



# A WIN-WIN FOR ALL

REINVENTING THE FUTURE AT COIMBATORE THREW UP INTERESTING LEARNINGS FOR EVERYONE

## THE THIRD LEG OF MANUFACTURING TODAY

Reinventing the Future, presented by the Aditya Birla Group (ABG), once again visits four cities (Indore, Coimbatore, Vadodara, and Bhubaneswar), and saw immense competition from the numerous companies that participated. The case studies presented comprised Quality, Cost Optimisation, Technology, People Initiatives, Safety, and Sustainability.

The Coimbatore Chapter proved to be successful in more than one ways. It not only highlighted the manufacturing prowess of South India, but also provided an apt platform for showcasing best practices to peer groups.

During his keynote address, Thomas Varghese, Business Head, Textiles, Spinning & Acrylic Fibre, ABG, said, "Such platforms allow one to witness innovative ideas and initiatives taken by companies to better productivity in terms of operational efficiency, technology, safety, etc. The only way to survive in our dynamic world is to reinvent processes through innovations. Today, customers are the focus of evolution. People unwilling to change with the times are most likely to pay the price eventually. In such a scenario, the key pillars for achieving organisational excellence are going to be customer centricity, investment in people/facility/business process to promote innovation, partnership beyond transaction and lastly, embracing technology."

1. Thomas Varghese delivered the keynote address.



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2. Thomas Varghese felicitated the IIT (Madras) team on their strong pitch.

3. The Government College of Technology showcased a brilliant project to the audience.

4. The hall was packed with a rapt audience.

5. Listeners could take a tip or two from V-Guard on Sustainability.

6. The award for Technology went to Pricol.

7. The Coimbatore Institute of Technology presented a great project.

8. The Quality factor could not be stressed on enough by Roots Industries.

9. JK Tyres is all smiles as they win for Safety.

10. SRF-TTB took home the award for People Initiatives.