



Retailers Loyalty Programme with the tagline of Pragati Ke Path Par, about 10,000 retailers have got registered so far, and more than 3000 retailers are active on JAI Sarathi app," Mehta said

The JAI Ho! Mechanic Loyalty Programme (MLP) was started last year. Under this, when a mechanic sells JAI leafs, he gets coupon-based incentives. "More than 13,000 mechanics are enrolled with our loyalty programme, and all having smartphones with them can use our MLP app. Through this user-friendly app, the enrolled mechanics are reaping the benefits of the scheme by scanning the coupons and getting gifts of their choice based on the assigned points," he said.

PROGRESSIVE APPROACH

The management team with a solid vision and progressive approach is the backbone of JAI, he said. "Being an established brand and a trusted name in the industry is also a major strength. The team of more than 3,000 dedicated employees is JAI's driving force. Moreover, cost consciousness is in the DNA of the company which percolates to each and every employee of the company. This helps the company to remain unaffected during inflation. Our strength lies also in our ability to identify and expand in the areas that require only a minimum of new resources. With the optimal usage of existing resources, we are able to

minimize our project cost, and thus achieve a shorter payback period," Mehta said.

R&D, NEW LAUNCHES

JAI has an in-house R&D facility in Pune with a strong team led by Mr. Sunil Laroia, President, R&D. "We are the only company in the country having an in-house R&D centre for springs, which is also approved by the Department of Scientific and Industrial Research. Our R&D has transformed JAI from a leaf spring company to a complete suspension solution provider. The team provides JAI an edge over its competitors and speeds up its growth by introducing breakthrough products in the market keeping in mind the

Indian road conditions and environment," he said.

In 2018, JAI entered into Technology Transfer and Technical Assistance Agreement with Tinsley Bridge Limited, UK. The R&D team is now developing extralite springs using Tinsley Bridge technology. Recently, the company launched Trailer Mechanical Suspension with and without Lift Axles, which are being tested in its world-class test centres at the R&D facility. "We are introducing this product with a combination of parabolic leaf springs, which is a first in the country. We have also launched Air Bellows, which have been tested in our test centers for over 20 lakhs cycles," Mehta said.

With a full range of products and continuous research on advanced products, "we are also ready to face electrification of vehicles," he said.

NORTH INDIAN MARKET

JAI has a dedicated aftermarket plant in North India which accounts for about 40 percent of its total aftermarket sales. Through this plant it is able to cater to the demands of the northern market with availability of the product range and faster delivery. A bigger market is also a place of tougher competition which is a challenge for JAI.

"One major challenge is the ever-increasing demand of our customers. Secondly, trying to cover the large

number of mechanics and retailers is a challenge in itself. Thirdly, providing the full range of products in the face of the ever-changing market requirements is a big challenge. The northern market constitutes 25 percent of our total potential market. Though we have grown by 34 percent in this market in the last financial year, we have a long way to go. We believe with the Indian economy doing well and the introduction of progressive policies like the Scrappage Policy and GST, which shifted the unorganized business to an organized one, will help us achieve the full potential in the northern market," Mehta said. //

