

M&M Auto Sector Awarded FIRST PRIZE for Best Value Engineering Organisation in India

On 18th-19th Dec 09, M & M AS was awarded the **FIRST PRIZE** for “**Best Value Engineering Organisation in India**” award for year 2009 by Indian Value Engineering Society (INVEST). The award was presented by Mr. Sougata Roy, (Union Minister) during an All India INVEST Conference held in Kolkata.

The award is in the form of a “**HANDA GOLDEN KEY and HANDA TROPHY**” awarded by The Indian Value Engineering Society (INVEST).

Winning against the strong competitors like, TCS, Maruti, L & T, Tata Motors, Tata Steel, John Deere, SAIL, BHEL, etc., team M & M came out with flying colours as they proudly won the 3rd price in the Best Paper presented category (Oil Pump Case Study). Mr. Nitin Tikle delivered the keynote address on ‘Value Creation by Value Methodology’ which was very well appreciated and received a standing ovation.

As per the award citation.....

It is a prestigious National award presented to an organization, which demonstrates that it has realized the importance of Value Methodology, as an organized corporate activity and has excelled in fruitfully deploying VM techniques to improve the total value of its operations and has also encouraged dissemination of VM at all levels within the organization during (at least) for past 3 years.



Mr Nitin Tikle(right) receiving the award from Mr Sougata Roy (left)