

CHAPTER - 2

PROFILE OF KINETIC ENGINEERING LTD.

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Kinetic Engineering Limited is one of the premier manufactures of two wheelers in the country today. In short span of 20 years from 1972 - 1992 the company has achieved distinction of being the largest manufactures of mopeds in India largely due to this consistently high performances. This study will broadly trace the history of KEL and throw some light on the company basic philosophy, its research and development, dealers and network and manufacturing facilities.

History :-

KEL was set up in Pune in 1970. In 1972 the company introduced a moped designed and manufactured completely indigenously. The name moped stands for Moto-rised-cum-pedel bicycle. KEL's moped was named LUNA. The Luna's performances and consumer acceptance has been so good that with time the "LUNA" brand name has in fact, been synomynous with mopeds.

Over the years KEL has up graded its product and has offered several unique features that have made its products popular through out the country. KEL now offers a range of two wheelers in the 50 cc category that cater to the needs of various consumer segment and are designed specially for Indian road conditions. As on today KEL has the following models of mopeds.

1. LUNA TFR
2. LUNA MAGNUM
3. LUNA WINGS
4. LUNA SUPER
5. LUNA SUPERSTAR
6. LUNA MAGNUM ELECTRONIC
7. KINETIC SPARK DX
8. KINETIC SAFARI

KEL corporate office is situated at Chinchwad, Pune. It includes the following departments -

1. Managing Director Office
2. Project Department
3. Research and Development
4. Purchase Department
5. Marketing and Servicing Department
6. Accounts and Audit Department
7. Main tool Room
8. Electronic Data Processing (EDP)
9. Corporate Personnel Department
10. Secretarial and legal Department

The following department are situated at Ahmednagar works. KEL has moped production unit at Ahmednagar. Following Departments are situated at Ahmednagar.

1. Press shop
2. Chassis shop
3. Paint shop
4. Vehicle Assembly
5. Vehicle Testing and Dispatch

6. Machine shop (KEL and KHML)
7. Tool room (Engineering department)
8. Quality control and Standard room
9. Heat treatment
10. Stores
11. Spare parts
12. Electronic data processing
13. Personnel Department
14. Training centre and Human Resource Department

KEL is a group of innovators who take pride in creating products of superior quality for the consumer and offering best services to him. KEL believed in action for the sake of timely accomplishment of tasks. It is ever willing to walk that extramile and to subordinate its personal interest.

Similarly it believes that creativity, quality and productivity can be improved only by committed people and management of KEL, aim to provide their people an atmosphere where such commitment is created.

KEL trusts that fairness, honesty and integrity are the values on which lasting relations with people customer suppliers, dealers and society should be built.

RESEARCH AND DEVELOPMENT :

KEL has one of the largest Research and Development facilities amongst the two wheeler manufactures in the country. The success of KEL is in a large measure due to the technical excellence and the constant improvement made

in its products. However, consistent product performance is possible only by insisting on and maintaining the strictest quality standard. To ensure this KEL has installed some of the most modern quality control instrument in the works. Every vehicle goes through several stages of testing from the stage of component manufacture to final vehicle inspection.

TOOL ROOM AND ENGINEERING DEPARTMENT :

KEL has a well equipped tool room functioning at Pune. This tool room gives all support to manufacturing activities at Ahmednagar. KEL has a strength of about 100 work man in this department.

REGIONAL OFFICES :

Kinetic Engineering Limited has following regional Area-Sales Offices at different parts of the country.

1. Regional Office - Bangalore (South)
2. Regional Office - At head office, Pune
3. Regional Office - Indore (West)
4. Regional Office - Lucknow (Central)
5. Regional Office - Delhi (North)
6. Regional Office - Calcutta (East)
7. Area Sales Office - Madras
8. Area Sales Office - Jaipur
9. Area Sales Office - Ahmedabad
10. Area Sales Office - Patna
11. Area Sales Office - Chandigarh
12. Area Sales Office - Raipur (M.P.)
13. Area Sales Office - Hyderabad
14. Area Sales Office - Bhubaneswar

DEALER NET WORK

KEL has over 500 dealers located through out the country. Every KEL dealership is well stocked with spare parts. KEL has adequate facilities to satisfy all service requirements of vehicle owners.

In addition, a large team of Sales and Service staff located at various regional and area offices, ensure that the company's high standard of service are maintained.

MANUFACTURING FACILITY :

KEL's manufacturing unit is located at Ahmednagar. The plant is one of the most modern mass production factories in India. Most of the machine are SPMS (Special Purpose Machines).

Regarding the production of vehicle KEL has achieved ONE MILLIONTH LUNA production in October 1987.

Since the first model of the Luna introduced in 1972, KEL has modified its product, several times in order to improve it further.

Kinetic keeps track of market needs and studies and analysis market trends. With its strong Research and Development and Service Department, it is not only introduces better model using modern technology but also ensures efficient maintenance of the vehicles on the road. This has been kinetic's main strength in retaining its leadership in the market.