

The SCOOP

Inside Pinnacle Industries

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'Finetza' shines bright at German Design Awards 2019

Pinnacle Speciality Vehicles' Finetza is the proud winner of German Design Award 2019, an International premier prize awarded by the German Design Council for 'Excellent Product Design - Passenger Vehicles'.

Jury statement

The intelligent, contemporary interior design gives this space an impressively luxurious and spacious feeling. A superb camper that leaves nothing to be desired and actually feels very much like a »home on wheels.

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Mr. Sudhir Mehta at 'Smart Mobility Summit'



Mr. Sudhir Mehta, Chairman & Managing Director, Pinnacle Industries, moderated the panel discussion on 'Autonomous Driving - "The Road" to Implementation' at Smart Mobility Summit.

This two day event took place in the 'Habima' National Theater in Tel Aviv, Israel, for a dialogue about the world's most forward-thinking approaches to transportation, cutting edge technologies and future business models.



Confederation of Indian Industry partners with AIC-Pinnacle Ventures

Confederation of Indian Industry (CII) partnered with AIC-Pinnacle Ventures to become its official incubation partner going forward. The signing ceremony was conducted at CII's 'Global Business Coalition' - Plenary Meeting in New Delhi.

AIC-Pinnacle is a Nonprofit initiative by Pinnacle Industries to support innovation, entrepreneurship and employment generation.



Strategy Meet: Vision 2020

We kickstarted the year 2019 with a two-day long strategy meet that included strategy overview, operational review meetings, team building activities and cohesive working workshops.

The managerial teams of Pinnacle, Instor and CB VAT presented their strategies and business plans and set milestones for the year 2020.



Rivulis at the 9th International Micro Irrigation Conference in Aurangabad

Rivulis, a prominent player in the micro irrigation sector in India participated in the conference and showcased its latest technology and introduced Automatic Disc filters, Plastic Media Filters and H6000 for the first time in India.

Rivulis exhibition stall was inaugurated by Mr. Nitin Gadkari, Hon'ble Union Minister, Water Resources and Mr. Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra. Mr. Chiranjiv Choudhary, APMIP Commissioner, also visited the stall and appreciated the products and technologies showcased by Rivulis..



Success Story - Rivulis Irrigation

Mr. Richard Klapholz- CEO, Rivulis, Mr. Eran Ezra- CFO, Rivulis, Mr. Kaushal Jaiswal- MD, Rivulis India, along with other Rivulis team members, visited sugarcane farm in Hardoi, Uttar Pradesh to meet the farmers and witness their growth story.

Today, Rivulis has become the first company to install a drip system in more than 400Ha of Sugarcane crops in less than 250 days. The yield enjoyed by the farmers is more than 100MT/Ha.



Instor India on board with Walmart India

Instor India has bagged the first batch of orders for Walmart India. Instor will now be working on neighbourhood format stores of Walmart.

Instor by Kider India Pvt. Ltd. is India's leading manufacturer and exporter of functional, innovative and premium range retail fixtures and industrial solutions. We look forward to a continued association with Walmart India.



VDL Pinnacle bags orders from Daimler and Magna Cosma International



DAIMLER



VDL Pinnacle, a design and engineering company specializing in industrial automation systems, recently bagged two big orders from Daimler and Magna Cosma International.

With Daimler it is a turnkey project for designing, manufacturing, installation & commissioning of bus body welding fixtures. For Magna Cosma, VDL Pinnacle will be doing proto tool manufacturing, design modification in existing proto tool, manufacturing, installation & assembly of modified units, and proto tool prove-out & welding of chassis.

CB VAT introduces new service division

CB VAT added one more service for their clients in India starting February 2019. CB VAT will now be assisting Indian companies with offices in EU for VAT compliance and filing.

They will be using a centralised tool developed by United Cash Back (UCB) through which clients can login to a digital drop box in which they can keep submitting their EU invoices and a periodic filing will be done by CB VAT according to local tax laws.

WE LIVE AND BREATHE EVERYTHING VAT

We don't rest until you get what is rightfully yours - Maximum foreign VAT refund

Israel Ambassador visits Pinnacle Industries



Dr. Ron Malka, Israel's new Ambassador to India and Ms. Maya Kadosh, Israel's Deputy Chief of Mission in New Delhi, visited Pinnacle's head office in Pune recently.



Mr. Sudhir Mehta, Chairman & Managing Director, Pinnacle Industries had a brainstorming session with them and introduced them to our various verticals and initiatives.

Pinnacle Social & Charitable Foundation turns 1!

Pinnacle Social & Charitable Foundation (PSACF), a non-profit organization established by Pinnacle Industries Limited completed one year in February 2019. In the course of last one year of Foundation's operations, we have touched thousands of lives across various rural and urban locations.

To mark the occasion, entire team of Pinnacle Industries and the Foundation spent a day at various orphanages and old age homes. We are thankful to our entire team and support staff for volunteering and helping us in achieving our goals. We look forward to your continued support in making this initiative a great success.



Pinnacle Speciality Vehicles at Health Tech India 2019

PSV along with Force Motors exhibited Traveller Advanced Support (D Type) Ambulance at Health Tech India 2019 which was held at Pragati Maidan, New Delhi from 3rd to 5th February 2019.

The vehicle was completely customised by PSV in compliance with all requirements of the National Ambulance code. Our product and design was much appreciated by all and we received a satisfying response at the event.



Pinnacle Industries files for 4 patents



We are pleased to announce that in the last quarter we have filed for four process and design patents that will considerably strengthen our company's portfolio. We have successfully filed patents for:

- 1) Finetza, India's first expandable luxury motorhome by PSV design
- 2) Interior design of Finetza
- 3) Robotic Trimming Assembly And Method Thereof
- 4) Emergency Stretcher Trolley

POSH Awareness Training Programme

We are committed to zero tolerance against any kind of Sexual Harassment or discrimination faced by our employees at our workplace. We have formed POSH committees at all our locations for employees to report/inform such misconduct.

To increase awareness about the POSH policy and its various aspects, we organised a 'POSH Awareness Training Programme' at our Pithampur facility on 16th January 2018. The session was addressed by Ms. Nupur Singh, Director, Reinvent ON.



MP State Industrial Safety Day celebration

We celebrated MP State Industrial Safety Day on 3rd December 2018 to reiterate the importance of safety and create an awareness campaign throughout the organisation.

The event saw various activities promoting the idea & importance of safety, including, the safety oath, flag hoisting, understanding and implementing the safety slogan and poster and quiz competition.



Pinnacle IMPACT: 5S & EHS Training Workshop

Under our learning & development program, IMPACT, we conduct various training workshops and sessions focused on enhancing skills, problem-solving techniques and overall personality and professional development of the employees.

We organised 5S training session at all our shop floors in Pithampur from 18th to 20th February 2019 to explain the philosophy and methodology of 5S. We also conducted EHS System training workshop by EHS consultant Mr. Anshu Kheda on 6th & 7th December 2018.



Family Day Out!



In an innovative effort to appreciate and motivate our employees, as well as their support systems — their families — we organised Family Day at Pithampur location for our workmen in January 2019.



A trip to Touchwood Resort, Indore was organised for our employees and their families. There were a host of fun activities which engaged children and other family members.

Featured Employees

Outstanding Contribution



Mr. Ajay Gupta



Mr. Rohit Kaushik



Mr. Rahul Singh

In the News



Dawn of Manufacturing Incubation

Catalyst for Pole-Vaulting Indian Manufacturing Industry

Sachin Mehta
Chairman & Managing Director
Pinnacle Industries

"Startup India, a great initiative by the Prime Minister has fanned the fire of entrepreneurship among the populace, from classrooms to board rooms, from villages to megacities. As a result, India stands 3rd in the world in terms of startups created. This is a reassuring success of Startup India initiative. The question is can this success be replicated by another of Hon'ble Prime Minister's initiative, i.e., 'Make in India'? Can India become a manufacturing powerhouse?

As recent figures from year 2015 indicate manufacturing contributes 17% to GDP and employ 50 million people. As per Prime Minister's vision, by 2022, manufacturing contribution to GDP should be 25% and it should employ more than 100 million people. To realize this vision is an extremely difficult task as Indian manufacturing sector is not only lagged among its peers but is also among the least competitive in the world. As per the Global and US Council on Competitiveness, 2016 Global Manufacturing Competitiveness Index.

Being a serial entrepreneur in manufacturing sector, I believe that though the challenges are daunting, they are surmountable with effective mix of government policies and corporate practices. I will not delve into the challenges and solutions as they are related to the matters of finances, operations, legal, tax, regulatory and other policy matters which intricately constrain the manufacturing sector growth. Instead I want to focus on the ongoing intricacies of manufacturing startup incubation centre. In my view, the incubation centre is not only a birth place for the new innovation but also a breeding ground for creative solutions based on existing innovations, and lastly, it's a pollination network for co-creation of innovation, technology commercialisation, and corporate innovation.

Such centres are critical for the development of manufacturing sector because they provide large companies access to innovators as well as support and nurture young startups during the critical stages before the fledgling product startups can become viable going concern. However, currently, the available has been more rooted in promotion of startups in service sector, with e-commerce focus, and quick monetisation business model. Though India has 3rd largest number of startups, the number of manufacturing startups is insignificant. Unintended consequence of this is that first, these startups are low on innovation index, which may not be significant for individual company but at the aggregate national level, determines the country's innovation index and defines its growth trajectory. Secondly, the number of startups are large but since these are service and e-commerce oriented, the employment generation multiplier effect they have on the economy is limited. Economic growth is a function of employment generation which is provided primarily by startups and companies in the manufacturing sector.

Though the challenges are many but it is of paramount importance to support the development of high impact manufacturing startups. The startups which drive innovation and widen the horizons of the industry by opening new avenues for growth in the country. Indian entrepreneurs need to look beyond app-based businesses and create innovative products that are not incremental improvements but radical innovations, products that will not move India along the set growth trajectory but shift the growth trajectory to the left on the growth curve.

In the startup ecosystem, India has the entrepreneurs with the aptitude to excel at creating

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Manufacturing innovations and creating industries of future.

However, there are other elements of the ecosystem that are either in nascent stages of development or completely non-existing in most places. For instance, Government of India, under the initiatives of AatM Innovation Mission has launched several for entrepreneurs to solve complex problems by developing smart products. This and other such initiatives by the central and state governments are very encouraging for the promotion and innovation of product startups.

However, this is just one element of the ecosystem and other important elements are still weak or missing. For example, product startups need expert technical mentoring, though service and software startups also need mentoring, but the requirements are more complex and challenging for product startups. Secondly, and more importantly, product startups have critical need for prototype development and minimum viable product development (MVP) resources, facilities, and funding. Finding such manufacturing facilities is not feasible in most cases for fledgling startups. As a result, a lot of interesting ideas never move beyond the concept stage and see the light of commercialisation.

As the startup ecosystem is progressing along the development trajectory, we can already see the signs that solutions are emerging and starting to take shape in both private sector as well as in public-private partnership model. For example, common tool rooms are being put together in IP Partnerships. Also, some entrepreneurs with an eye for business opportunities have setup Rapid Prototyping labs, maker spaces, etc. with a low-trialer business model.

One emerging solution that needs to be highlighted is the model of corporate backed manufacturing startup incubation centre. This is a solution with immense potential that can add significant value. Today, industries are mostly associated with startups and there are many such industries around the country. But, the concept of corporate backed manufacturing setup is steadily gaining ground.

Unlike service startups, which require relatively modest infrastructure, manufacturing startups require relatively different and costly resources to produce their products. Expensive resources like manufacturing equipment and technology are significant barriers to any manufacturing startup. And that's where corporate incubators can really help manufacturing startups. By providing not only the usual incubator benefits such as office space and the ability to network, manufacturing incubators can offer a common infrastructure composed of tools, machinery and other benefits that would otherwise be too expensive or difficult for anyone startup to procure.

Corporate with vast resources of knowledge and technology are better equipped to give entrepreneurs the much needed support and push to build a solid foundation. Corporate offer a significant thrust to startups with their huge support base of industry veterans and association with research institutes. This ecosystem enables best possible ways to incubate, structure highly effective programmes, best working spaces to innovate, meet up events for networking and getting access to funding.

There is a significant rise of cutting-edge manufacturing technologies that is transforming the industry with upcoming startups and the innovation they bring in. And those startups, before they can further innovate, will require the kind of support and infrastructure only a corporate manufacturing incubator can provide.

It goes to reason that not only incubation centres are critical for the development of innovative manufacturing startups but the benefits that established manufacturing companies can derive from supporting and engaging with such centres are significant in terms of profitability, productivity, people, and processes. It is equally important for government to support such incubators, as viewed whether from the perspective of social development, economic growth, or strategic self-reliance, a strong and advanced manufacturing industry is essential for India to occupy its rightful place on the world stage and create a future that is 'Made in India'.

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Our Group Companies



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