



# SRF Limited

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**For immediate release**

## **SRF's Nylon Tyre Cord business awarded the Deming Prize**

**New Delhi, October 7, 2004:** SRF Limited, a leading Indian player with global positions in Tyre Cord Fabric, Refrigerant Gases and Industrial Fabrics, today announced that it has been awarded the Deming Application Prize for Total Quality Management (TQM).

SRF is India's largest Nylon Tyre Cord Fabric manufacturer and the first Tyre Cord Company in the world to win the prestigious Deming Application Prize. This prize is awarded by the Japanese Union of Scientists and Engineers to recognize high standards of application of TQM practices in support of business objectives.

With this, the tyre cord business of SRF has joined the select group of organisations, which have won the coveted Deming Application Prize. Named after Deming, the person who contributed towards creating global quality benchmarks, the Deming Prize is highly valued as recognition of outstanding practice of TQM (Total Quality Management) in the pursuit of the strategic objectives of a company.

For SRF, the successful challenge for the Deming Application Prize has been a result of over ten years of unstinting initiatives towards raising the operating capabilities of the organization through TQM. The Industrial Synthetics Business of SRF produces Tyre Cord Fabrics in four plants – two near Chennai, one near Gwalior and another in Dubai (UAE), and employs over 1500 people. All the plants were involved in the bid.

The Deming Prize is awarded after completion of a rigorous evaluation process. A comprehensive analysis is carried out in the year prior to the application for the prize. Japanese counselors in Total Quality Management conduct detailed assessment procedures for this purpose. A business that qualifies at this stage is also subjected to a rigorous on-site examination by a group of TQM experts from Japan.

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### **About SRF Limited**

SRF is the Indian market leader in Industrial Synthetic Fabrics and Refrigerant Gases. It is the 7th largest producer of Nylon Tyre Cord Fabrics, and the 5th largest producer of Belting Fabrics in the world. In Refrigerant Gases, it provides world-class products to its customers in 55 countries, including US. The Group has 6 manufacturing plants in India and abroad, with overseas operations at Dubai.

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#### *Note:*

*Statements in this release relating to future status, events, or circumstances, including but not limited to statements about plans and objectives are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. SRF cannot be held responsible in any way for such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*