

STRATEGY & VISION

Driven by Vision

The Group’s Corporate Strategy is directed towards achieving the Vision. The Vision of the Company appears on the inner front cover. The foundation for achieving the Corporate Vision is provided by the Intellectual Capital of the Company. It is also the catalyst that transforms the Group’s resources into tangible results. The Corporate strategy, therefore, revolves around enhancing the quality, efficiency, effectiveness and sustainability of the elements of Intellectual Capital.

The model appearing on this page is an illustration of the Corporate Strategy process of the Group.

Intellectual Capital

In order to keep the intellectual capital at its best, the Company has a wide range of strategies & plans covering each vital element, viz. Customers, Principals, People, Technology and Processes.

Customer related strategies revolve around gaining, caring, managing and retaining customers and revenue growth. In promoting ‘best in class’ brands in Group’s custody, every effort is made to enrich the technology through the ‘Dimo Care’. From a customer point of view, the products and solutions delivered is a joint offering from a world-class Principal and Dimo, with its world-class care. Human Resources strategy covering recruitment, development and retention is geared to create people with a ‘Vision driven Passion’. Investing in people and upgrading their skills to take care of the cutting edge technology holds the key in gaining a competitive advantage. Carefully thought strategies in marketing, finance,

information systems and supply chain management seek competitive advantage and growth through the entire range of processes in place.

Business Composition

The base for growth is presently provided by the auto sector. In the recent past, efforts have been underway to expand and grow the non-auto sector. The long-term strategy is to grow the non-auto sector to contribute a formidable portion of the Group’s business, having the capacity to independently grow and contribute to the profitability in equal measure.

The Foundation and the Pillars

Whilst the intellectual capital provides the base for growth, enterprise governance and sustainability provide the structure and strength in the march towards reaching the vision. In other words they provide the pillars on which the future of the Company is built.

Therefore, the strategy in essence encompasses developing the intellectual capital on the pillars of enterprise governance and sustainability.

Formulation & Review Process

Review and modification of existing strategies and formulation of new strategies take place during the Annual Strategy Sessions. The Forum for these sessions includes the Chairman & Executive Directors, Members of the Group Management Committee and Heads of Business Units. The information required for these sessions are obtained at all levels across the organisation. Implementation of strategies is reviewed on a quarterly basis by the same forum.

Strategy Model

