

About AVR (Vikram) Valves

With a proud legacy spanning more than 40 years, AVR (Vikram) Valves is a renowned manufacturer of high performance Engine Valves and Valve Train Components under **The Brand name 'VIKRAM'**, serving OEMs & Aftermarket in local and global market. Our range of products includes Engine Valves, Valve Guides, Valve Seats, Cotters/Collets, Push Rods and Tappets for various applications. Each of these products is manufactured specifically to suit our customer's unique application and functional requirements. With wide range of products, we have established a niche for ourselves in the industry covering OEMs in Indian Automobile Industry and Tier 1 suppliers whom we export our products.

The Company was **founded in 1975 by Late Mr. R.K. Jain** - a Graduate Engineer from a highly reputed Engineering Institute of India BITS-PILANI. In 1995, **Mr. Vikram Jain (Technical Director)** a Graduate Engineer qualified from MIT and Post Graduate in Business Management joined the company as a working partner and the company went Global by manufacturing Engine Valves for a USA based company in Chicago, as also in most other advance Countries.

Over the years, the company has grown significantly in size and volume and equipped itself with necessary resources to meet the growing demands of the industry. All our engines valves and components are manufactured in our state-of-the-art manufacturing facility at Rajkot, Gujarat, India. With modern infrastructure, our **World-class 450, 000 sq. ft. facility** is equipped with latest technology in plant machinery, advanced quality control lab and R&D department etc.

Our rigorous and ethical business practices coupled with a streamlined manufacturing process has enabled us to earn **An ISO/TS 16949:2009 Certification from TUV SUDDEUTSCHLAND of Germany**. We have been **Designated by DGQA (Director General of Quality Assurance) as a Grade I supplier to Indian Defense Vehicles**. We are an approved rate contractor with ASRTU (All India State Road Transport Undertakings) and an approved vendor with ARAI (Automotive Research Association of India).

AVR (Vikram) Valves sets professional, reliable and friendly customer service as one of its great virtues. Our ability to provide advance customer services, engineering support, close and immediate attention, and constant availability has created a fixed yet dynamic work environment and relations between the company and its range of satisfied customers.

AVR (Vikram) Valves continuously invests in the intensification of its technological pulse beats. Development of new, improved and user-friendly customer service tools is taking a major part of the foregoing efforts, investments and management decisions.

THINK BEYOND

Just two words for someone, but a driving force for us. As our unit went through true spirit of diligent work & quality consciousness, we achieved high standards of excellence in our products. Our ability to think beyond into the future made our products to international standards. With modern technology & satisfaction of our valued customers, we have been front runner in terms of technical superiority. High standards of excellence always ensure that quality is not just one occurrence, but a continuous process of achievement.

The family business, with consistent leadership for over 40 years, has been exceeding customer satisfaction through exceptional customer service, continuous process and quality improvement efforts and product leadership. Due to early involvement with our customers, we are able to respond to new customer requirements, new industry standards and new technology changes ahead of the competition. AVR (Vikram) Valves has consistently invested in the most technologically advanced equipment, continuing education, and technical training for our manufacturing facility . From the beginning to the end of the manufacturing process, our highly skilled and experienced team ensures the products and services we provide exceed our customer's expectations. We aim to help our customers improve product quality by using premium grade raw materials and efficient manufacturing processes.

SIGNIFICANCE OF OUR LOGO

The Construction

The Story

A logo's strength is measured by its ability to capture the personality of the organization. While it speaks in a visual vocabulary that many can understand, it should become a thumbprint that sets it apart from others. Our updated visual identity has been designed to better reflect the kind of organization we are: rising, global, diverse and inclusive.

If one looks at the elements of our logo, it is clearly evident that the round logo proportions represent roundness of a Globe that indicates our presence across the world. The element above letter V signifies a rising Sun as well as energy and optimism. The symbol V is the first letter of our brand name and also symbolizes versatility.

Our logo thus represents the very soul of our corporate entity and signals the common values and beliefs that guides our behaviour and the manner we conduct ourselves.

VISION & VALUES

Safety & Environment

A passionate commitment to safety underpins all of our activities. We are committed to an incident-free workplace, every day, everywhere. We continue to minimize the impact of our activities on the environment.

Integrity

Ethics and integrity are the foundation of our brand and the guiding principles for all we do. We lead with openness, fairness, and integrity. We believe that by treating our clients, people and suppliers fairly and with respect we will earn their trust and build sustainable success together.

Quality

We pursue excellence in all that we do. Excellence is achieved through a continuous quest for improvement. We are committed to producing and delivering products to the highest standard possible every time.

Innovation

We constantly strive to improve the efficiency of our business by investing in the development of our people and through innovation in technology, operations and processes.

People Empowerment

We inspire empowerment. We encourage problem-solving, communication and employee involvement at every level of the company. We strive to continually learn, adapt and move forward.

Clients

We hold our clients paramount. We listen to them and strive to consistently meet their requirements and exceed their expectations.