



Newsletter Issue 11

Built with Passion
Crafted with Precision
Engineered for best Performance

From President's Desk



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Dr. Sudhir Mehta receives the "Pride Of Pune" award

We are delighted to announce that our Chairman and Managing Director, Dr. Sudhir Mehta, has been awarded the "Pride of Pune" Award at JITO Connect 2022, one of the world's largest and most prestigious Global Trade Summits sponsored by the prominent Jain International Trade Organisation (JITO). Dr. Mehta's accomplishments as a successful business leader, social entrepreneur, columnist, and social policy expert make us immensely proud.





| From President's Desk

Skill Enhancement Initiative: Learning together, winning together!

It brings us immense pleasure and satisfaction to see our Pinnacle group reaching new heights with every passing quarter. The last quarter has been quite special and eventful, filled with milestones, achievements, partnerships, collaborations, and collective learnings.

We, as a group, have been consistent and pushed our limits to set the bar not only within the company but also in the industry. EKA E9's approval & certification completion by ARAI has been the highlight of the quarter, and so has the introduction of our new range of compact ambulances on the Toyota Innova platform. Our new collaboration with the health departments of Chennai, Madhya Pradesh, Bihar, and Cityflo reflects our pursuit of excellence and customer-centricity.

Our new developments and product introductions, including the introduction of railway seating systems and mobile eye care clinics, are a testament to our passion and commitment to innovation. We've been successful in implementing multiple productive initiatives under Pinnacle 2.0, focusing on upskilling, learning & development for the holistic growth of Pinnacle employees.

We're proud of your dedication, learning spirit, and focused approach, and we look forward to achieving many more milestones together.

Arihant Mehta
President,
Pinnacle Industries Limited





New Launches

New collaboration with the healthcare department of Chennai

Pinnacle Industries has successfully delivered 154 Mobile Medical Units (MMU) to the healthcare department of Chennai. These MMUs are specially designed to facilitate access to public health care, particularly for people living in remote, difficult, under-served, and unreachable areas.

[Read more...](#)



Introducing new Toyota Innova compact ambulance

Pinnacle Industries has introduced a new range of compact ambulances on the Toyota Innova platform. These advanced B-type ambulances are ergonomically designed to provide ample space, safety, and comfort for the patient and the attendants. The new range of B-Type Innova Ambulance's compact dimensions enables easy manoeuvrability on roads, resulting in the timely movement of patients requiring emergency care.

[Read more...](#)



Innova Ambulance

New Launches

Mobile eye care

Introducing the new generation mobile eyecare clinics

We have introduced the newest range of mobile eye care clinics, engineered and designed by our in-house team. These ambulances offer ophthalmologists and optometrists a safe, conditioned mobile facility for general examination and eye treatment, as well as high-quality and comprehensive treatments, particularly in rural and remote communities.

[Read more...](#)



Railway seats

Pinnacle starts a new chapter with railway seating

Pinnacle Industries is excited to foray into the railway seating business. Under this business vertical, we will be targeting the long-distance high-speed trains, from luxury/executive class coach seats to the standard AC coach seats, with two-seater, three-seater, and single-seater configurations. We are proud to partner with Indian Railways to provide seats for coaches under 'Vande Bharat' project.



Railway Seats

Stretchers

Pinnacle Industries introduces Maruti EECO Ambulance Stretcher

We are delighted to share that Pinnacle Industries has introduced a new variant of ambulance stretchers, for Maruti EECO ambulances. Being the exclusive supplier, the EECO ambulance stretchers by Pinnacle Industries are ICAT-approved & AIS 125 certified. With multiple built-in features, our stretchers are strong, resilient, and sturdy with an automatic stretcher trolley loading and unloading feature to move patients safely and comfortably.





Collaborations & Orders

100 Sanjeevani ambulances delivered to Government of Madhya Pradesh

Pinnacle in collaboration with JAES, one of the leading emergency health service providers in Madhya Pradesh and Chhattisgarh, has successfully delivered 100 ambulances to the Department of Health, Madhya Pradesh Government under the National Health Mission (NHM) Project. Built on the Tata Winger platform, these Sajeevani Ambulances by Pinnacle Industries include B, C, and D-type ambulances.

[Read more...](#)



Pinnacle delivers 1000 ambulances to the Government of Bihar

We have successfully designed, developed, and delivered 1000 Basic Life Support Ambulances to the Department of Health, Bihar Government, under the 102 ambulance service. The ambulances were inaugurated and flagged off at the hands of the Honorable Chief Minister of Bihar, Shri Nitish Kumar Ji, in the presence of Shri Tarkishore Prasad Ji, Deputy Chief Minister, Government of Bihar, and Shri Mangal Pandey Ji, Health Minister, Government of Bihar.

[Read more...](#)

Delivers 1000 ambulances



Collaborations & Orders

Cityflo Bus

Pinnacle Industries joins Cityflo for the interior design of a new proprietary bus

We're pleased to be partnered with Cityflo for the designing, developing, and manufacturing of the seating and interiors of Cityflo's new proprietary bus. The app-based premium bus commuter provider aims to add 1,500 such new buses to cater to 1 lakh customers in the next two years.

[Read more...](#)



Pinnacle
joins Cityflo



TATA Tech Show

Pinnacle Industries participates at the Tata Motor Tech Show

Pinnacle Industries exhibits its wide range of products, including seating systems, interiors, railway seating systems, etc., at the Tata Motors Tech Show, Pune. We also displayed the in-house designed, developed and customised Pinnacle Ambulance built on the Tata Winger platform.



TATA Ambulance



Pinnacle 2.0

Family Day

Pinnacle hosts 'Pinnacle Carnival'

An amazing day filled with the colours of happiness, food, fun, and smiles. We hosted and brought together our work family with their super families at the Pinnacle Carnival to enjoy, celebrate, and bond together.

[Read more...](#)



Pinnacle Carnival Celebration

Pinnacle 2.0

Trainings & workshops at Pinnacle Industries

Skill enhancement initiative begins under Pinnacle 2.0

We're glad to share that we have started an employee-focused skill enhancement initiative under Pinnacle 2.0. Under this initiative, we have organised workshops on teamwork and collaboration, effective communication & e-mail etiquette for the Pinnacle employees across all our offices.

Pinnacle 2.0



Teamwork & Collaboration



Communication Skills



Birthday celebrations



**Birthday
Celebrations**

Rewards & Recognition

Rewards & Recognition

Sudhakar Prabhune

Amjad Pathan

Ritesh Asawa

Pratiksha Telkar

Gunwant Sonwane

Yogita Thite

Shubham Bohite

Chintamani Godbole





Pinnacle Cares

Blood Donation

Donating blood, saving lives!

Pinnacle Industries and Nirmukt Foundation organised blood donation camps across all our offices and manufacturing units in Pune and Pithampur, in association with Jankalyan Blood Centre, Pune, and M.Y. Hospital, Indore. During the blood donation camps, more than 100 of our Pinnacle family members volunteered to become proud blood donors.



Jaipur Foot

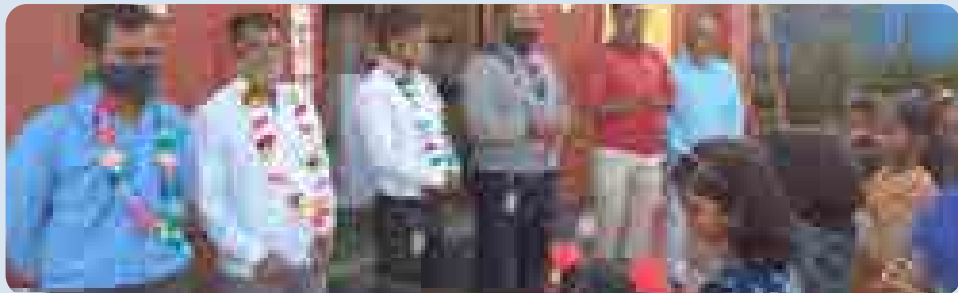
Supporting society, lifting others!

We're proud to share that our BMVSS, Indore team has successfully organised an artificial limb fitment camp in Machhal, Jammu & Kashmir. We donated the wheelchairs, tricycles, hearing aids, hand fitments, and artificial limb fitments by the Jaipur Foot during the three-day long donation camp in association and with special assistance from BMVSS, Jaipur Foot, Nirmukt Foundation, and the Indian Army.



Donation drives at Maher Ashram

In association with Nirmukt Foundation, Pinnacle Industries conducted multiple donation drives at Maher Ashram, Koregaon Bhima, Pune, a shelter home for underprivileged children, women, and men. We supported 350+ kids at Maher Ashram with food kits and stationery items to improve their quality of life and assist holistic growth.





Group Synergy

EKA

EKA E9

EKA E9 achieves another milestone

We feel immensely proud to share that EKA, a Pinnacle Industries subsidiary, has completed all the Central Motor Vehicle Rules (CMVR) certification and approvals for its 9m pure electric, zero-emission bus, EKA E9, from ARAI (Automotive Research Association of India). The functional and safety testing approval by CMVR is a critical step for the EKA to start trials and sales of the 9m electric bus and to provide the first fully Made in India electric bus to customers.

[Read more...](#)



AIC Pinnacle - Entrepreneurship Forum

4.5 Million Grant

AIC-Pinnacle to receive INR 45 million under the Startup India Seed Fund Scheme

We're proud to share that the NITI Aayog & Pinnacle Industries supported incubator AIC (Atal Incubation Center)-Pinnacle Entrepreneurship Forum has been selected under the Startup India Seed Fund Scheme (SISFS) announced by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt of India. Under this scheme, AIC-Pinnacle will be receiving a grant of INR 45 million from the Government of India. We're also aiming to incubate and provide financial assistance to 19 startups over the next 3 years under SISFS.

[Read more...](#)



Startup India Seed Fund Scheme



Group Synergy

Onboarded Startups



Attron automotive is an electric motorcycle startup based in Pune, midway into the build of our production ready model. Attron aims to enhance the current mobility scenario by introducing their own electric motorcycles intended to offer performance one step ahead of the Internal Combustion counterparts.



AutoClimb Private Limited is a smart emergency assistance cum Auto-service aggregation platform that aims to build a wide network system in auto-Service industry to cater and solve all problems related to one's mobility on roads.



Rut3 "Reinvented the Wheel", making the rides Safer, providing high comfort and making the vehicle energy efficient. They build suspension inside the rim, replacing the spokes for Wheelchairs, Bicycles, Two-Wheelers, Four-Wheelers, Space Rovers with reliable and affordable-for-all technology.



Instor India

Instor Kider India - India's most promising retail fixtures and display company

We are delighted to share that Instor India has been recognised as one of the most promising retail fixtures and display companies by Silicon India, one of the leading business magazines. Instor has been recognised as the most promising retail fixtures and display company for continuously delivering quality, innovative, and efficient products and solutions.

Read more...





In The News



Our technology will be employed with April 2024 launch, representing a landmark moment of scaling up of green mobility solutions contributing to the nation's sustainable development.

New Delhi: Electric vehicles and technology company, **EKA**, a subsidiary of Pinnacle Industries Limited, today entered into a partnership with **NuPort Robotics** to introduce **Level 2 autonomy, advanced driver assistance systems (ADAS)**, in its electric bus models. This partnership is the first move in India to incorporate progressive Level 2 autonomy and **Artificial Intelligence (AI)** for **Electric buses** on



From The Economic Times

EKA partners with NuPort Robotics to introduce ADAS in e-buses

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First made in India electric bus showcased to Nitin Gadkari

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NEW DELHI: Minister of Road Transport and Highways of India witnessed the **first** for the first time in India on Friday. The **100% EB** is claimed to be the country's first completely **100% electric** 90 metric tonne electric, zero-emission bus. The union minister praised the company's efforts and innovation to transform commercial **mobility** in India during a meeting with Dr. Sushil Mehta, Chairman, EKA & Pinnacle Industries Ltd, regarding their initiatives on electric vehicles.



These are equipped with all medical facilities and advanced technologies to deliver the best medical care to newborns.

Pinnacle Industries, a leading commercial vehicle company, has introduced the current range of approved neonatal ambulances specially developed for the Maharashtra Government. These ambulances are equipped with all necessary medical facilities and advanced technologies to deliver the best medical care to newborns.


These ambulances are ideal for transporting around the country or across state emergency transfers for newborns requiring specialist, emergency resuscitation and critical care. Designed with a compact body by following ECE R139 standards, these ambulances have a complete package for neonatal medical equipment requirements in an ambulance for children and are especially hygienic and safe, the company said in a statement.



Pinnacle Industries introduces neonatal ambulances in Maharashtra

Read more... 

In The News



Integrated commercial vehicle seating and interiors company **Pinnacle Industries** on Wednesday said it has partnered with **Cityflo** for designing and manufacturing the seating and interiors of the latter's new **proprietary bus** for urban commute. The app-based premium bus commute provider aims to add 1,500 such new buses to cater to 1-lakh customers in the next two years, Pinnacle Industries said in a release.

"This collaboration strengthens our goal of positioning Pinnacle Industries as the leader in the commercial mobility space," said **Arihant Mehta**, President, Pinnacle Industries Limited.

The company said it worked on the design, development and manufacturing of seats, interior trim panels, luggage racks, driver partitions, among others, for the new, proprietary bus, built on the **Bharat-Benz chassis**.

THE ECONOMIC TIMES


Pinnacle Industries to design, manufacture seating, interiors of Cityflo's new proprietary bus

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Rapid EV adoption vital for a low-carbon future

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The world has reached the cusp of a transition where a long-overdue shift to greener but rather costly technologies, including electric vehicles, is finally well under way. The transition is underpinned by the CO2 levels (which peaked in the late 1990s and is estimated to exceed the 1,000 ppm by the early 2000s). Temperatures in India alone have risen by 0.7-1.0°C between 1994 and 2018. The climate crisis, it is argued, is requiring urgent global action to curb carbon emissions.

India is the world's third-largest emitter of greenhouse gases. Our domestic policies, particularly regarding transport, have the potential to significantly impact greenhouse gas levels. (Transport emissions have increased steadily, accounting for 24% of the total CO2 emissions from fuel combustion. India's transport sector with road fuel alone has led large production already accounted for 18.8% of the country's energy-related CO2 emissions. Road transport accounts for 30% of the sector's total energy consumption and is projected to grow rapidly. There is a growing urgency for stakeholders, including industries and policymakers, to work together on road decarbonisation in transport and other sectors of India to meet the objective of achieving net-zero emissions by 2050.

The Ministry of Road Transport and Highways is promoting fuel efficiency. Buses and heavy-duty vehicles account for almost 30% of the transportation, while passenger vehicles (cars and light trucks) account for about 22%. And these numbers are increasing rapidly. The volatility in the costs of petrol, attributed to geopolitical tensions between Russia and the US, has further exacerbated the problem. In a critical juncture, this, the government's



08 July, 2023
By ET Bureau Reporter

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India's automotive seating, interiors & specialty vehicles company, Pinnacle Industries has successfully designed, developed & delivered 220 Bihar Ultra Support Ambulances, as a part of the larger order to supply 466 ambulances to the Department of Health, Bihar Government.



Pinnacle Industries Will Deliver 466 Ambulances To The Bihar Government

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EKA receives CMVR certification for its E9 electric bus

Read more... 



Electric commercial vehicle maker **EKA** has received the Central Motor Vehicle Rules certification for its **E9 electric bus** from the **Automotive Research Association of India**, the company announced on Monday. The certification is a critical step for the company to start trials and sales of the 9-metre electric bus in the coming months, EKA said in a statement.

In The News



New Delhi: Pinnacle Mobility Solutions, a unit of Pune-based Pinnacle Industries which has forayed into the electric bus business, is all set to establish its first plant in Pithampur, Madhya Pradesh, in partnership with European company VDL Group investing INR 2000 crore over the next five years.

The ground-breaking of the 50-acre plant will take place in September and in the next six to nine months the facility will be operational, a senior company executive said.



Pinnacle-VDL JV to break ground of its first plant in Pithampur in September

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Robust emergency medical services: The need of the 'golden' hour



Sachin Deshmukh
Executive director,
Pinnacle Industries
Limited

This year, India is marking 75 golden years of independence. A nation that was once considered only a developing country is now the world's fastest-growing economy and among the youngest nations.

India is setting the bar on many fronts, but healthcare is the sector that needs immediate attention and reforms. After 2020, a long ignored question has taken centre stage, 'Can the dream of a prosperous India be achieved without healthy citizens?'. The question has been answered bluntly by the COVID-19 pandemic, which is a clear 'no'. The worst-ever health crisis has brought out the Indian healthcare system's inadequacies and pitfalls to the light, which calls for a complete overhaul and ground-level initiatives.

The COVID waves also revealed and emphasized the inefficacy and disorganization of emergency care infrastructure or emergency medical services (EMS) in India. India ranked 66th in the Global Health Security (GHS) Index 2021. The GHS further highlighted that under the rapid response category, India scored 50.3, which is even below the global average of 57.6. The absence of an adequate emergency medical response system costs millions of lives every year in India, especially during unexpected medical emergencies such as road accidents, natural disasters, and heart ailments. It is not a hidden fact that most of the time, EMS fails to provide immediate and efficient emergency medical care during the "golden hour" — the first 60 minutes following an accident or trauma.

Several surveys and data analyses show that the chances of revival and survival of critical patients can be increased if we provide proper emergency medical care during the golden hour. But, in India, there is no specific ambulance response time, and, on average, it takes more than 45 minutes,



Prashant Bhagat, CHRO, Pinnacle Industries says strong interest in automotive products and ability in learning new processes are key skills they seek while onboarding freshers.

What are the key general skills that you look to hire freshers?

We need to evaluate talent primarily on their technical knowledge, including the basics such as industrial engineering, manufacturing process, understanding and application of formulas, dimensions, material science, machine design, machine knowledge, reading and understanding of drawings, as well as tools and software in 2D & 3D-Cad Solidworks, AutoCAD, Catia and the like.



Pinnacle Industries' Prashant Bhagat says flexibility and problem solving approach key while hiring new talents

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In the latest cover story of India's leading business magazine, Business India





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