

How India will Fit into Vehicle Making World of tomorrow

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December 1, 2009



Factors To Be Considered For Site Selection

Cost! Cost! Cost!

- Economic Incentives
- Closer to Supplier Base
- Good Infrastructure
- Connectivity
- Resource availability at Lowest Cost

Key Factors – Making difference to a facility in a Long Run

- Product
- People
- Quality
- Cost

Defining the Manufacturing Strategy . . .



Operating Philosophy

- **ONE TEAM ONE VISION**
- **ONE TEAM ONE GOAL**
- **ONE SET OF MEASURES**

Key Strategies – Defining the Success

- **Product**

- More to offer to Customers
- Green Engineering
- Rapid Swing towards Fuel Economy
- New Technologies

Key Strategies – Defining the Success

- **People**
 - Safety
 - Selective Hiring - Competency
 - Training & Development
 - Diversified Workforce

Key – People with great mind set and ‘can do attitude’

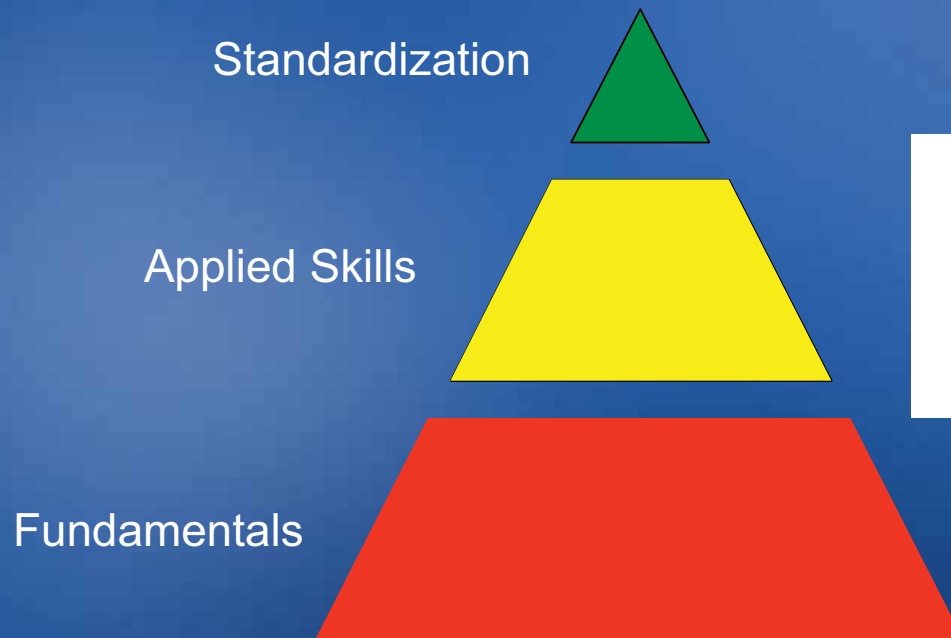
Hiring Of Talented Resource Pool

Target Selection Approach

- Career Battery - Evaluate Organizational compatibility & Motivational Fit
- Targeted & Placement Interviews
- Production Simulation
- Interaction Role plays

Training & Development

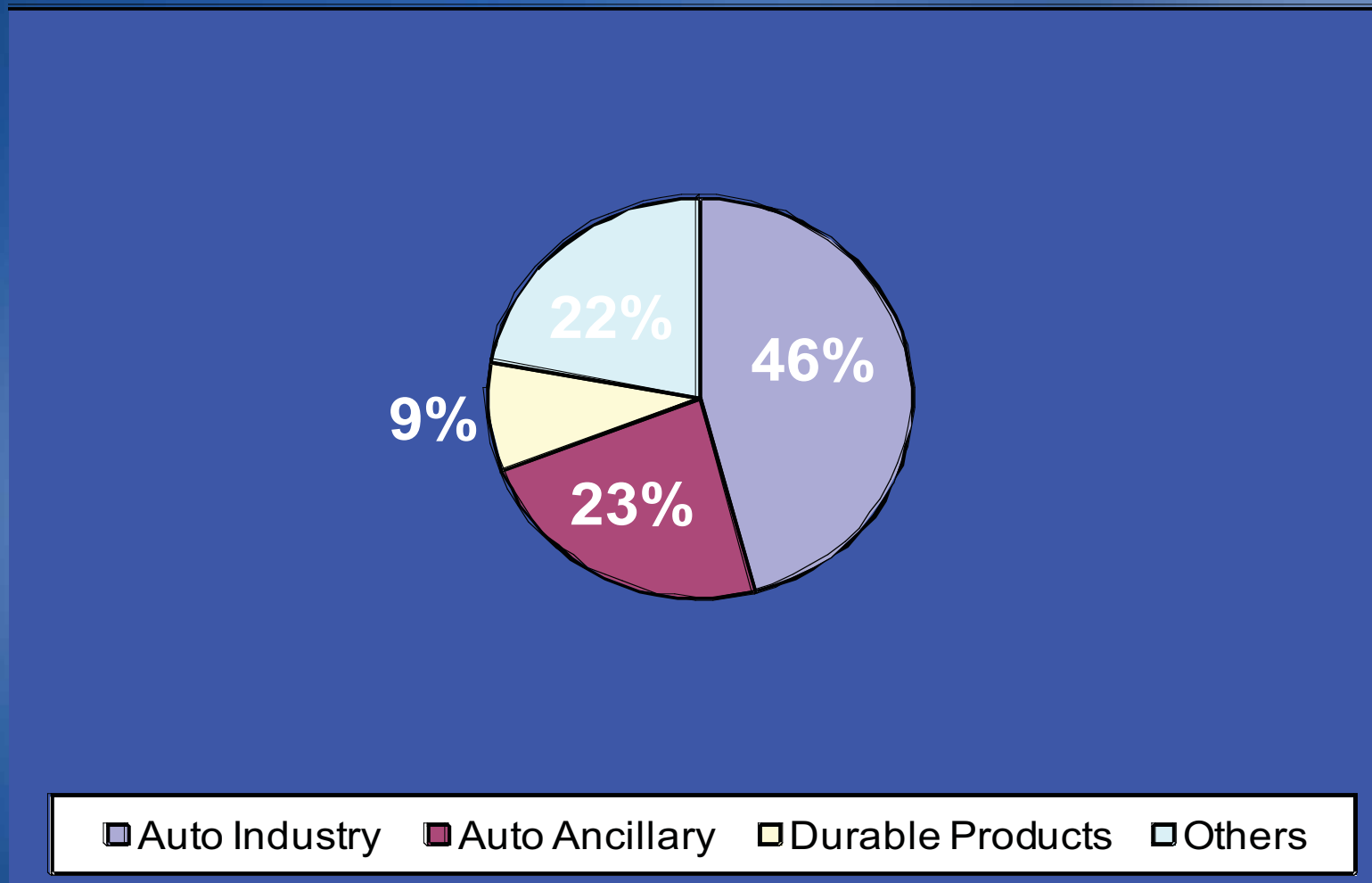
“Invest in Our People, our future”, to meet our Objectives
(Train, Engage & Grow them)



To perform the skills at the top of the pyramid completely and with top quality require mastery of the foundation skills. Poor performance indicates that there is a lack in some part of the fundamental skills training.

Standardized work is one of the key components to Built-in-Quality

- Diversified Workforce



Key Strategies – Defining the Success

- Quality
 - Built-in-Quality
 - Quality Eye
 - 5 Step Process (Find/Focus/Fast/Fix/Feedback)

Key Strategies – Defining the Success

- **Cost**
 - Lean Manufacturing
 - VAVE
 - Focus on low cost solutions
 - Global Sourcing
 - Localization of components
 - Benchmarking Local Competition

Execution Approach

Culture – How to Drive Results



Challenges Ahead

- **Dynamic Customer demand**
- **Cost Pressures to stay with Competition**
- **Product Portfolio Management**
- **Build on Market Share**
- **Increased pressure for innovation & Flexibility**

Thank You

