



**Mr. Rajeev Kapur - MD**

# STEELBIRD HELMETS

## Ethical values and culture

**W**hile Steel bird continues to innovate with research, creating thousands of products helmets fundamentally it's the company's hooks which fascinate consumers.

This is part of our unique 'Way Forward' – it's not only about remaining a technology leader and driving innovation, it's about how we do business, how we respond to COVID-19 triggered market decline, and how we set ourselves up to be profitable in the long-term. Those are tall orders – but our global team has never had an issue with rising to the challenge.”

The company's passion for exploration is driven by its commitment to understand customer needs and develop solutions relevant to the marketplace. He says it's the vast “go-to market” that protects it from the ups and downs of the economy. “Obviously last year was very different, but because of the diversity of the portfolios we offer, Steelbird has been able to navigate through. While some areas may be down, others are up, and it's that diversification that has helped us get through many, many challenges over the years.

But to me, as the Managing Director, what really makes a difference is our people; how passionate and smart they are about developing and bringing solutions to the marketplace. That dedication, combined with our culture of collaboration, diversity and inclusion, definitely makes Steel bird a very unique organization.”



Describing his latest role as MD, he says it's an opportunity for the India and South Asia region to have a voice.

“Even more importantly, it gives that line of hope to all the India and global countries working with us that there is a clear career path for them in the future. And at the same time, it gives them the opportunity to better connect with the local team, and to voice their concerns and explore opportunities.”

Meanwhile, Rajeev Kapur adventurous personality likes to explore opportunities himself, spending time travelling the world extensively with his family to discover different cultures and geographies. Communication, in times of uncertainty, is critical. It's a very challenging world, but the main emphasis for us is to look ahead at the horizon and keep a positive mindset. Even in hard times, you have to try to find that

silver lining and remember that life has two rules: one, never quit; and two, never forget rule number one.

Company's core and ethical values, quality and innovative products, Investing in R&D, Technology driven, Team work, world class standards, Honor & commitments, Never Give-up, Just keep moving, rise of Steel bird, flexibility, Integrity, Production ability

Technology driven company, adding new products and models on a regular basis for customer delightful, significant growth and expansion plans

We at Steel bird engage with each and every employee of the company to train and work with them to building a healthy environment atmosphere

Steel bird as a company follow certain standards in order to maintain the quality in our

products. In the near future many new helmets with different and unique specifications.

We keep on launching new products. In coming days, we had taken 1200 retailers, dealers and distributors to Thailand to witness the Steel bird Excellence Awards in 2018 &19. During the Award Ceremony we had launched 15 new products, and we are continuing to launch new products . The details of the products can not be disclosed right now, but will surely share at the right time. A lot of Innovation will seen in the Steel bird products in the coming years.

While you can have standards that need to be met, there are different people and different ways you can deal with them to reach those standards. The more transparency in what you're trying to achieve and how each person plays a part in that, the greater the engagement is. When people are given the chance to have their say, ask questions, feel like they actually have a chance to influence outcomes, then you create an engagement that is quite contagious and fills the culture, which in turn improves performance significantly."

That surely makes for a sustainable work environment.

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remaining a manufacturing player and driving innovation, it's about how we do business, how we respond to COVID-19 triggered market decline, and how we set ourselves up to be profitable in the long-term. Those are tall orders – but our global team has never had an issue with rising to the challenge."

In India, the demand will be for more than 100 million helmets a year. Now the matter comes, how we drive this. As of now, we are producing more or less 25 million new two wheelers that means two helmets for each two wheeler, leading to use of 50 million helmets each year for the new two wheelers only. Talking about the current conditions, the helmet is mandatory only in Delhi, Chandigarh and Jaipur, where the law is enforced. The Government should make helmets mandatory Pan India. As per the WHO Report, 30% of the riders and 10% of the pillion riders are wearing the helmet in India. Now, we have to consider that in India on road, there will be 180 Million two wheeler into 2 helmets, leading to minimum 300 Million helmets will be required to fill the gap of the two wheelers on the road. And, if we say the life of a helmet is five years, means every five years there will be demand to replace the helmet, leading to a

total demand of the Indian market of 100 million helmets annually.

We see ourselves in a way that we should be having 30% of the share and based on that continuously, year by year, we are increasing our production capacity. Now, at the Steelbird Manufacturing Plant, we have built up 200, 000sq more. By 2021, we will be having a capacity to produce 43,000 helmets per day. We are surely working on our production capacity, keeping in mind the future demands and requirements of the Indian Market.

adding to that my message and a humble request to the two wheeler riders is to always wear good quality helmets which follow the regulations prescribed by the Bureau of Indian Standards. If a dealer is offering you a helmet at a cost below Rs 450, then you must know that it is surely a local or fake ISI helmet which can be really harmful just like fake medicines.

