

# NEWSLETTER

ISSUE 10

Let me begin by congratulating all of you on the remarkable accomplishments we have achieved as a group over the past few months. We began this year with the launch of our most passionate & progressive project, EKA, an automotive & technology company to bring sustainable, profitable & efficient electric commercial vehicles & solutions. EKA is a subsidiary of Pinnacle Industries, India's leading automotive seating, interiors & speciality vehicles company, and is also one of the approved applicants for the Government of India's Auto PLI scheme.

Our passion and perseverance are the two qualities that have empowered us throughout our dynamic journey of 25+ years. With the recent thrust on electrification of mobility, India is on the verge of the mobility revolution, and we at Pinnacle are extremely proud to be able to drive the change with our constant innovation. We are committed to providing holistic solutions to our customers and catering for society at large and not just our baseline. Giving back to society and assisting in nation-building is of utmost importance to us. With EKA, we look forward to creating a sustainable mobility ecosystem.

Over the past two quarters, we focused on refreshing its portfolio, improving structural efficiencies and streamlining internal processes. In doing so, we are glad to announce our foray into electric vehicle components & railway seating systems. The success and eminence of Pinnacle Industries lie in our commitment to provide end to end solutions to our customers, and we will continue to restructure our businesses, to make them future-ready, to whatever extent needed.

Our new growth engines hold immense potential to become revolutionary. We remain poised and prepared for the next chapter to create significant and sustainable value for all our stakeholders. I would like to take this opportunity to thank you for your continued trust, confidence, and support as we enter a new phase.

#BharatKiEKA Made in Bharat, for Bharat, and the world!

**Dr. Sudhir Mehta**Chairman & Managing Director
Pinnacle Industries Limited & EKA

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## Pinnacle's Auto PLI application approved under Gol's 2 schemes

EKA, by Pinnacle Mobility Solutions, a subsidiary of Pinnacle Industries, is one of the only commercial vehicle manufacturers approved under the Champion OEM Scheme & EV component manufacturing scheme of the Government of India's Auto PLI policy. We are thankful to the Indian Government for their continued support, focus, and impetus on alternative technology and new-age mobility solutions.

With the approval of the Auto PLI application, Pinnacle Industries forayed into new mobility solutions to further accentuate our business portfolio. We have been leading the auto ancillary industry for decades and now we're ready to become India's leading OEM, as well as will continue to lead the auto components segment.





# Pinnacle Industries launches EV components range

We are excited and proud to introduce a range of precision electric vehicle components for 2 & 3-wheelers. We are now all set up to lead the design, development, and supply of EV components globally. With our expertise in both design and manufacturing, we will be optimizing modular solutions from a technical, commercial, and production aspect, reducing the risk of multi-iteration design and enabling shortened development times.

We showcased our latest EV components range and capabilities at the EVs:
Transforming Mobility Summit & Expo, hosted by Automotive Component
Manufacturers Association (ACMA) on 23rd & 24th March 2022, at India Expo Centre & Mart, Greater Noida.

With our unique capabilities, we will also be producing market precision electric vehicle components including, sheet metal and tubular pipe components, body parts, seat, and battery packs for 2W/3W, certified by ISO/TS 16949, ISO 14001, OHSAS 18001, for major brands worldwide.



### Mr. Arihant Mehta addresses Pinnacle's first ever townhall meeting

With aim to create a culture of mutual trust, aligning employees and management with core values and goals, empowering our employees, and knowledge sharing, our director, Mr. Arihant Mehta, addressed our first ever Townhall meeting.





### Pinnacle forays into Railways Seating Systems at MP Auto Show

We are pleased to introduce our new range of advanced Railways Seating Systems to offer safer, comfortable, and world-class aesthetic railway seats. Pinnacle's new range of railway seating systems is crafted using advanced materials, and technology, with highly functional designs. We showcased and launched our advanced Railways Seating System at Madhya Pradesh Auto Show, Indore. Our new range is based on ergonomic principles to meet the demand of world-class safe, aesthetic, durable, lightweight railways seating system.



### Pinnacle Industries launches Keravan Kerala

Kerala Tourism collaborated with Pinnacle Industries Limited, India's leading manufacturer of automotive seating systems, interiors & speciality vehicles, to unveil a premium range of Motorhomes to promote and revive tourism in the state. Kerala Tourism in association with Pinnacle Industries will roll out numerous motorhomes in the forthcoming months.

The Motorhome is approved by ARAI under AIS 124 standards and is equipped with two convertible lounges, a kitchenette, toilet, awning, mood lighting, elegant control touch panel circuits, mini-fridge, LED TV, external power supply system, music system, fire extinguishers to provide all luxury, functional, entertainment & safety utilities.



# Introducing Blood Donation Van

Introducing our specially designed and developed Blood Donation Van, with mobility of use for rural & remote areas, which are deprived of such medical facilities. The Blood Donation Van is equipped with the features like 2 or 3 donor beds with comfortable cushions, a working table with a foldable chair, a bar light, LED blinker along with a spotlight as per ambulance specifications, a 12 V fridge, a Motor-Driven Rooftop AC & 230 V AC, LED TV, GEN SET, Awning & other necessary amenities.





## Pinnacle launches EV Mobile Service Van

We are delighted to introduce our exclusively designed and developed Electric Vehicles Mobile Service Van with mobility of use for electric 2-wheeler services for urban & rural areas. The EV Mobile Service Van is equipped with features like one scooter capacity inside the vehicle, Invertor support in the charging facility for EVs, CCTV Camera support, etc.



### Pinnacle delivers 466 Ambulances to the Bihar Medical Services Corporation Infrastructure

Pinnacle Industries has efficiently designed, customised & delivered 466 ambulances to the Bihar Medical Services Corporation Infrastructure (BMSCI), Government of Bihar. The ambulances designed and developed by Pinnacle Industries are AIS 125 certified and equipped with necessary medical equipment.







### Pinnacle delivers 5 Neonatal ambulances to the Government of Maharashtra

Pinnacle Industries has delivered five Neonatal ambulances to the Government of Maharashtra to ensure specialized critical care transportation for newborns. Neonatal ambulances, designed and developed by Pinnacle Industries are equipped with necessary medical facilities and advanced technologies for newborns.



## EKA, an electric vehicles & technology company, launched by Pinnacle Industries.

We've been pioneering automotive vehicle seating systems and interiors for over two decades. Now, we're all set to lead India's EV revolution. We're pleased to introduce you to Pinnacle Mobility Solutions – EKA, a subsidiary of Pinnacle Industries Ltd, our automotive and technology company that will offer sustainable, profitable & efficient electric commercial vehicles and solutions. EKA will design, manufacture, and supply a complete range of Electric Vehicles, Fuel Cell Electric vehicles, and alternative fuel vehicles. Under the brand EKA, we will also house components assembly and manufacturing, EV traction systems, EV energy storage systems, etc.



## EKA unveils its first electric bus, EKA E9 at Pune Alternate Fuel Conclave.

Introducing our newest 9-metre pure electric & zero-emission bus, EKA E9. The E9, EKA's first battery-electric bus, features a new streamlined vehicle design, maximized power & range due to its monocoque stainless steel chassis and complete composite structure.

The EKA E9 bus was unveiled at the hands of Shri. Aaditya Thackeray, Hon'ble Minister of Tourism, Environment & Protocol, Govt of Maharashtra, Dr. Sudhir Mehta, Chairman, EKA & Pinnacle Industries Limited & Mr. Arihant Mehta, Director, Pinnacle Industries Limited at The Pune Alternate Fuel Conclave (AFC).

EKA's E9 pure electric bus provides a uniquely designed, optimized, an indigenous product with innovative monocoque stainless steel chassis that ensures best in class. corrosion-free life, low noise, and vibrations, refined composite bus body design, and an emphasis on safety, profitability, efficacy, reliability & performance. EKA E9 comes with both front and rear air suspension with ECAS. With 2500 mm width, 31+D +Wheelchair (equipped with wheelchair ramp), the bus offers ample space for passenger (seating + standing) movement.

## EKA signs MoU with Log9

EKA signed MoU with Bengaluru based advanced battery technology startup Log9 Materials for a long-term strategic collaboration.

The EKA-Log9 partnership is mainly aimed to provide Log9 fast-charging advanced battery solution RapidX for EKA's new energy vehicles, including their recently launched pure electric bus range, EKA E9 and soon to be launched range of Light Commercial Vehicles. Log9's advanced battery technology will enable EKA's e-buses & LCVs to InstaCharge in less than 30 minutes.



## Mr. Aaditya Thackeray's visit to Pinnacle

Mr. Aaditya Thackeray, Hon'ble Minister of Tourism, Environment & Protocol, Maharashtra visited our head office to explore Pinnacle Mobility Solutions and our new energy projects. Mr. Thackeray shared his vision for sustainable mobility and the EV revolution in India. Further, he praised Pinnacle Industries and our chairman Dr. Sudhir Mehta for our commitment to a pro-earth change.







# AIC- Pinnacle's new collaborations

AIC-Pinnacle onboarded 5 new startups: Krishigati Pvt. Ltd., Nettoyer Automotives Pvt. Ltd., My Research Room (OPC) Pvt. Ltd., Attron Automotive, and Autoclinch. These startups are working and developing technologies and providing solutions across agrictech and automotive sectors.

AIC- Pinnacle incubated ZiffyTech launches 100 e-Clinics & 1 Cr. Electronic Health Record Inauguration

AIC- Pinnacle incubated ZiffyTech Digital Healthcare Pvt. Ltd launched 100 e-clinics & 1 cr. electronic health record inauguration.



AIC-Pinnacle meets the Government Authorities to demonstrate good governance's technological solutions

AIC-Pinnacle visited Dr.Praveen
Gedam, Additional CEO National
Health Authority (NHA), Mr. Vishwas
Nangre Patil- Joint Commissioner of
Mumbai Police, and Mr. Rajesh
Tope- Hon'ble Health Minister
Government of Maharashtra to
discuss and demonstrate AICPinnacle incubated startups'
technology solutions for a modern
approach in the healthcare sector
and digitizing the policing process.







AIC-Pinnacle organises mentoring workshop for startups working in EV & Mobility sectors

AIC-Pinnacle invited Dr. Rashmi Urdhwardeshe - Former Director of Automotive Research Association of India (ARAI) & Mr. Saahil Mutha- Sr. Services Business Partner (North America) at Dassault Systèmes for conducting a workshop for AIC-Pinnacle incubated EV and mobility-based startups.



### AIC-Pinnacle participated in Pune AFC-2022

AIC-Pinnacle incubated EV based startups participated in Pune AFC-2022. During the AFC conclave, various dignitaries from ministry, industry and foreign experts interacted with AIC-Pinnacle incubated startups & showed their interest & appreciation of the products.





### **AIC-Pinnacle's Partnerships**

AIC-Pinnacle formally engaged with startup forums MSME & Startup Forum Bharat and AIC-Mahamana Foundation for Innovation & Entrepreneurship (AIC-MFIE-IM-BHU) to support and develop an innovation and incubation culture and to lead and explore more opportunities in the startup ecosystem.





### AIC-Pinnacle exhibits at Savitribai Phule Pune University

AIC-Pinnacle incubated three startups showcased their products & interacted with Mr. Piyush Goyal, Hon. Union Minister of Commerce & Industry during the visit at Science and Technology Park, Pune-Savitribai Phule Pune University.





### Instor India X Crossword Bookstores

We are pleased to be the provider of store fixtures to our long-standing partner and India's largest bookstore chain Crossword Bookstores. Instor India successfully designed and delivered a bespoke range of products for Crossword's Hyderabad and Ghatkopar stores to ensure maximum product exposure and the best customer experience.









## Instor India collaborates with Greenline Pharmacy

Instor is proud to be partnering with Greenline Pharmacy to provide custom-designed exquisite & innovative fixtures, including custom display & storage fixtures, specialised racks, shelves & fixtures for medicine counters, beverage racks, and cosmetics racks, gondola display units, billing counters, etc. for their pharmacy & medical stores.



### Instor partners with Star Localmart

Instor is proud to be partnering with Star Localmart. Instor India designed, manufactured, and delivered high quality & durable store fixtures for Star Localmart's 9 stores. We look forward to a continued association with the Star Localmart team.



### Instor India partners with Daylis

Instor is glad to collaborate with Daylis for providing retail store fixtures for their Bhawanipur & Howrah stores. Instor designed customised products for Daylis to ensure maximum product exposure, optimum customer-product engagement, and appropriate display for each item, and to offer a unique shopping experience to their customers.

# From Director's Desk Pinnacle 2.0: The Pragati Continues

We are glad to be continuing Pinnacle 2.0 campaign with our ongoing initiative, Pragati, that promotes 'Connect' among our employees. This time we've extended the Pragati program with some employee goodwill and development centric initiatives to prepare and equip our employees for a smart future, and to make their lives easy. We have started a Wall of Fame, Instant recognition, Unnati Program, 5s Rolling Trophy, Quarterly Excellence Awards, and Tenure Awards to recognize, reward and felicitate our hardworking dedicated employees for their excellent work. We are proud to kickstart our learning and development training program to make our employees future-ready and to help them grow on a personal level.

We are also proud to introduce a revised compensation structure, which is aligned with the new wage code. We have also redesigned and introduced our new dress code for our employees' convenience & comfort.

Through these initiatives, we look forward to creating a culture of mutual trust, aligning employees and management with core values and goals, empowering our employees, embracing new technology & experiences, knowledge sharing and much more.

Mr. Arihant Mehta

Director,

Pinnacle Industries Limited

### Dr. Sudhir Mehta conferred "Maharashtra Bal Stambh Award"

We are extremely proud and delighted to announce that our Chairman Dr. Sudhir Mehta has been awarded the prestigious "Maharashtra Bal Stambh Award" for his valuable contributions to Maharashtra and for being the pillar of strength for the state's development.





# Collaboration with Round Table 242

We are proud to join hands with Round Table 242, Indore to provide artificial limb fitments for specially abled people from various neighboring districts at Bhagwan Mahavir Viklang Sahayata Samiti, Indore Centre.

BMVSS, Indore Centre is a joint initiative between Pinnacle Industries Limited, Nirmukt Foundation & BMVSS (Jaipur Foot) that aids in developing & providing artificial limbs, callipers, and other aids & appliances totally free of charge.

# Artificial Limb Fitment Camp On International Day Of Person With Disabilities

On International Day of Persons with Disabilities, Pinnacle Industries, in association with Nirmukt Foundation and Bhagwan Mahavir Viklang Sahayata Samiti, Indore Centre, organized a camp to provide artificial limb fitments for specially abled people from various neighboring districts in and around Madhya Pradesh.







### BMVSS (Jaipur Foot) organises a camp to celebrate World Earth Day

On World Earth Day, BMVSS (Jaipur Foot) in collaboration with Young Indians (Yi) and Arihant Hospital, Indore, organized a camp to provide artificial limb fitments for specially-abled people from various neighboring districts in and around Madhya Pradesh.

## Health Checkup Camp at Pithampur





# Blood Donation Camp at Pinnacle Industries







# Women's day Celebration at Pinnacle Industries





### Meet the Team

We are pleased to introduce our extremely capable, proficient & hardworking teams of Pinnacle. Our resilient and responsible teams are absolute gems, and we take pride in their work.

#### **Team Tool Room**



**Team Robotics** 



**Team Tailoring** 



**Team Finance** 



**Team Procurment** 



**Team Sales & Business Developement** 



**Team Production Engineering** 







**Team Tubecutting & Bending** 







**Team Paint Shop** 



**Team Quality** 



**Team Business Enablers** 



INTERVIEW: SUDHIR MEHTA, chairman, Pinnacle Industries

## 'Aim is to become a global volume leader in commercial EVs'

racelentestries, which makes seats and luter reproduct for commercial evides; recently entered the electric medality space by interacting range of precision electric schiele [FV] components for two-and three-wheelers. The company's neur ener upon electric bus called the EKA especies of 3 money of primarie haldseries, shorts free firm's plant with a company's neur production of the produc Our first product, the EKA E9 bus, has a passenger capacity of 31 atting plus 15 standing, and offers a range of 200 km. It has the lowest kerb weight per passenger in India, and is the country's first stainless steel monocouse chassis bus

What made a compo

What made a components player like you enter the shared-electric mobility space? India is urbanising, and while growth and urbanisation havebrought many positives, our cities are facing ever-increasing treffic corgestion. We must make upublic transport and shared-mobility more convenient for users, as well as coest-effective, prefitable, sustainable and technologically-advanced

for all concerned. With our 25 years of legacy in the commercial automotive space, we wanted to baild an ecosystem in commercial electric mobility that can belp dechole cities, is good for the environment, and offers the best total cost of ownership to governments, businesses and operators.

solutions?
It's farmore than a bus. We are unleashing an array of innovations, such as mobility-as-a-service, new energy vehicles, advanced battery technology, profitable last-mile delivery vehicles, inhouse vehicle control software solutions, vehications, well-actions and the such as the such

software solutions, vehi-de and battery recycling, modular vehi-de platforms and components, and so on. We have created a new ecosystem of technology, manufacturing and distrib-ution of electric commercial vehicles. This know-how and resources will be

shared in a democratised manner to further optimise costs and increase the viability of EVs. Our vision is to become aglobal volume



leader in commercial EVs.

What is your path towards that goal?

One, EKA will design, manufacture and supply allisines of new agevehicles, including the path of the path of

work of these factories along with processes and systems that enable these factories to perform. This will reduce inventory and infrastructure costs, and optimise logistics. EKA's decentralised manufacturing con-cept will be. ept will have a smaller footprint

and can be deployed in existing facilities And four, by the end of this year, we will be ready with our fleet management system.

What is the timeline of your 'new-age' vehicles? What are the planned specifica-tions? Apart from electric and fuel cell, what alternative fuel vehicles are you

tions' Apart From electric and true ceruphat alternative fuel vehicles are you developing?

Our first product, the EKA E9 bus, has a passenger capacity of 31 sitting plus 15 standing, and offers a range of 200 km. It has the lowest kerb weight per passenger in India, and is the country's first stainless sized monocoque chassis bus, it's designed for a long life of 15 years! I million Km. According to our calculations, the TCO of the EKA E9 is almost 20% lower than a diecellow-cost bus/AC/and nearly 20% leves than a CNC Buss (AC).

Later this year, we will launch a light commercial vehicle that will be a game-changer in the last-mile delivery segment. Coing forward, we plan to introduce a standard bus (12 metres in length), mini-bus (seven metres), accoach and a hydrogen fuel cell vehicle.

### Pinnacle Industries to make components for electric two- and three-wheelers



■ The company will produce EV components including sheet metal and tubular pipe parts, body parts, seats and battery packs for two- and three-wheelers manufacturing facilities in Pithampur and Pune, Pinnacle Industries is one of the largest producers of automotive interiors and seating systems for commercial vehicles

PRODUCT LAUNCH

#### **EKA E9 Bus**



22 DOMESON V







20



मुख्यमंत्री श्री @ChouhanShivraj से मंत्रालय में @pinnacle\_ind के चीफ मैनेजिंग डायरेक्टर श्री @sudhirmehtapune जी ने भेंटकर पीथमपुरा में 2 हजार करोड़ के ईवी प्लांट की स्थापना के संबंध में चर्चा की। इससे प्रत्यक्ष और अप्रत्यक्ष रूप से लगभग 7 हजार लोगों को रोजगार मिलेगा।



Delighted to meet @sudhirmehtapune & his team at ind for their new mobility project. Witnessing their EV Bus & last-mile delivery vehicle up close, I am truly proud to see indigenous companies launching great products & sharing our commitment towards a pro-earth change.

## Pinnacle to invest Rs 2k cr to build EV manufacturing units in Pune, Indore

The Pune-based company, which has been into automotive seatings, interiors for speciality vehicles since 1996, has already set up an electric vehicle unit under the Eka label

### **Our Group Companies**





















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