

RUCHA KALEIDOSCOPE

Rucha Engineers Pvt Ltd

November 2021 Issue # 28



25 YEARS
AND STILL
GROWING

www.rucha.co.in

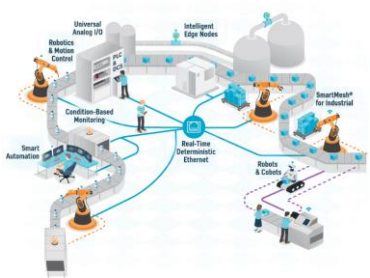




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RUCHA FAMILY TO CELEBRATE 25 YEARS !

RUCHA JOURNEY.....

This year marks the 25th anniversary of Rucha Group. When we think of how far we have come, it makes us nostalgic and brings back a flood of memories. And so, we thought, on this happy occasion, why not share our story with you all and take you on a roller coaster journey of these 25 years.

Truly speaking, Rucha Group started its journey in the year 1987 with the inception of “**Shree Engineers**”, with the aim to provide complete services to the then-budding Indian automobile sector. It was followed by the opening of “**Aadesh Service Centre**” in the year 1990. However, it was in the year 1993 that we ventured into mainstream manufacturing with the inception of “**Rohit Industries**” expanding our businesses into auto ancillary and home furnishing components markets. The following year we ended up collaborating with Bajaj Auto Ltd., one of our prominent customers until date.

8th January 1997, was the turning point with the inception of “**Rucha Engineers Pvt. Ltd.**” In Aurangabad, Maharashtra and then there was no looking back. In the year 2000 “**Rohit Exhaust Systems Pvt Ltd**” was formed, which marked another substantial point of progress in our journey. Meanwhile, we were also awarded “**National Award for the Best Entrepreneurship**” to recognize our growth and contribution to the still-developing automobile scenario in our country post the liberalization of the economy back in 1989.

In the coming years we partnered with many esteemed auto industry names like Piaggio, Tata Autocomp Systems Limited, Tata Motors, Chrysler, Volkswagen and many more.

In 2006, Rucha Group became multistate & multi-location group of companies and



RUCHA FAMILY TO CELEBRATE 25 YEARS !

RUCHA JOURNEY.....

started supplying to four-wheeler passenger cars. In 2007, an ambitious export project viz. "Rucha Technologies Pvt. Ltd." was established. In 2009, the group entered in "Metal Home Furnishing" articles. In the financial year 2011-12, substantial export of @ 6 million USD indicating the way forward.

While on this journey of growth, we always focussed on our vision of becoming a globally preferred supplier and our mission to achieve a balanced growth while moving up the technology ladder. Our core values have also been our constant companions in this process.

Respect - Honour, Dignity, Sanctity

Urge - To Strive for Innovation and Excellence

Confidence - To Welcome and Embrace Change

Honesty - Stand for Truth & Transparency

Ambition - Strong Drive for Growth

In 2014, we diversified into natural, healthy and hi-tech food processing company named Burlyfield Biotech. Burlyfield aims to support the well-being of its customers by serving nutritious food and beverages.

In 2016, we started with Rucha Yantra LLP, a company to provide automation, robotics, AI solutions to industries. Today, Yantra leads the way for home-grown AGV and Mobile Robot manufacturers. Our talented indigenous design and development team enables us to make cutting-edge products that solve customers' needs affordably.

Our journey has been one of constant growth, development and diversification into other products and services in our offering's portfolio. We are quite glad that today we have successfully crossed the target of \$160 million in revenues and are growing rapidly towards achieving our vision.



AWARDS, APPRECIATIONS & FELICITATIONS



HEARTIEST CONGRATULATIONS PLANT X TEAM

IATF 16949:2016 certification Stage 1 Audit has been carried out By Ravi Venkaraddiyavar From The British Standards Institution i.e. BSI on 18th Nov 2021 at Plant and the same is cleared through common team efforts.

We have successfully cleared this Audit and recommended For Final certification.



HEARTIEST CONGRATULATIONS PLANT IX TEAM

IATF 16949:2016 certification Surveillance 2 Audit has been carried out By Ravi Venkaraddiyavar From The British Standards Institution i.e. BSI on 15th to 17th Nov 2021.

As we have successfully cleared this Audit, these plants are also recommended for continuation of certifications.

Congratulations to every members who were part of this Audit !!!

ENTERING THE WORLD OF 5G

Welcome to yet another series on an exciting topic in the scope of next-gen tech. Welcome to the world of 5G.

Our world is more connected today than ever before. Our lives are more intertwined today with others than ever before. What makes such interconnectivity possible are



the underlying network technologies. In this series of blogs, we shall look at the latest development in such technologies – the 5th Generation network (5G). Hope you enjoy it!

Today, everybody wants speed. Speed in consuming videos, speed in shopping online, speed in communicating with each other, speed in conducting virtual meetings, etc. At the core, what we want is fast mobile data at our fingertips. This journey started with 1G, which allowed users to start short conversations through briefcase-sized phones (compare that to the speedy WhatsApp chats). When mobile services took pace, 2G came along. Then came the wave of mobile phones that could fit in your pockets and allowed you to send short text messages on the go and surf on the internet – that was 3G.

4G was the precursor to smartphones and app stores. But we do not intend to slow down at all. The newest development in mobile networks is the 5G which promises a smarter, safer, and more sustainable future.

What is 5G?

5G refers to the fifth-generation mobile network. With multi-Gbps peak data speeds,



TECHNICAL BLOGS

ENTERING THE WORLD OF 5G

ultra-low latency, more reliability, massive network capacity, increased availability, 5G is here to transform how we use the internet.

Compared to the previous generations, it is a unified, more capable interface designed to enable next-generation user experiences, empower new deployment models and deliver new services. It is here to impact every industry and change how we receive and share data. It is predicted that 5G networks will have more than 1.7 billion subscribers worldwide by 2025.

Key Differences between 4G and 5G

- **Speed** : With the ever-growing number of devices, networks need to perform at greater levels. Therefore, 5G is developed so that it is almost 100 times faster than 4G. With the maximum speed of 10 gigabits per second (Gbps), 5G can deliver the level of Performance needed for an increasingly connected society.
- **Operation wavelengths** : 5G can operate on new frequency spectrum millimeter waves (MM wave) on wavelengths between 30 GHz and 300 GHz, compared to 4G LTE's wavelengths under 6 GHz.
- **Latency** : Better performance with 5G also means a lower latency rate (the delay between sending and receiving information). For 4G, this is 200 milliseconds, not far off the 250 milliseconds it takes for humans to react to visual stimuli. The 5G latency rate is much lower: at just 1 millisecond, which means faster download speeds. While 4G facilitated download speeds of 1 Gbps, 5G aims to increase it tenfold to touch 10 Gbps.





TECHNICAL BLOGS

ENTERING THE WORLD OF 5G

What will 5G make possible?

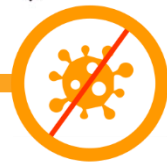
The impact of 5G shall be seen across industries, sectors, and geographies. From healthcare to manufacturing and education to gaming/entertainment, everything shall become more intelligent, immersive, interactive, and effective. Following are some of the examples:

- Smarter electricity grids for reducing carbon emissions
- Increase in connected vehicles sharing data to prevent road collisions
- Faster deployment of emergency services to accident victims
- Development of connected sensors that can detect and warn of natural disasters early
- Remote expertise in the medical field with specialists smoothly consulting/diagnosing patients elsewhere
- Increased levels of realism in VR, AR, and extended reality (XR) with lighter devices
- Delivering sensory experiences, such as touch, through devices
- More engaging methods of teaching and learning through immersive content
- Immersive virtual meetings to boost remote team productivity, especially useful in work from home
- Stable and reliable connectivity even in crowded spaces
- New angles and interactions for live and remote event spectators, giving enhanced user experience

Conclusion : 5G is one of the most exciting new technological developments of our age. Its impact shall be far-reaching and directly on our day-to-day lives. It shall also open up new avenues of business and models of delivering services.



SPECIAL PROJECTS, EVENTS & AUDITS



RUCHA YANTRA

Congratulations to Rohit Sir on bagging the interview with Industrial Products Finder (IPF), India's one of the largest online & offline platform for industrial & commercial machinery and products. In this special feature for Smart Manufacturing, he tells us about the power of automation!

SMART MANUFACTURING

INTERVIEW - ROHIT DASHRATHI

"Automation has power to solve challenges posed by pandemic"

...says Rohit Dashrathi, Founder and Director Rucha Yantra LLP, which provides robotics solutions for material handling challenges, in this interview.

Kindly brief us about Rucha Yantra and solutions it offers to the industry

Rucha Yantra is a leading Indian company that provides robotics solutions for material handling challenges. With our innovative team of engineers, we specialise in building Autonomous Guided Vehicles (AGVs) and Autonomous Mobile Robots (AMRs) that handle floor transportation of material from one point to another without human intervention. We also specialise in customised Special Purpose Machines (SPMs) and Robotic Integration & Automation services. Our aim at Yantra is to develop effective, reliable, and affordable solutions for challenge that our customers face on a daily basis.

What are the advantages of your products & services? How do they help customers to increase their efficiency and productivity?

Our products are developed to reduce cost, increase productivity and efficiently solve material handling issues. Manufacturers benefit immensely through a host of Industry 4.0 features such as remote performance monitoring, auto loading-unloading accessories,

“While adjusting to the 'new normal' was a daunting task, getting back to the 'old normal' could be even bigger. Risks to people's safety, varied regulations in different geographies, and increased pressure on costs shall be the main challenges going forward.



and wireless charging. Our AGVs and mobile robots are rugged for manufacturing and commercial setups' challenging conditions. What makes them suitable for shop floor is their design - compact and innovative - that lets them access almost any section of the floor. All in all, manufacturers can rely on Yantra AGVs to increase the speed of floor transportation, reduce errors, and boost productivity.

What kind of challenges are manufacturers facing today?

The spread of the coronavirus pandemic came as a heavy blow to the world economy and led to a massive deceleration in the manufacturing sector. Supply chain disruptions, social distancing on high-touch assembly lines, limited ability to travel, and the need for oversight add significant complexity to today's manufacturing processes. While adjusting to the 'new normal' was a daunting task, getting back to the 'old normal' could be even bigger. Risks to people's safety, varied regulations in different geographies, and increased

pressure on costs shall be the main challenges going forward.

Is Covid 19 pandemic leading to increase in demand for automation?

It is definite that the COVID-19 pandemic has made people realise the importance of automation and as the situation improves, many leading businesses have started taking steps to ensure smooth operation and survive this crisis situation. I believe in the power of automation in solving manufacturing challenges posed by the pandemic. Social distancing, avoiding health risks, and cost reduction can all be addressed by increasing automation.

Are automation solutions presently available in the market cost-effective?

I do understand manufacturers' complaint that automation solutions, today, cost a lot and are thus not readily willing to invest. But I must maintain that manufacturers should look at automation from a long-term perspective. While the upfront cost may seem high, in the long run, they shall be more than offset by the benefits.

Will the need for upskilling growing with the rise in usage of automation?

Automation shall significantly transform many job roles let alone eliminate some of them. Thus, employees and higher management will have to co-exist with automation and other similar trends in the future. For such a scenario, upskilling is a must for survival. **IPF**



SPECIAL PROJECTS, EVENTS & AUDITS



November was a month of achievements for Burlyfield!

Burlyfield was successfully launched on everyone's favourite and India's leading online grocery supermarket – “**BIGBASKET**”. Now all the Burlyfield products are available on BigBasket across many locations all around India including Bangalore, Chennai & Kolkata. Just open the BigBasket app on your mobile phone and order all the Burlyfield staples right away. Don't forget to tell this happy news to your friends and family staying out of Maharashtra and missing Maharashtrian food.

Another big achievement for us is being listed on Wellversed.in which is an online platform for healthy and nutritious foods. We not only got listed but have also started getting orders from them regularly.

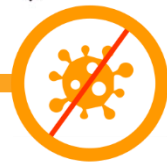
Flours | Culinary Powders

Wellness Powders | Ready Mixes



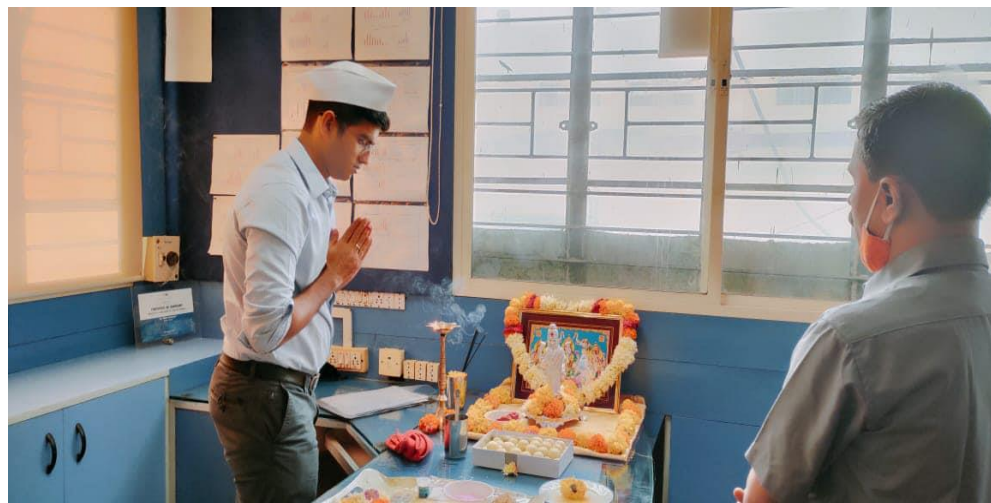


SPECIAL PROJECTS, EVENTS & AUDITS



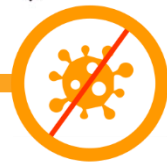
DIWALI CELEBRATION

Diwali celebrations across various plants in Rucha. For all of us, Rucha has been like a second home since the past 25 years. We have learnt together, grown together and lived together.





CORPORATE SOCIAL RESPONSIBILITY



CORPORATE SOCIAL RESPONSIBILITY

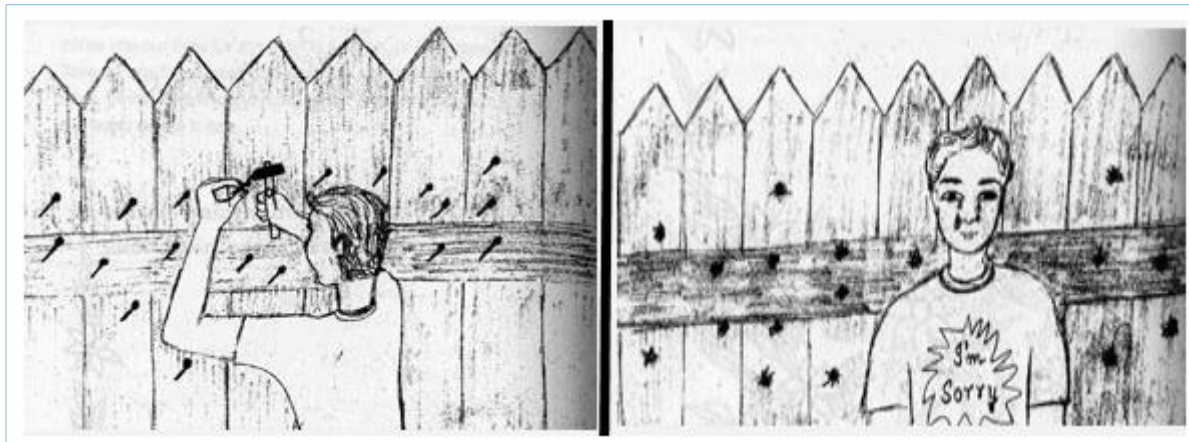
It is said that happiness doubles when shared with others. We decided to commemorate the silver Jubilee year of Rucha by organizing a Health Checkup for all the residents of Jogeshwari village on 24th November 2021.

Total 151 people health checkup completed and report hand work the same .





MOTIVATIONAL STORY : CONTROL YOUR TEMPER (ANGER)



There once was a little boy who had a very bad temper. His father decided to hand him a bag of nails and said that every time the boy lost his temper, he had to hammer a nail into the fence.

On the first day, the boy hammered 37 nails into that fence.

The boy gradually began to control his temper over the next few weeks, and the number of nails he was hammering into the fence slowly decreased.

He discovered it was easier to control his temper than to hammer those nails into the fence.

Finally, the day came when the boy didn't lose his temper at all. He told his father the news and the father suggested that the boy should now pull out a nail every day he kept his temper under control.

The days passed and the young boy was finally able to tell his father that all the nails were gone. The father took his son by the hand and led him to the fence.

"you have done well, my son, but look at the holes in the fence. The fence will never be the same. When you say things in anger, they leave a scar just like this one. You can put a knife in a man and draw it out. It won't matter how many times you say I'm sorry, the wound is still there."

Moral of the story: Control your anger, and don't say things to people in the heat of the moment, that you may later regret. Some things in life, you are unable to take back.



RESPECT

Honor for
Dignity &
Sanctity

URGE

To strive for
Innovation and
Excellence

CONFIDENCE

To welcome
and Embrace
Change

HONESTY

Stand for
Truth and
Transparency

AMBITION

Strong Drive
for Growth



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Building Bright Future
with **Green Commitment**