



 **PDDAR GROUP**

Building Businesses. Powering Progress.



INTRODUCTION

Building Businesses. Powering Progress.

A diversified Indian business group with a legacy of trust, precision, and sustained growth.

Since its inception in 1996, Poddar Group has been shaping industries through quality-driven manufacturing, strong distribution networks, and an unwavering commitment to long-term value creation.

Headquartered in Delhi, Poddar Group is a multi-vertical corporate house with business interests across Auto Ancillaries, Metals, Food Processing, Telecom, Logistics, Constructions, and Global Trade. With a pan-India presence and growing international footprint, the Group has consistently delivered performance & quality-driven solutions across industries.

Built on entrepreneurial vision and professional management, Poddar Group combines operational scale with agility, enabling it to respond to evolving market needs while maintaining uncompromised quality standards.

HISTORY & JOURNEY

FROM VISION TO INSTITUTION

Founded in 1996, Poddar Group began its journey with a clear focus on manufacturing excellence and ethical business practices. Over the years, the Group has diversified into multiple sectors, strengthened its infrastructure, and expanded its geographic reach.

Built on entrepreneurial vision and professional management, Poddar Group combines operational scale with agility, enabling it to respond to evolving market needs while maintaining uncompromised quality standards.

With steady year-on-year growth averaging 25–30% and a current turnover exceeding ₹100 Crores, the Group's journey reflects resilience, foresight, and disciplined execution.





VISION

- Diversified business group that builds scalable enterprises, strong partnerships, and long-term value across industries and markets

MISION

- Building strong, future ready businesses across multiple sectors.
- Deliver high-quality products that meet international standards
- Build long-term partnerships with customers and stakeholders
- Invest continuously in technology, people, and processes and digital and AI-enabled systems
- Grow responsibly with a focus on sustainability and ethics

CORE VALUES

- These principles guide how Poddar Group builds businesses, partnerships, and longterm value across all its ventures.
- Quality without compromise
- Integrity in every engagement
- Customer-value creator
- Partnership Mindset
- Adaptability & Growth
- Operational Discipline



BUSINESS VERTICALS

DIVERSIFIED STRENGTHS

- **Auto Ancillaries & Mobility Solution** – Precision-engineered automotive components.
- **Metals & Industrial Solution**– Casting & forging, precision machining capabilities.
- **Food Processing** – Quality-driven processing and distribution cold chain integrator.
- **Telecom** – Infrastructure and service operations.
- **Logistics & Supply Chain**– Strong Distribution Network, Warehousing & C&F operations, & Cold Storage.
- **Import & Export** – International sourcing and global trade or cross border trade.

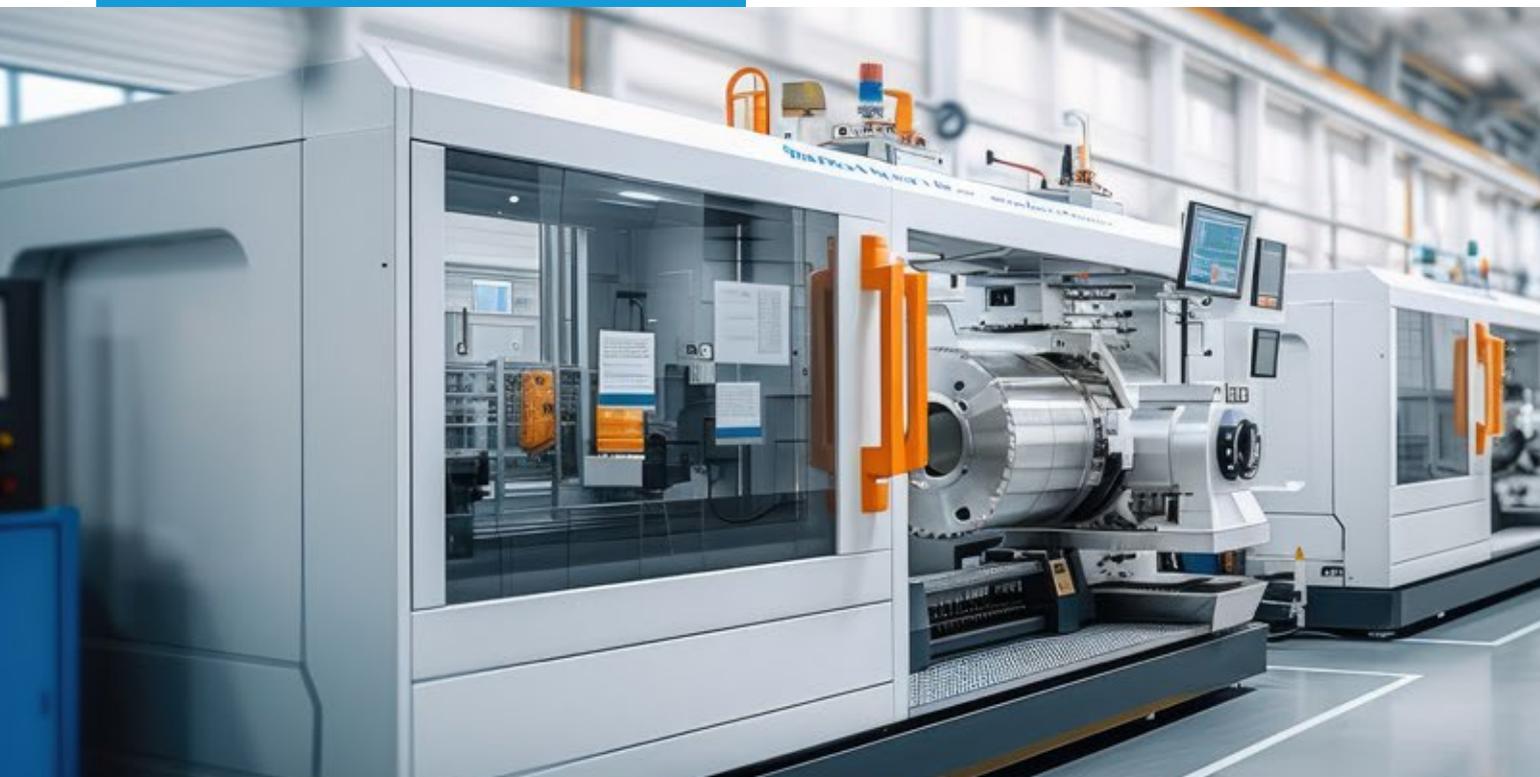
This diversification ensures business stability and cross-industry expertise.

AUTO ANCILLARY LEADERSHIP

HIGH LOAD MOBILITY

Auto ancillaries form the backbone of Poddar Group's manufacturing strength. Through its brands Amrit Auto Ancillaries and Motion Industries, the Group caters to both premium and mass-market automotive segments.

Products include bushes, pins, king pin bushes, centre bolts, bearings, equaliser & lift axle systems, and allied components used in commercial vehicles, tractors, trailers, earthmovers, and heavy-duty mobility applications



MANUFACTURING & INFRASTRUCTURE

BUILT FOR PRECISION & SCALE

- Advanced casting and forging units
- CNC machining centres - 10
- Manufacturing Units – 02
- Casting capacity – 03 Ton/day
- Forging capacity – 03 Ton/day
- Induction heat treatment plant – 01
- In-house tool rooms
- Quality testing laboratories
- Surface Treatment Plant

Manufacturing processes are aligned with OEM requirements and global standards, ensuring consistency, durability, and performance.



QUALITY & CERTIFICATIONS

QUALITY AS A CULTURE

At Poddar Group, quality is not a department—it is a deeply embedded manufacturing philosophy. Guided by global best practices, the Group follows stringent quality control systems across every stage of production, from raw material inspection to final dispatch.

- ISO 9001:2015 certified quality management systems
- Compliance with applicable IS, DIN, BS, SAE, and ASME standards across relevant businesses
- In-process inspections at critical manufacturing & packaging stages
- 100% final inspection before packaging and dispatch
- Structured process, audits and continuous improvements

Quality assurance is supported by advanced in-house testing laboratories, equipped with calibrated instruments for dimensional measurement, hardness testing, material verification, spectro analysis, and performance validation. These facilities ensure consistency, reliability, and strict adherence to OEM and international benchmarks.

The result is a product range trusted by OEMs, distributors, mechanics, and end users across diverse and demanding applications.



PAN-INDIA & GLOBAL PRESENCE

REACH THAT MATTERS

With multiple manufacturing units, regional offices, and a strong dealer-distributor network, Poddar Group enjoys extensive market coverage across India.

The Group also supplies to international markets including neighboring and overseas regions, reinforcing its position as a reliable global sourcing partner.

SALES, SUPPORT & DISTRIBUTION

STRENGTH ON THE GROUND

Poddar Group's success is powered by a strong sales and support ecosystem:

- Extensive distributor and retailer network.
- Regular dealer, mechanic, and channel partner engagement.
- Sales promotion through on-ground activities and brand programs.
- Dedicated customer support and feedback mechanisms.
- Loyalty programs & brand campaigns.
- Dedicated sales team across Key Indian States.
- CRM based customer feedback & order tracking.

This ecosystem ensures strong brand recall, market trust, and sustained growth.





LEADERSHIP & TEAM

DRIVEN BY EXPERIENCE

Poddar Group is led by a hands-on leadership team supported by seasoned professionals and domain experts across functions.

- Mr. Sanjay Kumar Poddar, Managing Director – A visionary leader with 30+ years of multi-industry experience, driving strategic growth, diversification, and operational excellence across the Group.
- Mrs. Nidhi Poddar, Executive Director – Bringing 15+ years of experience in the auto-components industry, with deep expertise in operations, process control, and quality management systems.

The leadership is further strengthened by a robust team comprising:

- 20+ Engineers & Supervisors overseeing manufacturing and process efficiency
- 200+ Skilled Shop-Floor Technicians ensuring precision and consistency
- Dedicated Quality Assurance & Professional Sales Teams supporting compliance, customer satisfaction, and market growth

Together, the leadership and team drive day-to-day operational excellence, continuous improvement, and long-term value creation across all businesses.



THE FUTURE

BUILDING TOMORROW, TODAY

With continuous investments in advanced technology, capacity expansion, and talent development, Poddar Group is strategically positioned for its next phase of growth.

The Group's roadmap includes the commissioning of new CNC and automation lines, accelerated export market expansion, and the development of EV-compatible automotive components. Alongside this, Poddar Group is actively driving green manufacturing initiatives to enhance efficiency and sustainability across operations.

Focused on innovation, scalability, and global competitiveness, Poddar Group remains committed to creating long-term value for customers, partners, employees, and society.

Poddar Group – A legacy of trust. A future of possibilities.



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