

FEI DUNIYA

IT'S YOUR WORLD

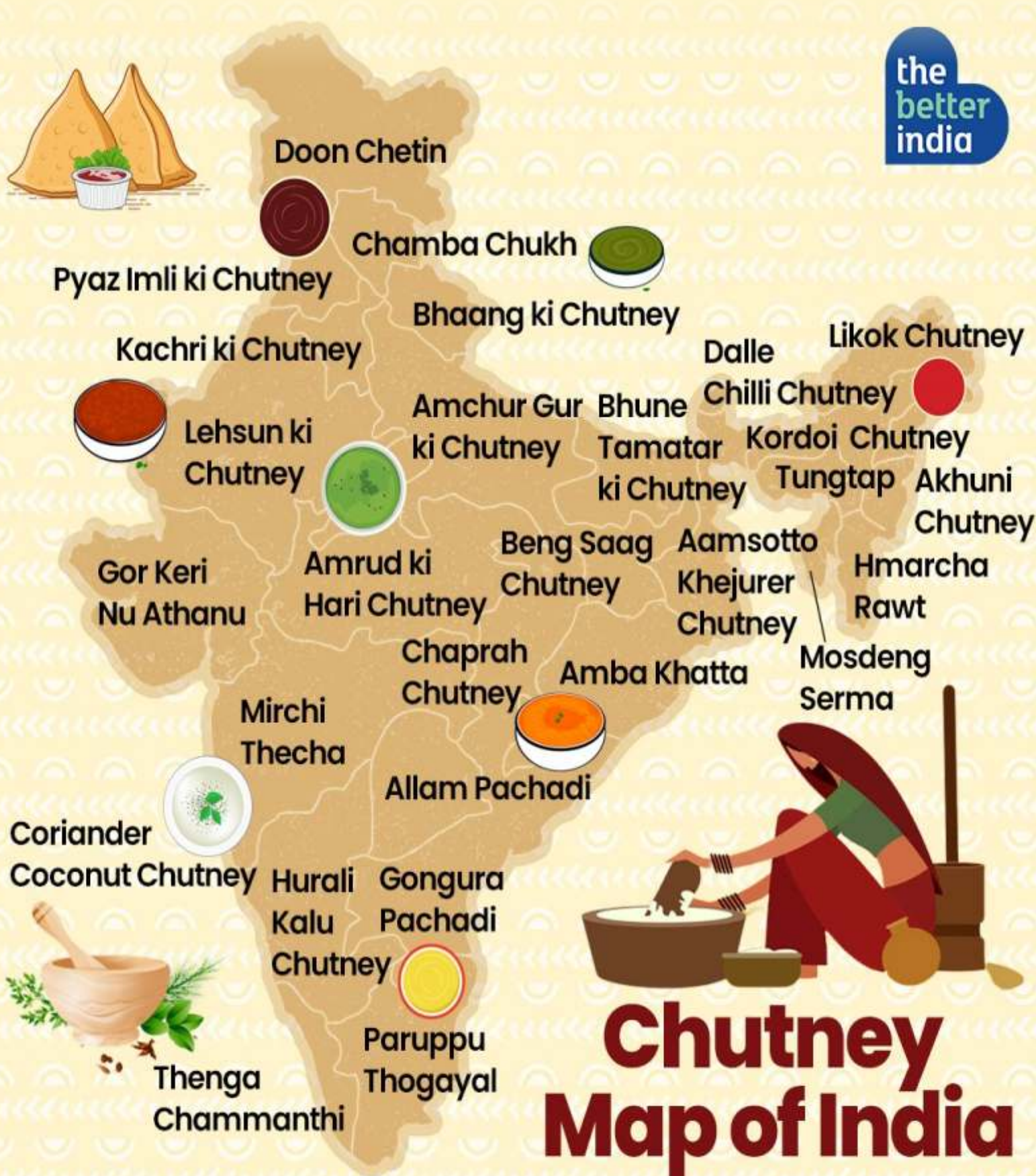
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74TH **HAPPY** **INDEPENDENCE** **DAY**

THE CHUTNEY MAP OF INDIA!

In most Indian meals, the chutney is on the margins of the plate as an accompaniment. But Indians' love for it remains a palate-pleasing thread that binds the country's multicultural eating practices together.



Chutney Map of India



STORY OF HOW **SIDDHARTH LAL**

TURNED AROUND ROYAL ENFIELD FROM NEAR DEATH TO GETTING REBORN LIKE A PHOENIX

The year 2000 could have been decisive. That was when the board of directors at Eicher Motors decided to either shut down or sell off Royal Enfield - the company's Chennai-based motorcycle division, which manufactured the iconic Bullet motorbikes. For all its reputation, the sales of the bike was down to 2,000 units a month against the plant's installed capacity of 6,000; losses had been mounting for years. Though the bikes had diehard followers, there were also frequent complaints about them of engine seizures, snapping of the accelerator or clutch cables, electrical failures and oil leakages. Many found them too heavy, difficult to maintain, with the gear lever inconveniently positioned and a daunting kick-start.



Siddhartha Lal, was a third-generation member of the Delhi-based Lal family, promoters of the Eicher group of companies. Lal, then 26, was an unabashed Bullet fan, he even rode a red-coloured Bullet while leading the baraat (procession) to his wedding venue, instead of the traditional horse. "The board agreed to give me a chance," says Lal. It was not because of its confidence in me, but because the business was doing so badly it could hardly get any worse."

Lal felt Royal Enfield could still be saved. The bike had its reputation, a cult following, and instantly recognisable build, and aspirational value. Changes had to be made to keep up with the times and make the bike more acceptable, and therein lay the problem. Royal Enfield fans liked the bikes exactly the way they had always been. "We needed changes to attract new customers but by doing so risked losing existing ones," says R.L. Ravichandran whom Lal brought in as CEO in 2005 as part of his revival effort. Ravichandran had earlier worked with both TVS Motor and Bajaj Auto. "We were in a peculiar situation," he adds.

Yet Lal and his team proceeded to both alter the position of the gears and design a new engine. "We retained many of the old engine's characteristics - the long stroke, the single-cylinder, the high capacity with pushrod mechanism," says Ravichandran. But the new engine, unlike the old, had hydraulic tappets, a new engine arrangement, new metal and fewer moving parts. Obviously, it did not produce the vibrations and the beat of the old, but international experts were consulted and sound mapping carried out for over 1,000 hours to ensure it produced the maximum rhythmic vibrations possible and a beat, which was 70 per cent of the amplitude of the original.



The new engine had 30 per cent fewer parts and produced 30 per cent more power than the old, with better fuel efficiency. By 2010, all Royal Enfield models had begun to use the new engine. Two other problems needed to be addressed: the quality of some of the components Royal Enfield bikes were using, and the sales experience. To tackle the first, shop floor processes were fine-tuned, while suppliers were exhorted to improve quality levels. Royal Enfield also embarked on a large scale internal exercise to tone up performance. "We declared 2006 as the year of getting back to the basics," says Ravichandran. "We also formed a field quality rapid action force to bridge the gap between customer expectations and the reality."

Slowly, the tide turned. Engine related problems and oil leakages in Royal Enfield products almost disappeared. By 2008 dealers were reporting lower workloads. Warranty claims fell sharply too. Malfunctioning of the sprag clutch, on which the electric starter depends, declined, for instance, from five per cent in 2005/06 to 0.2 per cent in 2010/11. Royal Enfield also began conducting marquee rides to promote leisure biking. "Such steps removed the fears about our products' reliability some customers may have had," says Venki Padmanabhan, who succeeded Ravichandran as CEO later after Ravichandran was elevated to the board of Eicher Motors. To improve sales experience new company-owned showrooms were launched and dealerships expanded.

In October 2008, Royal Enfield launched in Germany its newly designed 500cc Classic model - inspired by J2, a 1950 model Bullet - with the new engine. It was a success, admired for its performance and fuel economy.

Emboldened, Lal launched it in India in November 2009 initially as a 350 cc bike, priced at Rs 1.20 lakh. This proved a hit too. "Now, our capacity utilisation is 100 per cent. Yet there is a six months waiting period for deliveries," says Venki. "We plan to double our capacity soon to 1.5 lakh bikes."



In ever changing and uncertain times, businesses need to respond with flexibility and continuous improvement.

Approach continuous improvement with this Mantra;

RETAIN what's working now; LET GO of what's not working, & ask What's NEW & NEXT.
Take actions on what's NEW & NEXT to always stay relevant.

"Continuous Improvement is always better than delayed perfection"



DID YOU KNOW



- Ants never sleep!
- When the moon is directly overhead, you will weigh slightly less.
- Alexander Graham Bell, the inventor of the telephone, never called his wife or mother; because they were both deaf.
- An ostrich's eye is bigger than its brain.
- "I Am" is the shortest complete sentence in the English language.
- Babies are born without knee caps – actually, they're made of cartilage and the bone hardens, between the ages of 2-6 years.
- Happy Birthday (the song) is copyrighted.
- Butterflies taste with their feet.
- A "jiffy", is an actual unit of time for 1/100th of a second.
- It is impossible to sneeze with your eyes open.
- Leonardo Da Vinci invented the scissors.
- Minus 40° Celsius, is exactly the same as minus 40° Fahrenheit.
- Shakespeare invented the words "assassination" and "bump".

- Stewardesses is the longest word typed with only the left hand.
- Elephants are the only animals that cannot jump.
- The names of all the continents end with the same letter that they start with.
- The sentence, "The quick brown fox jumps over the lazy dog" uses every letter in the English language.
- The shortest war in history was between Zanzibar and England in 1896. Zanzibar surrendered after 38 minutes.
- The strongest muscle in the body is the tongue.
- The word "lethologica" describes the state of not being able to remember the word you want.
- Camels have three eyelids to protect themselves from the blowing desert sand.
- TYPEWRITER is the longest word that can be made using the letters on only one row of the keyboard.
- Your stomach has to produce a new layer of mucus every two weeks or it will digest itself.
- The dot over the letter "i" is called a 'Title'.



Which of these 24 facts interested you and why?

First "5" and best "5" reactions will receive prizes.



HOW A PASSWORD CHANGED A LIFE

A true story from Readers Digest I was having an average morning, until I sat down in front of my office computer. "Your password has expired," a server message flashed on my screen, with instructions for changing it. In my company, we have to change passwords monthly. I was deeply depressed after my recent divorce. Disbelief over what she had done to me, was what I thought all day long. I remembered a tip, I'd heard from my former boss. He'd said, "I'm going to use a password that is going to change my life." I couldn't focus on getting things done, in my current mood.

My password reminded me that I shouldn't let myself be a victim of my recent breakup and that I was strong enough to do something about it. **I made my password - Forgive@her.**

I had to type this password several times every day, each time my computer would lock. Each time, I came back from lunch, I wrote, forgive her. The simple action changed the way I looked at my ex-wife. That constant reminder of reconciliation led me to accept the way things happened and helped me deal with my depression. By

the time the server prompted me to change my password the following month, I felt free. The next time I had to change my password, I thought about the next thing that I had to get done. **My password became Quit@smoking4ever.** It motivated me to follow my goal and I was able to quit smoking.

One month later, my password became Save4trip@europe, and in three months, I was able to visit Europe. Reminders helped me materialize my goals and kept me motivated and excited, it's sometimes difficult to come up with your next goal, Keeping at it brings great results. After a few months, **my password was - lifeis#beautiful!!!**

Life going to change again. Moral of the story is your internal talk matters, what you tell yourself, conditions you to think in that direction and you are able to witness real-time results.

Stay fit and healthy

My Dear Friends, this concept is really true and it actually works, experience for yourself.

WE GRIEVE THE PASSING AWAY OF



Mr. Abhay Neelkanth Kulkarni
father of **Ms. Varada Karbhari**
(Mumbai) on 26/06/2021



Mrs. Sulochana Yashwant Morye
mother of **Mr. Vishwambar Morye**
(Mumbai) on 27/06/2021



Mr. Ramji Amarsee Makwana
father of **Mr. Haresh Makwana**
on 19/07/2021

**WE AT FEI OFFER OUR
HEARTFELT CONDOLENCES.**



WHAT DO 7 BILLION PEOPLE DO?



over **400 million**
are entrepreneurs



430 million
are unemployed



577 million
are older than 64



800 million
work industrial job



1.4 billion
work in agriculture



1.7 billion
work in services



1.9 billion are too young to work (ages 0-15)

BIRTHDAYS

01st	Krishnadev Atpadkar	Mumbai
02nd	Mahesha. V	Bangalore
03rd	Navanath Narawade	Mumbai
04th	Essakkiappan P.	Tuticorin
05th	Umesh Lambor	Mumbai
06th	Ashok Jha	Mumbai
07th	G V K Hariharan	Chennai
08th	Avinash Golhar	Mumbai
10th	Sandesh Salaskar	Corporate
12th	Manjunatha S.R.	Bangalore
12th	Nandini Nikam	Corporate
13th	Ramesh Parmar	Ahmedabad
19th	Sattwik Sahoo	Mumbai
20th	Vinod Pal	Delhi
20th	Avaneesh Rai	Mumbai
20th	Urmila Devi	Hyderabad
22nd	Ganesh Mapuskar	Mumbai
29th	Jigar Purohit	Baroda
30th	Ganesh Nirgun	Mumbai
31st	Nisha A. N.	Corporate

WEDDING ANNIVERSARIES

23rd	Binu Jose	Kochi
25th	Haresh Makwana	Mumbai
26th	T. Ananda Narayanan	Tirupur
31st	B. Lakshmanan	Chennai



ITS A BOY



Mrs. Dipti & Mr. Sarang Pradhan (Corporate) are blessed with a baby boy.

Congratulations

NEW ADDITIONS TO THE FEI FAMILY

Sunil Joshi	Ahmedabad
K N Rajesh	Chennai
Amala A.	Chennai
Madhu Nambiar	Corporate
Sriram R.	Corporate
Ulka Kawji	Mumbai

HOLIDAYS FOR THE MONTH

Date	Reason	Branch
14th August, Saturday	Second Saturday	All India
19th August, Thursday	Muhurram	Corporate, Hyderabad, Kolkata, Mumbai
21st August, Saturday	Onam	Kochi
30th August, Monday	Janmashtami	Ahmedabad, Chennai, Delhi

How did you like this issue of FEI Duniya & why?
First "5" and best "5" reaction will get prizes.