation

* Metrics: Business goal achievement, innovation, customer satisfaction.
* Oversight: Nomination and Remuneration Committee ensures fairness in evaluations.
* Feedback Mechanisms: Continuous feedback loops support employee development.

1.8 Rules and Regulations

* Regulatory Compliance: ISO certifications (ISO 14001, ISO 45001) for environmental management and occupational health.
* Ethical Practices: Code of Conduct guides integrity and accountability.
* Environmental Stewardship: Emphasizes sustainability with renewable energy and eco-friendly practices.
* Governance Framework: Board committees oversee compliance and corporate governance.
* Community Engagement: CSR initiatives focus on education, healthcare, and environmental conservation.

**1.1 Company**

TVS Motor Company Limited, headquartered in Chennai, India, is a leading manufacturer in the global automotive industry. Established in 1978, the company has grown to become one of India's largest two-wheeler and three-wheeler manufacturers. TVS Motor operates state-of-the-art manufacturing facilities in India (Hosur, Mysore, Nalagarh) and Indonesia (Karawang), producing a diverse range of vehicles including motorcycles, scooters, mopeds, and electric vehicles (EVs).

**Market Presence and Global Reach:**

TVS Motor products are distributed across **over 80 countries**, making it a significant player in the international market. The company tailors its product offerings to meet regional preferences and regulatory standards. For instance, in global markets, TVS Motor adapts its vehicles to comply with stringent emission norms such as Euro 5 and safety regulations like ABS (Anti-lock Braking System), which differ from the domestic Indian market.

**Financial Performance:**

In the fiscal year 2023-24, TVS Motor reported a **revenue of ₹31,925 crore**, marking a **20.5% year-on-year growth**. The company's robust financial performance underscores its strong market position and effective business strategies in both domestic and global markets. TVS Motor's profitability and revenue growth highlight its ability to innovate and adapt to evolving market dynamics.

**Innovation and Technology:**

TVS Motor is known for its innovation in automotive technology, particularly in electric mobility. The company has invested significantly in R&D, resulting in over **650 EV-related patents**. Key innovations include the TVS iQube electric scooter and the Apache series, which integrate advanced features like smart connectivity and efficient powertrains. These innovations position TVS Motor as a leader in sustainable and technologically advanced mobility solutions.

**1.2 Profile Details**

TVS Motor Company is a part of the **TVS Group**, a diversified conglomerate with interests in automotive, finance, and logistics sectors. The company’s leadership team includes:

**Key Executives:**

* **K.N. Radhakrishnan**: CEO, who oversees the overall operations and strategic direction of TVS Motor. He has been instrumental in expanding the company’s product portfolio and market presence.
* **Sudarshan Venu**: Managing Director, responsible for spearheading the company's initiatives in electric mobility and global expansion. Under his leadership, TVS Motor has focused on sustainable growth and technological innovation.
* **Venu Srinivasan**: Chairman Emeritus and Managing Director, a visionary leader who has steered TVS Motor through decades of growth and market leadership. He continues to guide the company with his deep industry insights and strategic foresight.
* **Prof. Sir Ralf Dieter Speth**: Chairman of the Board, brings extensive global automotive expertise and governance experience to TVS Motor. His leadership ensures robust governance and strategic alignment with global automotive trends.

**Corporate Governance:**

TVS Motor adheres to rigorous corporate governance practices, ensuring transparency, accountability, and ethical conduct across its operations. The company's governance framework is designed to uphold shareholder interests and maintain stakeholder trust. TVS Motor’s commitment to governance excellence is reflected in its adherence to international standards and regulatory requirements.

**1.3 Employees**

TVS Motor employs a diverse workforce comprising thousands of employees globally. The company emphasizes skill development and inclusivity to foster a dynamic work environment. Key workforce details include:

**Employee Count and Diversity:**

While specific employee numbers are not disclosed, TVS Motor’s workforce includes a **12% representation of women**, reflecting its commitment to gender diversity. The workforce is skilled across various functions including manufacturing, R&D, engineering, sales, marketing, and administration.

**Skill Development and Training:**

TVS Motor invests in continuous training and development programs to enhance employee skills and capabilities. The Institute of Quality and Leadership (IQL) at TVS Motor offers specialized training in leadership, technical expertise, and industry-specific knowledge. The company leverages modern learning technologies such as AR, VR, and digital simulations to provide immersive learning experiences.

**Employee Welfare and Engagement:**

TVS Motor prioritizes employee welfare through initiatives that promote work-life balance, health, and safety. The company’s comprehensive employee engagement programs foster a culture of innovation and collaboration, ensuring employee satisfaction and retention.

**1.4 Job Analysis**

TVS Motor offers diverse job roles across its operations, catering to different functions and responsibilities:

**Manufacturing and Production:**

The company employs skilled professionals in manufacturing roles such as assembly line operators, quality control specialists, and maintenance technicians. TVS Motor’s manufacturing facilities adhere to high-quality standards and efficient production processes, ensuring product reliability and customer satisfaction.

**Research and Development (R&D):**

TVS Motor’s R&D division plays a crucial role in driving innovation and product development. The company holds over **650 patents** related to electric vehicles and automotive technologies. R&D efforts focus on enhancing vehicle performance, safety features, and sustainability, aligning with global market trends and regulatory requirements.

**Sales, Marketing, and Customer Service:**

The sales and marketing teams at TVS Motor are responsible for expanding market reach, brand promotion, and customer engagement. These teams work closely with dealers and distributors to meet consumer preferences and market demands. Customer service initiatives ensure high levels of customer satisfaction and after-sales support.

**1.5 Recruitment and Selection**

TVS Motor’s recruitment strategy aims to attract top talent in the automotive and technology sectors, ensuring a skilled and diverse workforce:

**Recruitment Process:**

The company’s recruitment process includes multiple stages such as initial screening, interviews, and assessments to evaluate candidate competencies and cultural fit. TVS Motor emphasizes diversity and inclusivity in hiring practices, promoting equal opportunities and a conducive work environment.

**Talent Acquisition:**

In FY 2023-24, TVS Motor focused on talent acquisition to strengthen its capabilities in electric mobility and digital transformation. The recruitment drive targeted professionals with expertise in engineering, software development, data analytics, and automotive technology.

**Career Development:**

Once onboarded, employees undergo comprehensive onboarding and training programs through the Institute of Quality and Leadership (IQL). Career development opportunities include cross-functional rotations, leadership training, and continuous learning initiatives to nurture talent and drive organizational growth.

**1.6 Training and Development**

TVS Motor’s training and development initiatives are integral to enhancing employee skills and capabilities:

**Institute of Quality and Leadership (IQL):**

The IQL at TVS Motor offers specialized programs in leadership, technical skills, and industry-specific knowledge. Training modules incorporate cutting-edge technologies such as AR, VR, and digital simulations to provide hands-on learning experiences.

**Skill Enhancement:**

Employee skill enhancement programs focus on R&D, manufacturing excellence, quality assurance, and customer-centric service. These programs are designed to align with TVS Motor’s strategic objectives and market requirements, ensuring employee readiness for future challenges.

**Leadership Development:**

TVS Motor invests in leadership development to groom future leaders within the organization. Leadership training includes mentoring, coaching, and participation in strategic initiatives to foster innovation and drive business growth.

**1.7 Performance Evaluation**

TVS Motor employs a robust performance evaluation system to assess employee contributions and organizational effectiveness:

**Performance Metrics:**

Key performance metrics include business goal achievement, innovation, customer satisfaction scores, and adherence to corporate values. Performance evaluations are conducted periodically to measure individual and team achievements against predefined targets and benchmarks.

**Nomination and Remuneration Committee Oversight:**

The Nomination and Remuneration Committee oversees the performance evaluation process, ensuring fairness and transparency. High-performing employees are recognized and rewarded through merit-based incentives and career advancement opportunities.

**Continuous Feedback and Improvement:**

TVS Motor emphasizes continuous feedback and improvement to enhance performance outcomes and employee engagement. Feedback mechanisms enable managers to provide constructive feedback and support professional development goals.

**1.8 Rules and Regulations**

TVS Motor adheres to stringent rules and regulations to ensure compliance, ethical conduct, and corporate governance:

**Regulatory Compliance:**

The company complies with international standards and regulatory requirements, including ISO certifications for environmental management (ISO 14001), occupational health and safety (ISO 45001), and information security (ISO 27001). These certifications underscore TVS Motor’s commitment to operational excellence and sustainability.

**Ethical Business Practices:**

TVS Motor upholds ethical business practices across its operations, promoting integrity, transparency, and accountability. The company’s Code of Conduct guides employee behavior, fostering a culture of trust and ethical decision-making.

**Environmental Stewardship:**

Environmental stewardship is a cornerstone of TVS Motor’s corporate responsibility. The company implements sustainable practices to minimize environmental impact, including renewable energy adoption, waste reduction initiatives, and eco-friendly manufacturing processes.

**Employee Welfare:**

TVS Motor prioritizes employee welfare through health and safety programs, employee assistance initiatives, and competitive benefits packages. The company’s commitment to employee well-being enhances workplace satisfaction and productivity.

**Governance Framework:**

TVS Motor’s governance framework ensures effective oversight and management of corporate affairs. Board committees, including the Audit Committee and Risk Management Committee, monitor compliance, risk mitigation strategies, and corporate governance practices.

**Community Engagement:**

TVS Motor engages in community initiatives through its corporate social responsibility (CSR) programs. CSR activities focus on education, healthcare, environmental conservation, and community development, contributing to sustainable social impact and stakeholder value.

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acheivements and milestones

1980:

Great milestone in Indian automobile history. Country's first 2 seater 50cc moped TVS 50 launched.

1984:

First mover. TVS becomes the first Indian Company to introduce 100cc Indo-Japanese motorcycles.

1994:

Pioneer of mobility for women. Launched India's first indigenous Scooterette (sub-100 cc variomatic scooter), TVS Scooty.

1996 - 1997:

Bringing in green technology before it became a norm. Introduced India's first catalytic converter enabled motorcycle, the 110cc Shogun.

Great ride. Greater speed. Launched India's first 5-speed motorcycle, the Shaolin.

2000 - 2001:

Hiking speed limits. Launched TVS Fiero, india's first 150 cc, 4 stroke motorcycle.

Indigenous technology. Launched TVS Victor, 4-stroke 110 cc motorcycle India's first fully indigenously designed and manufactured motorcycle.

2002:

TVS becomes world's first two wheeler company to win world's most prestigious recognition in Total Quality Management- the Deming Award 2002.

TVS wins Technology Award from Ministry of Science, Government of India for successful commercialization of indigenous technology.

2004:

Setting benchmarks in mileage. Launched TVS Centra, a world-class 4-stroke 100cc motorcycle with the revolutionary VT-i Engine for best-in-class mileage.

All terrain performance. Launched TVS Star, a 100 cc motorcycle ideal for rough terrain.

TVS wins TPM Excellence Award from Japan Institute of Plant Maintenance (JIPM).

TVS wins Outstanding Design Excellence Award for TVS Scooty Pep.

2005 - 2006:

Spreading its roots. TVS launches its Indonesian plant.

Making a style statement. Launched TVS Apache, which set the youth's imagination on fire. Apache went on to win 6 prestigious awards

2007:

Never before in automobile history. TVS Motor Company rolls out seven new products

Yet another first. TVS launches its Himachal Pradesh Plant at Nalagarh.

2008:

Apache Refresh with rear disc brakes launched in Dec-2008

TVS Motor Company bags two coveted IT awards SAP ACE 2008 and 2008 Symantec South Asia Visionary Award

Scooty Pep + launched with balancing wheels in Aug-2008

Scooty Wimbeldon collection launched in Jun-2008

Apache RTR Fi launched in Jun-2008

TVS Motor Company launches the revolutionary 125cc FLAME in Mar-2008

TVS makes its foray into the three-wheeler market with TVS KING in Mar-2008

2009 - 2010:

TVS unveils the Apache RTR 180 ABS

Jive : The Auto - Clutch bike launched

Wego : First scooter with Body Balance Technology

2012 - 2013:

TVS is India's most trusted brand in the 2 wheeler category.

Source:Economic Times Most Trusted Brands Survey 2012

TVS Motor Company launched Its premium executive 125cc motorcycle, TVS Phoenix

TVS Jupiter launched on Sep 2013

2014 - 2015:

TVS Motor Company launched a bike in the popular commuter segment, all the StaR city+

TVS launches its all new premium commuter scooter, the TVS Wego 110cc.

TVS launches its award winning scooter, the TVS Scooty Zest 110 with best in class features.

To celebrate the 1st year anniversary of the Jupiter, TVS launches the special edition of the Jupiter with a new colour and additional features, to be sold in limited numbers.

Launched All New Phoenix 125

J.D Power Asia Pacific India Automotive Awards

The most Appealing Executive Scooter - TVS Wego

The most Appealing Premium Motorcycle - TVS Apache

The most Appealing Economy Motorcycle - TVS Sport

2016:

After decades of conquering the track, 2016 saw the launch of the new TVS Apache RTR 200 4V. The most powerful Apache yet.

1.9 : Does The Company Have an Industrial Psychologist ?

<https://www.linkedin.com/in/abhishekmathew/?jobid=1234>

<https://www.linkedin.com/in/sathish-s-9ab87297/?jobid=1234>

While TVS Motor Company may not have a significant presence of industrial psychologists within its workforce, it compensates with a robust and a huge Human Resources department. This department, known for its size and diversity, is staffed by individuals who bring a wealth of experience and expertise across various domains, **including** psychology. Many HR professionals within the company have strong psychological skills, enabling them to understand and manage human behaviour, workplace dynamics, and organizational development more effectively. As a result, TVS Motor Company benefits from a broad spectrum of psychological insights, which play a vital role in shaping its approach to talent management, employee engagement, and overall organizational culture.

<https://www.pms.tvsmotor.co.in/(F(BrZW1n_K15KfLmcTKVCQCo6j4MjksbYsDv8zMzDvrMS62OVbFWz-7qeZwqVWgfjnzKfnxydGhQiw30ZM8IRKmekgOdT5LrLkkvkSqXDqiaM59UE3sQd3bs-j0RiJ68vuEuc8xvb9W7OX4pS-gUd8PlaiMw81))/tvs-files/tvs-files/index.html>

Policies

<https://www.tvsmotor.com/about-us/diversity-and-inclusion#:~:text=TVS%20Motor%20Company's%20dedication%20to,actively%20supported%20by%20the%20WRG>.

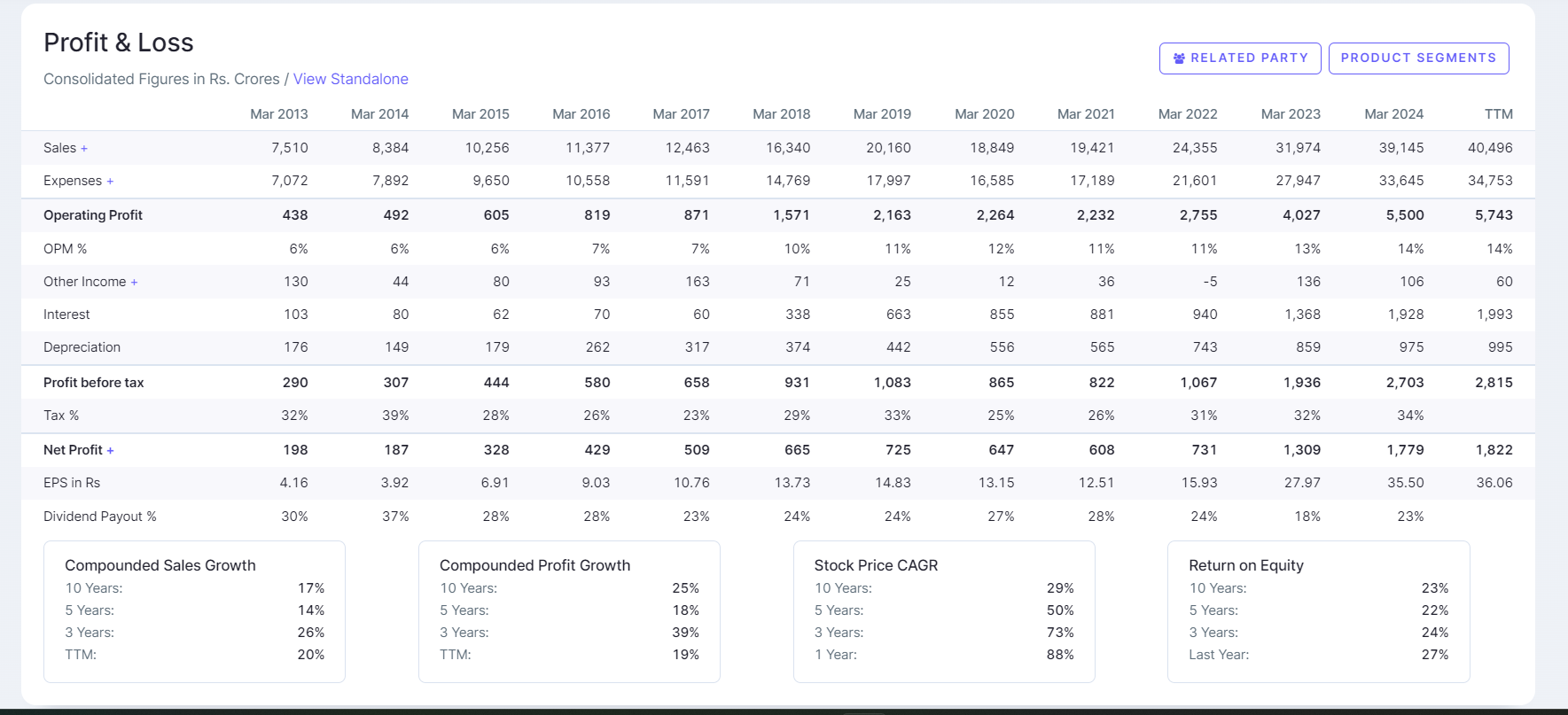
Employee Well Being Statements

Rewards and Career Growth :

<https://www.pms.tvsmotor.co.in/(F(BrZW1n_K15KfLmcTKVCQCo6j4MjksbYsDv8zMzDvrMS62OVbFWz-7qeZwqVWgfjnzKfnxydGhQiw30ZM8IRKmekgOdT5LrLkkvkSqXDqiaM59UE3sQd3bs-j0RiJ68vuEuc8xvb9W7OX4pS-gUd8PlaiMw81))/tvs-files/tvs-files/rewards.html>

Promotions and Career Growth :

<https://www.pms.tvsmotor.co.in/(F(BrZW1n_K15KfLmcTKVCQCo6j4MjksbYsDv8zMzDvrMS62OVbFWz-7qeZwqVWgfjnzKfnxydGhQiw30ZM8IRKmekgOdT5LrLkkvkSqXDqiaM59UE3sQd3bs-j0RiJ68vuEuc8xvb9W7OX4pS-gUd8PlaiMw81))/tvs-files/tvs-files/promotion-career.html>

10 year profit and loss sheet