



TVS & SONS AND ADRENALIN

10 YEARS AND STILL GOING STRONG

It has been a decade long journey with Adrenalin eSystems Limited.

Over the years, we at TVS & Sons have challenged Adrenalin in all conceivable ways, especially when it came to implementing Adrenalin's HRM suite in our organisation. And, it certainly was a challenging journey. The TVS HR practice is renowned and well established. Our focus was not to redefine or rewrite the entire HR practice but we wanted to introduce digitalisation to augment or reduce the manual efforts across the employee lifecycle management. Amongst the many challenges we had to overcome was a high dependency on manual inputs and shifting the mindset to adopting a fully automated HR process, which was an enormous task on hand.

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Adrenalin did everything possible to put processes in place and train our people in its use. As TVS was taking a big leap in digitalising its HR process, we wanted to ensure that all requirements were met so that going forward, as the HR function, we were well equipped to effectively carry out all our daily transactions and also rise up to any challenge that business threw at us.

In times of crisis, no matter the hour or day, the team is just a call away. The steady support we have consistently received from the team, be it account management, product, delivery or customer support, has always been excellent. Their 'won't give-up' spirit is truly commendable. The team's commitment and the sincerity they have shown, is testimony of their professionalism.

This is true partnership in duty and in spirit as well. We look forward to many more decades of constant and consistent engagement and support from team Adrenalin.



Three cheers.

Madhu Raghunath
COO - Dealership Businesses,
Group Head - HR & OC,
TVS Division, TVS & Sons Pvt Ltd

About TVS & Sons

T V Sundram Iyengar & Sons Private Limited (TVS & Sons), established in 1911, is the largest automobile corporate dealer and automobile parts distributor in India. The service focused company provides employment to over 10,000 people with revenue of around INR 9,000 Crores. It operates through three divisions, viz., TVS, Sundaram Motors and Madras Auto Service.

Being the trading and distribution arm of the group, the business activities of TVS & Sons include dealerships for Automobile vehicles, sales & service of products for special applications like Construction & Material handling.



The company also has Joint Ventures in Sri Lanka and Bangladesh for automobile distribution and dealership business.

The Dealership Business focuses on sales and distribution of commercial vehicles, utility & sports utility vehicles, passenger cars representing various automobile vehicle manufacturers such as Ashok Leyland, Honda, Mahindra Trucks & Bus, Mercedes Benz, Renault, Volkswagen and off highway equipment manufactured by Escorts, JLG, and Pal Finger. The company has more than 150 outlets and sells over 60,000 vehicles and service reporting exceeds 600,000 vehicles per annum.

TVS & Sons also has two subsidiary companies that include:

- **TVS Supply Chain Solutions Limited** – India's leading third-party logistics service provider and
- **TVS Automobile Solutions Private Limited** – India's leading technology-based after-market service provider for passenger cars and commercial vehicle segment, which also operates the brand MyTVS.