

## **Dr Anbazhagan V**

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### **Brief Over View**

New product development, leading new projects for domestic and Overseas market from Customer understanding to product delivery to Customer, new product assembling, testing, evaluation, problem solving at lab & Supplier side and proto manufacturing, with an experience over 38 years in R&D and Vehicle program of a leading 2 Wheeler Industry in India

BS, MS from BITS – Pilani, MBA (International Business) from ICFAI, Hyderabad and PhD (Management Studies) from St Peter's Institute of Higher Education and Research, Chennai.

### **Experience**

#### **Sri Sairam Institute of Management Studies**

#### **Professor – Aug 2019 to June 2021 and June 2022 to till data**

Handling subjects specializing in International Business and Operations electives. Training the students towards industry ready.

#### **M/s TVS Motor Company Limited**

#### **General Manager – Program ( M5 ) : May 2008 onwards ( Retired:2016)**

Develop and deliver new products to Consumer for ASEAN market. Right from understanding the Customer needs and requirement of a new product to delivery to them as a Vehicle Program manager.

Leading a strong team of R&D Engineers, PED Engineers & Materials Engineers meeting Quality, Cost and Delivery targets following TQM process and complying TS requirements.

Lead a team as Vehicle Program manager in developing a Technology Demonstrator Power Bebek with Liquid cooling for Indonesia market and launched in May2011

Lead a new project to improve the profitability of ASEAN Business with a target to complete it in Feb'12 and completed.

#### Asst. General Manager – Program ( M4 ) : May 2006 to May 2008

Lead the 2<sup>nd</sup> Project from R&D for ASEAN Market as Product leader and the Product was launched in 2009. In the year 2008, assignment was given to lead the Project as a Vehicle Program manager for one platform for ASEAN market

#### Member – R&D ( M4 ) : January 2004 to May 2006

Lead the 1st Project from R&D for ASEAN Market as Product leader. This product was launched in Indonesia in 2007. R&D Proto vehicle assembly, Performance and endurance testing & evaluation and approval from R&D for launch and mass production

#### Member – R&D ( M3 ) : May 1999 to December 2003

Lead the development of 1st Low cost Motorcycle project, **Centra**, from R&D for domestic market. Developed the product by assigning Target material cost to part level. Met the Management target material cost at the time of launch and had reserves in hand. R&D Proto vehicle assembly, Performance and endurance testing & evaluation and approval from R&D for launch and mass production

#### Member – R&D ( E7 – M1 ) : May 1996 to April 1999

Associated with Project team towards development of 1st 4 Stroke 150cc 4 gears Scooter, from R&D for domestic market. Manufacturing and supply of parts for assembly of Concept, Alpha, Beta, CUFT vehicles for evaluation at R&D and field. Mainly associated with Bottleneck engineering (BNE) part development and lead time reduction.

#### Member – R&D ( E7 – M1 ) : May 1993 to April 1996

As a Functional group leader from manufacturing group from R&D, manufactured Scooty, Suzuki Samurai. Suzuki Shogun, TVS XL Super two wheeler prototypes for testing and evaluation meeting Q, C & D targets.

#### Achievements

- One of the founding team members in building the 1st Two Wheeler Moped in India and submitting to Automotive Research Association of India for certification for approval -1978
- Established Product evaluation laboratory at R&D – Primary level -1979
- Commissioned 3 Engine dynamometers in R&D and established Engines test lab –1979
- One of the founding team members in Mass production of Moped for market – 1980

- Solved Engine idling field problem and provided solution for dealer to implement. Elimination of warranty claim of Carburetor -1981
- Leader of the team in implementing 24 improvement points in TVS50 Moped – 1982
- Running a Authorized Sales and Service centre for TVS two wheelers - 1984
- Running an Authorized dealership for Kelvinators automotive products – 1985
- Established Rapid prototype manufacturing section after benchmark evaluation, purchase and commissioning at R&D. First to commission such facility in India in Automotive Industry. New product Engine development time compressed by 40% - 1988
- Established vacuum forming and Plaster of parries mould making section giving birth to Industrial design section in R&D – 1990
- Established Rapid tooling section to compress New product development lead time in R&D – 1998
- Received Medal from Dr Venu Srinivasan, Managing director for successful contribution in development of Spectra from R&D – 1999
- From R&D lead a team to build a Low cost motorcycle -2003
- From R&D, lead team for a product for ASEAN market – 2005
- From Program department leading a Project for ASEAN market – 2006
- Onwards
- Lead and launched 1<sup>st</sup> Water cooled 2 Wheeler in TVS Motor company-2011
- Lead and launched StaR City Plus Motor Cycle for Indian Market – 2014
- Lead and launched Victor Motor Cycle for Indian Market – 2016

### **Strength**

- Strong team building and team player
- New product development process
- New product specification finalization and updation on market scenario
- Product problem identification, solving, providing solution and implementation
- Customer understanding and building House of Quality ( HOQ )
- Two wheeler testing and evaluation
- Vehicle program function
- Project Management function
- Value engineering application and Cost reduction
- R&D infrastructure planning, development and implementation
- Building product for overseas market

### **Professional training**

Only very important titles are listed below out of a long list.

FRGP Process and technology	- IIT, Chennai
FDM RP Technology – Advance training	– Stratasys – USA
Vacuum casting & RP tooling technique	– MCP Hek – Germany
RP Soft tooling technology	- Ciba Gaigey – Swiss
From Manager to leader – A paradigm shift	- In-House
Critical Chain Project Management	- Chennai
Project Management – 15 days	- In – House, Warwick , UK

## Membership of professional body

Member in Society of Automotive Engineers – India  
Rapid Prototyping Society of India (RPSI-Bangalore) - Individual membership

## Foreign travel

<b>Germany</b>	: RP evaluation	- 1997
<b>Switzerland</b>	: RP tooling technique– Training	- 1997
<b>West Germany</b>	: Training in Vacuum casting technique	- 1988
<b>USA</b>	: Advanced training – FDM technique	- 1999
<b>Indonesia</b>		
Jakarta		
Semarang		
Jogja		
Medan		
Banjarmasin		
Surabaiya	: Customer understanding – ASEAN market	- 2004
Jakarta	: In-depth market study	- 2005

## **Thereafter very frequent visitor to Indonesia**

<b>Italy</b>	: Discussion on New project	- 2006
	: Visit to Milan Auto show	- 2006
<b>China</b>	: Visited 12 Industrial towns for sourcing	- 2007
<b>Thailand</b>	: New Product Development	- 2008
<b>Taiwan</b>	: Dies and Moulds development	- 2009
<b>South Korea</b>	: Lighting System development	-2010

## Computer Proficiency

Software	Function	Level
MS Office 2000	Office automation	Good
Auto-CAD 2000	2D detailing	Familiar
MS Projects 2007	Project Planning	Expert
SAP – R3	Materials Module user	Expert
Pro / E	3D Modeling and drafting	Familiar

## Seminars

Delivered lectures in seminars on new product development

- 1 Time compression in New product development – PSG College of Technology -1998
- 2 New product development in Automotive industries – PSG college of Technology, Coimbatore – 1999

- 3      Lead time compression in Automotive industry in New product development using RP methodology – Anna university, Chennai – 2000
- 4      Rapid prototyping technology and tooling for new product development – Rapid prototyping Society of India – 2002
- 5      New product development in Automotive Industry - NTTF, Bangalore - 2003

### **Other Activities / Hobbies**

Photography,  
Reading Technical books and Magazines

### **Personal data**

Nationality           : Indian  
Status                : Married / Two children  
Mother tongue       : Tamil  
Languages Known: English