

# The SCOOP

Inside Pinnacle Industries

September 2017

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I am delighted to introduce this first edition of “**The Scoop**”, our quarterly newsletter. We intend to make it a regular publication to keep you in touch with developments related to Pinnacle and strengthen the ecosystem for our employees, customers and partners. These are exciting times for us and we have come a long way since we began our journey in 1996. However, our goal is to scale up not just in numbers but also keep on improving the quality of our products. In doing so, it is a

great feeling to note that enhanced business efficiency and bottom line profitability is something that we have achieved over the years. In this newsletter we put forth details of our strategic partnerships, advancement of manufacturing facilities, participation in key events, exhibitions and much more. Lastly, I would like to acknowledge the contribution of our entire team at Pinnacle Industries and Pinnacle Modify for their relentless support to help us achieve our goal.



**Sudhir Mehta**  
MD, Pinnacle Industries

# PINNACLE LAUNCHES STARTUP ACCELERATOR IN PARTNERSHIP WITH CAPSULA.STUDIO

We are delighted to have formed a new strategic partnership with Capsula. Studio at Tel Aviv University to establish one-of-its-kind startup accelerator, Pinnacle Capsula.Studio in Pune. Conceived as a Not for Profit entity, it will allow novel ideas to rapidly gain market traction through Mentored Customer Validation under the able guidance of Mr. Sudhir Mehta. The facility will be located at The BHAU Institute which is a part of the College of Engineering, Pune. Pinnacle will provide the initial funding and endeavor to develop sustainable partnerships with prospective investors and value network firms.



**Pinnacle will provide the initial funding and endeavor to develop sustainable partnerships with prospective investors**

## PINNACLE HOSTS ISRAEL'S CONSUL GENERAL DAVID AKOV



Mr. David Akov, Israel's Consul-General visited Pinnacle Industries plant at Pithampur, Madhya Pradesh on Monday, 17th July 2017. He visited our plant to explore our process, technology and operations and get an understanding of our products and services. His visit was a big motivation for our team as he appreciated their efforts and apprised them with his knowledge on global industry scenario.



## ROBOT GOES TO WORK AT PITHAMPUR

We inaugurated Robotic facilities at our Pithampur plant in the presence of Ashok Leyland's & Mahindra Trucks & Buses Senior Management team. The Robotic facility will improve the productivity and quality of thermoformed parts.

The entire conceptualisation, development and implementation of this project was done by our in-house team at Pinnacle Industries. For the seat frames and corresponding structures robotic welding is installed with modern cellular arrangement, whereas vacuum formed parts are trimmed using robotic facility.



# BUSINESS CLASS TOURER ROCKS AT PRAWAAS 2017

Another feather in our cap has been the stellar success of Pinnacle Modify's Tourer Business Class 6+D at Prawaas 2017, India International Bus & Car Travel Show, which was held at CIDCO Exhibition Centre, Vashi, Navi Mumbai from 28th – 30th July 2017. Our product and design was much appreciated by all and we received a satisfying response at the event. Shri Nitin Gadkari, Honourable Union Minister for Road Transport, Highways and Shipping, visited our stall for inauguration ceremony. We received a great response with a number of spot bookings.



## PINNACLECARE - GIVING BACK TO THE COMMUNITY

We at Pinnacle believe that it is critical to grapple with and impact social challenges and we have taken the lead in developing several path-breaking products for the benefits of society.

### Artificial Limb

Pinnacle joined BMVSS (Jaipur Foot), DOW Chemical and ISRO to develop artificial limb. The Polyurethane foot was developed using technology from the Indian Space Research Organization (ISRO). The foot is designed and manufactured in co-operation with BMVSS, Pinnacle Industries and DOW Chemical.



### Freedom Wheelchair in Association with MIT

Pinnacle is part of the initiative to manufacture Freedom Wheelchair in association with Whirlwind, Stanford and MIT. The leveraged freedom chair (LFC) is an all-terrain wheelchair providing unparalleled mobility for people with disabilities. Developed at Massachusetts Institute of Technology (MIT), the LFC empowers its rider to travel independently. Pinnacle Industries is manufacturing the chair as a CSR initiative.



## PINNACLE'S IMPACT TRAINING PROGRAM

We kick-started learning and development program called IMPACT for our employees at Pithampur Plant in April 2017 to help employees improve their skills and advance their learning. The program's focus is on building the capabilities and skills of the organization along with empowering our employees with correct guidance and training. The first session, focused on soft skills enhancement and behavioural training, was conducted by Mrs. Anand, MD, Achievers Academy.



# IN THE NEWS

## Mr. Sudhir Mehta featured in 'The Ace List'



Mr. Sudhir Mehta featured in 'The Ace List', an annual feature of The Machinist magazine that profiles veterans in the automobile industry. Grab the August 2017 issue of The Machinist magazine to read his full interview.

## Pinnacle's launch of startup accelerator in partnership with Capsula.Studio covered by a number of newspapers and magazines.



The year 2017 has been an incredible one with much abuzz and a plethora of endeavours at Pinnacle. It's a matter of immense pride for me to be a part of a dynamic work force with infinite knowledge and extensive expertise rooted in our company.

Our company is more than a family for me in numerous ways. To make our family robust has been the sole objective of management from day one. I firmly believe that persistent updating and renovating are the keys to eternal success. Taking the idea forward, we shall continue to provide guidance platforms to modernize and enhance the proficiency of our human resources. We shall keep an undivided spotlight on every individual family member. To encourage innovation in our organization, we shall organize target oriented drills, aptitude enhancing workshops in association with the finest experts.

I am certain that, together, we can attain the "PINNACLE", aptly justifying our lineage. I extend my sincere gratitude for your continued support and wish you all a successful year ahead.

**"Success is a journey, not a destination."**



**Sunanda Mehta**  
Director, Pinnacle Industries

## Featured Employees

### *Outstanding Contribution*



**Sudheer Tiwari**  
( Seat Assembly )



**Manoj Yadav**  
( PU Shop )



**Brijesh Kumar Sharma**  
( Stores )

## OUR GROUP COMPANIES



### Corporate Office

Pinnacle Industries, 9th Floor, Panchshil IT Park 1  
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