

# 360° Perfektion

 **SYNERGIES** CASTINGS LIMITED



this issue . . .

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## A window into our World !!

Greetings ! We are delighted to launch our first ever stakeholder newsletter, a quarterly, that will open a window to the happenings in our Company. Through this newsletter, we wish to bring to your attention the latest happenings in the alloy wheel industry, and at SYNERGIES - new techniks, innovations, people, and more...

We hope to engage with you - our stakeholders, to listen to you and to improve ourselves to meet and exceed your expectations. This edition, available in both hardcopy and softcopy, will be released every quarter in the second week of the month, starting August, 2009.

After a poll in our factory, we chose the name '360° Perfektion' to reflect our commitment to our business of wheels. We hope you like it. We invite your comments, criticisms, and remarks to further improve the newsletter and our Company.

Thank you  
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## The world is not ending ....

Just a quarter ago it seemed like there was no tomorrow, that the economic pit was bottomless; the Armageddon was upon us. To our relief and delight, we now know that the WORLD IS NOT ENDING...!! The Indian economy is steadily growing strong, the US / European economies are declining less slowly and that things will improve no later than 2010 - 2011.

In preparation for that time, we at SYNERGIES continue to be cautiously bullish about the prospects of our Company, and our ability to survive, thrive and grow... thanks to the unwavering support of our key stakeholders, YOU - our Customers, our Investors & our Supplier Partners. All of us, the members of Team SYNERGIES remain committed to serve you, delight you and earn your trust.

Like many other calamities that the world has overcome, this too shall pass !! We, at SYNERGIES have always grown faster through challenging times, and believe that our best days are yet to come.

## Our SUMMER Collection .....

### SERIOUS BEAUTY

Ultimate in American luxury, the Escalade SUV epitomizes class, elegance and strength; this sophisticated aerodynamic vehicle is balanced on chromed 7 spoke 22-inch alloy wheels for that final finish.



### INNOVA

The New INNOVA is redesigned to be more dynamic and stylish... Unmatched expertise and experience were combined to give shape to a never-before automobile. The third model from SYNERGIES adorns the current variant - a 15"



Striking new alloy wheels turn heads on every street.

wheel design with a unique street side machined finish. The Qualis and Corolla from Toyota also sport wheels from SYNERGIES.

### XENON



India's first real crossover the all new Xenon XT fits no label. This off-roader navigates and tames the toughest of terrains on 15" alloys designed and manufactured at SYNERGIES. Launched in many countries around the world, it will soon hit the Indian market.

### THE NAME SAYS IT ALL

Ford Lincoln MKX empowered for action is worth celebrating; especially the 'Limited Edition' package featuring 20" chrome plated aluminum wheels and the exclusive Limited Edition badging. DRAMATIC PRESENCE.



The mandate - simple yet unique designer alloy wheels to match their creation.

A tall order, but we re-defined the rules of designing and development... and the result is there to see.

A well styled wheel... became even better!!

It became a big hit...just like the XYLO

Born to ride ...designers' dream

## Alloy wheel in 'SYNC' with the World Car: Mahindra - 'Xylo'

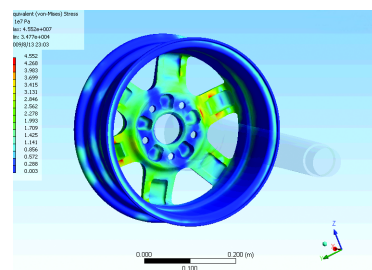
Trendy, contemporary, luxurious, high fashion, technology, a futuristic connect... is how XYLO is described. The new world car that was designed inside out, a car that is fluent in form and function; say the designers, the press and the experts. All that was required was a set of alloy wheels to add to its run-away success.

### Design driven success

Design, more than any other factor influences purchase decisions; thus designers are under constant pressure to come up with new, innovative designs that address both form and function.

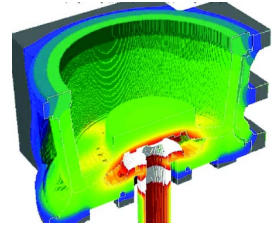
Traditionally, simple alloy wheels are with a paint finish, transcending to specialty paints and chrome plated distinctive versions. For that '*distinctive*' appeal the chrome or specialty paint finish could be used, but the challenge was to arrive at a '*simple yet unique*' style. After intense deliberations, machined face on a paint finish was chosen and we settled in on a simple 6 spoke wheel design with a contemporary 'twist'.

The twist was the 'button' look created by carefully raising and lowering the contour and machining the raised contour. The 'shiny' machined face stood out like a 'button' to create a distinct appeal. Also the centre cap area was given a reverse bowl look



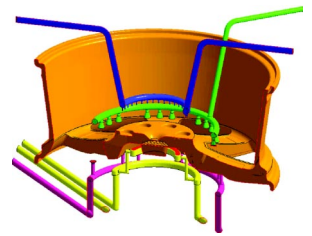
to differentiate it from the typical conventional look and the contour was deliberate to convey the smoothness.

Once the styling intent was frozen, the designers engineered the wheel to SYNC with Xylo, and comply with the rigorous and demanding functional parameters required to negotiate adverse '*Indian*' conditions. This design was virtually tested for durability, reliability, noise-vibration-harshness levels through computer simulation deploying 'CAE' and the wheel was ready for the next level of development.



### Avant-garde manufacturing assurance

Manufacturing street face machined wheels is an arduous task. Intricacies start with casting, extend through machining and end with the finish paint processes. Our 'Customised' cooling circuits were engineered into the 'tool design' to ensure 'surface integrity' of the castings enabling subsequent 'diamond' turning to reveal a 'flawless' bright machined appearance.



Voila !! We had a run-away success!!



It was the SYNERGIES engineering capabilities, technical strengths, infrastructure and experience that delivered a wheel that deserved a vehicle like Xylo.

### Designing for TPM - The FIRST in India

For the FIRST time in India, the Mahindra Scorpio will sport 'Tyre Pressure Monitoring' sensor adapted alloy wheels. These wheels are designed and manufactured to accommodate a tyre pressure gauge which will display the air pressure of the tyres on the dashboard display panel. As with many achievements, this design is another milestone in the history of India and SYNERGIES...



## Capabilities

Aluminium alloy wheels -  
 sizes 12" to 24"  
 Finishes -  
 Painted, Polished, Machined &  
 Chrome Plated  
 OEM grade 24" chrome wheel  
 Wheels, Wheel Caps, Emblems...

## FULL SERVICE SUPPLIER

## Track Record:

Global presence  
 OEM supplier since 2000  
 ZERO delivery defaults  
 < 30 PPM  
 Zero launch delays  
 Zero field failures

## Buongiorno !!

We are delighted to  
 include FIAT in our  
 Customers List!!

## Visitors Gallery



## The SYNERGIES Footprint

True to our name 'SYNERGIES' we leverage our 'individual competencies' to deliver more, surpassing our customer expectations... a reason we enjoy the 'preferred supplier' status with most global automotive majors. And our intrinsic understanding of our customers' different needs has earned us a 'premier' customer base that any manufacturer would be proud off.

Our long association with OEM's, record of zero defects and 100% delivery with the most demanding of customers all around the globe is testimony to our technical expertise and capabilities. Today, SYNERGIES has a track record that the others benchmark with... SYNERGIES was the first Indian Company to bag orders from General Motors, USA (that too for their MOST prestigious vehicles the HUMMER H2, the venerable Cadillac Escalade, the new Cadillac CTS...) and other direct OEM programs from FORD - USA, Chrysler - USA and Chrysler - Europe. We are in the final stages of negotiation with several other prestigious European OEMs as well.

In India, SYNERGIES 'created' this product segment . There were apprehensions that in India, alloy wheels would not work, that they would crack easily, and that mechanics would damage the wheels while changing tires. But, 9 years down the line, alloy wheels have pretty much become the de-facto standard in all 'D' segment and 'C' segment cars, and are considered optional in even the smaller cars. Today we rule the Indian market; 7+ out of 10 OEM cars with alloy wheels are from SYNERGIES, and our customers list reads like a who's who - GM, Ford, Toyota, TATA, Mahindra & Mahindra, Hyundai, Fiat, etc. We are proud of the fact that nearly 9 years after production there has not been a single field failure, a missed delivery or delayed product launch. This is our commitment and promise to our customers.

Whatever the car... from the exciting Josh machine, to the ubiquitous TATA Safari Dicor, the rugged Scorpio, the run-away success Mahindra Xylo, the veritable Toyota Innova; they all sport wheels only from SYNERGIES! Soon Italian stallions 'Fiat Linea' and 'Grand Punto' will be joining our stable, testifying that the world's best cars ride on SYNERGIES wheels !!!

## What does this mean for you...

When it comes to 'alloy wheels' just drop the ball in our court and forget about it. We will design, engineer, develop, produce and deliver a perfect product to you, exactly when you need it, where you need it, every single time!



## TEK - TALK SYNERGIES Ensures a Superior Ride with Wheel Uniformity



Tire radial force and wheel radial run-out first harmonic play a significant role in the ride quality of a vehicle. Matching and mounting tires on wheels is a process wherein a tire's position on the wheel is specifically selected to help minimize the effects of the final combination force variation and / or imbalance.

Original Equipment - OE tire suppliers are required to mark the tire's "high point" while OE wheel manufacturers mark the wheel's "low point." This helps the vehicle manufacturer match mount combinations to maximize safety and car ride quality while reducing the amount of balancing weight.

Every small perfection contributes to a superior ride... and SYNERGIES with its fully Automatic wheel uniformity machine & quality systems, ensures minimal radial and lateral run-out on our wheels, thereby ensuring excellent riding comfort... Trust SYNERGIES wheels for that superior ride

### VI ZAG - The Home of SYNERGIES. . .

Located on the east coast of India, Visakhapatnam or the place of Visakha is named after the deity of valor, the second son of Lord Shiva. Another story is that the beauty of the place was compared to the beauty of Sakhi Visakha and legend has it that Radha and Visakha were born on the same day and were equally beautiful. The city people believe that an Andhra King impressed by the beauty of the place built a temple to pay obeisance to his family deity, Visakha. Stories abound, but the fact is that Visakhapatnam remains unparalleled in natural splendor, surrounded by the Eastern Ghats on three sides and the Bay of Bengal on the east.



**ALL SIZES & FINISHES**  
**SIMPLY WORLD CLASS!**



Each time there's a petrol price hike, I remove one body part. . . it reduces my burden!

### KENKEN

Invented by a Japanese teacher, the KenKen puzzle adds another layer of challenge by introducing maths to the traditional Sudoku.

3+	5+	3-	
		5+	4
3-			1-
3	3-		

### Rules

1. Fill in each box in the puzzle with a number from 1 to 4
2. Do not repeat a number in any row or column.
3. The numbers in each heavily outlined set of squares, called cages, must combine (in any order) to produce the target number in the top corner using the mathematical operation indicated.

### Editorial Committee

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