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## A report on: **Motherson Group – CEO/CXO Learning Mission, Aug 22-23, 2024**

The third CEO/CXO Learning Mission was facilitated by IFQM and hosted by Motherson Group, Noida, a diversified global manufacturing specialist and one of the world's leading automotive suppliers for OEMs, on 22-23rd August 2024. The delegation consisted of cross-industry participants from Biocon, Bharat Forge, Boeing, Cipla, L&T, Sun Pharma, Tata Electronics, Tata Steel, TVS Motor, and Zydus.

The Motherson journey started with a humble T-coupler as its inaugural product. In 1983, the company manufactured wiring harnesses for the Maruti Suzuki 800. Today, a USD 20.3 billion group, their journey of growth is relentlessly fueled by perseverance, speed and focus.

An unwavering focus on several key customer evaluation criteria **QCDDMSES** - Quality, Cost, Design, Delivery, Management, Safety, Environment and Sustainability helps the group effectively meet and exceed customer expectations. This ensures a standardized approach across its 400+ global facilities in 44 countries while ensuring local uniqueness.

Management mantras like **BY BY** (By Yourself, Better Yourself) and **DO33** are about learning and improving every day, which in turn creates value for stakeholders. These mantras were duly echoed by the participants as well, during our reflection session.

The visit to 4 plants at Noida showcased the best-in-class facilities that are serving customers globally. The key aspects of growth include- Diversification, Vertical Integration, Global Expansion, Operation Excellence, Partnerships and Sustainability.

We received valuable structured feedback from all the participants. Among the Quality Frameworks presented, most people observed that **Quality Circles** were a widespread approach and should be implemented in their respective organizations. Many observed **Continuous Improvement** as an important best practice. **PIKA PIKA** was also an approach that was mentioned by many. **C2A2C** (cut cost at all cost) was another mantra that caught the attention of all. They felt ordinary people can perform extraordinary tasks if the environment is right. Many mentioned, **visual management** tools were impactful in Motherson's successful journey. Among the management practices followed, attendees observed that – **Trust, Transparency and Commitment to People** were very high.

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