

CORPCOMM

BHARAT FORGE



# SCREEN

Capturing the Essence of Our Brand

APR-SEPT 23



Journey  
towards being  
**PLANET  
POSITIVE**

# #wearebh

This hashtag was initiated in 2021. It represents our brand, forging a sense of community and pride among our audience. Its success indicates a strong online presence, engaged followers, and effective communications efforts, reflecting the company's ability to connect with stakeholders in a meaningful way. By embracing this hashtag, we have effectively leveraged social media to build a positive brand image and foster a loyal customer base.

**aratforge**



# Dear Readers,

I am pleased to present this special edition of "Screen," our in-house magazine, crafted by the Corporate Communication Department. As we celebrate the remarkable legacy of Bharat Forge. over the past six decades, we also look forward to a future defined by a commitment to being planet positive and upholding ESG (Environmental, Social, and Governance) standards. Our journey has been marked by unwavering dedication to "Make in India" and contributing to the "Shashakt Bharat" (Empowered India) initiative. We've revolutionized the forging industry with world-class manufacturing and a commitment to excellence. As we move forward, we remain equally dedicated to being environmentally conscious and socially responsible. Within these pages, you'll find stories of progress, not only with metal but also pioneering ideas. Our relentless pursuit of excellence has not only shaped products but industries as well. We're now on the path to being planet positive, reducing our carbon footprint, and promoting sustainability. Our legacy isn't confined to the past but serves as a foundation for a sustainable future, demonstrating our adaptability, resilience, and commitment to quality and integrity. I extend my gratitude to the Corporate Communication Department for encapsulating our legacy. I invite you to explore this magazine and journey through the achievements of Bharat Forge. Thank you for your unwavering support. Together, we will continue shaping a brighter and more sustainable future for "Make in India" and our planet.

Warm regards,

**Baba Kalyani**

CMD, Bharat Forge Ltd.

*Technology for*

**SUSTAINABILITY**



# Dear Colleagues,

I welcome you to an exciting new journey as we unveil the heart of Bharat Forge. With a legacy spanning over six decades, our dedication to quality, innovation, and customer delight has driven our success. Guided by unwavering determination, we shape our distinct brand identity. As a brand, Bharat Forge signifies trust, agility, and innovation. Our collaborative culture empowers each team member, fostering innovation that adapts to evolving demands. Together, let us celebrate the legacy of Bharat Forge, where the pursuit of excellence paves the way. Join us on our social media platforms to stay connected and be part of this journey.

Warm regards



**Amit Kalyani**

Joint Managing Director  
Bharat Forge Ltd.

“

At Bharat Forge, we cherish unity and diversity. Each individual's unique background, perspective, and experiences enrich our organization. As a global entity, fostering an inclusive workplace is crucial, as is valuing and respecting differences that fuel creativity and innovation. We are committed to empowering every employee and providing equal opportunities through initiatives like resource groups, mentorship, and awareness workshops. Let's celebrate our differences, support growth, and collectively drive success. Together, we'll create a culture of unity in diversity.

Thank you for your contribution to Bharat Forge.

**Arun Kakatkar**

President Strategy &  
Organizational Development

”



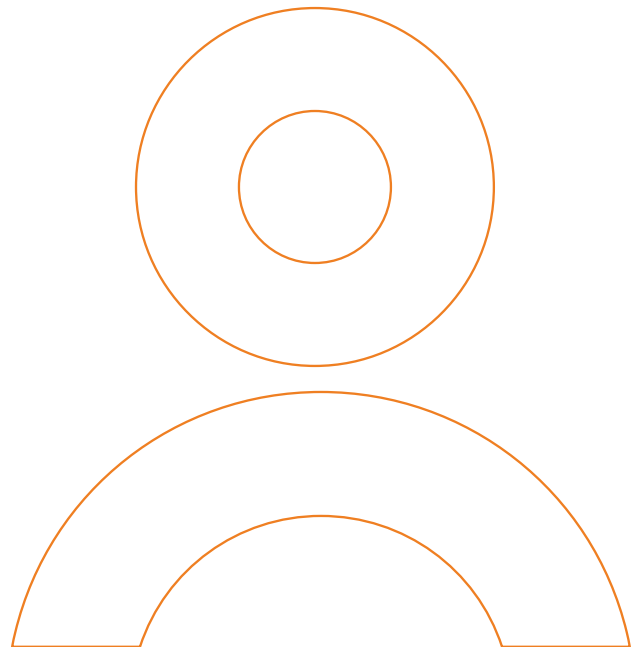


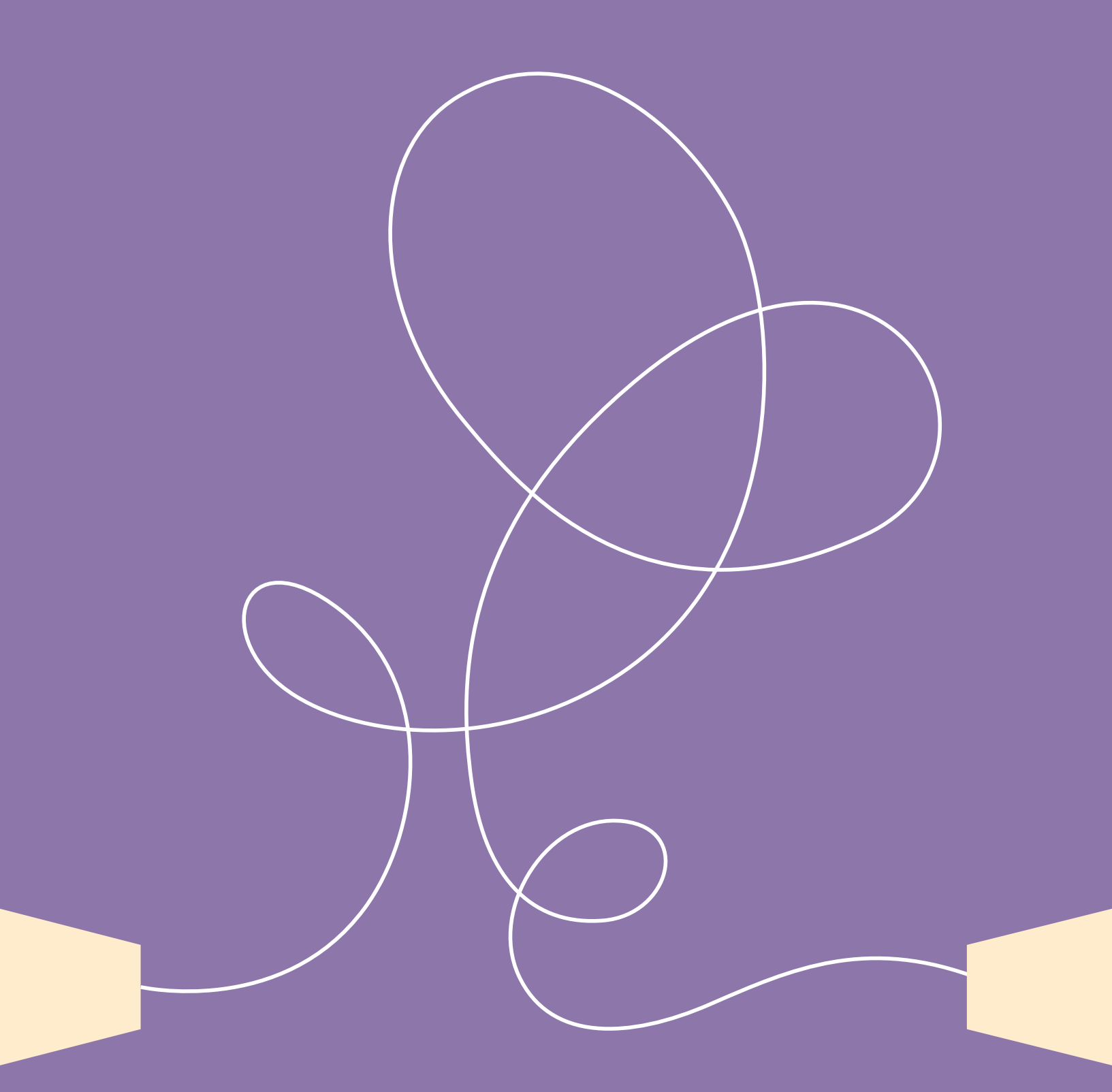
# In the pursuit of excellence,

We take immense pride in our unwavering commitment to Customer Delight. Going above and beyond to exceed our customers' expectations is our norm. We actively listen to their needs, continually innovate, maintain the highest quality standards, encourage collaboration, and earn their trust day in and day out.

Our dedication to Customer Delight is an ongoing journey that accompanies us through every interaction and product we create. This journey sets us apart and solidifies our position as industry leaders.

# Customer Delight





# Connecting Through Communication

Greetings from Bharat Forge !

We are delighted to present you the latest edition of Screen, our biannual newsletter that showcases our achievements, innovations, and initiatives. Screen is a platform for us to communicate with our valued customers, employees, and stakeholders.

Screen is also a medium for us to celebrate our successes, learn from our challenges, and appreciate our diversity. We believe that by sharing our stories, we can inspire each other

In this edition, we have some exciting news and updates for you. We have launched our new product line of high-performance forged components, which has received positive feedback from our clients and partners.

We hope you enjoy reading this edition of Screen and find it informative and engaging. We welcome your feedback and suggestions on how we can improve our newsletter and serve you better. Please write to us at [corpcomm@bharatforge.com](mailto:corpcomm@bharatforge.com)

Thank you for your continued support and trust in Bharat Forge.

Sincerely,

**Bhakti Sharma**  
Corpcomm, BFL



# Team CorpComm

## **Bharat Forge limited**

Abhay Kesharwani  
Mahesh Kharat

## **Kalyani Powertrain Ltd.**

Yashwardhan Singh

## **Kalyani Technoforge Ltd**

Sandip Mandge

## **KSSL**

Manish Meheta

## **Kalyani Technologies Ltd**

Gautam Karve

## **KCTI / KCM**

Andrew Johnson

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# Project Spotlight



**Corporate Identity Manual**  
Brand guidelines for BFL



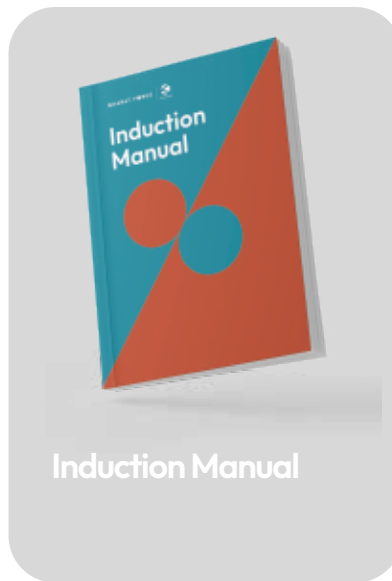
**SCREEN**  
CorpoComm Newsletter



**CSR Annual Report**



**Code of Conduct**



**Induction Manual**



**Consolidated product leaflet**

**📖 Corporate Identity Manual ( CIM ):**

Our Corporate Identity Manual ensures a consistent brand identity, from logos to colors, for effective communication.

**📖 Screen Newsletter:**

An internal communication tool keeping employees informed, engaged, and aligned with our vision.

**📖 CSR Annual Report:**

Demonstrates our commitment to social responsibility, transparency, and trust-building.

**📖 Code of Conduct:**

Sets ethical standards, fostering a positive work environment and integrity.

**📖 Induction Manual:**

Welcomes new hires, introducing them to our culture and policies of our company.

**📖 Consolidated Product Leaflet:**

Simplifies product details for customers' better understanding and decision-making.




We have taken a proactive initiative by creating a comprehensive brand guidelines manual to ensure a consistent and strong brand identity across all aspects of the organization's communication. This manual serves as a vital tool to maintain brand cohesion and integrity, as it provides clear instructions on logo usage, color palettes, typography, and messaging tone. By establishing and enforcing these guidelines, the organization can present a unified and professional image to its audience, whether through marketing materials, websites, or social media. Consistency in branding not only enhances recognition but also instills trust and credibility in customers and partners, reinforcing the organization's reputation. Moreover, the brand guidelines manual streamlines the creative process, enabling teams to work efficiently and harmoniously, reducing the risk of branding errors. In sum, this initiative is poised to elevate the organization's branding efforts, fostering a stronger, more memorable, and impactful presence in the market.

# Corporate Identity Manual





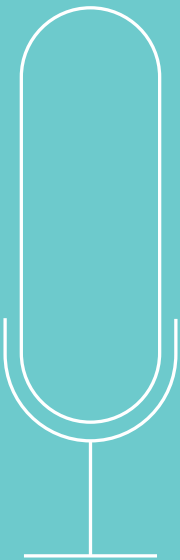
# OUR Brand Voice



Our voice resonates with our steadfast commitment to uncompromising Quality Excellence, Customer Delight, and the cultivation of trust among all our valued stakeholders. It embodies the very essence of what our customers desire and expect from us.

We stand out by uplifting, motivating, and providing a sense of belonging. Our words carry a special touch that fosters inspiration, encouraging each individual to embrace their uniqueness and potential. With warmth and authenticity, our brand voice is a guiding light, showing the way toward growth and achievement that leaves an indelible mark on the world.

# THE VOICE SPEAKS ASA LEADER.



The aim is to build and strengthen bonds with stakeholders, while our global footprint connects countries and continents.



**Planet Positivity**

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**Innovation & Adaptability**

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**Value Creation Ability**

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**Customer Delight**

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**Inclusivity & Diversity**

---



**Social well-being**

---



**Social Responsibility**

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# OUR Brand Personality

A brand personality comes into existence when human-like adjectives are given. Bharat Forge Limited's Brand Personality can be defined as

# PACERS

**P**

Proactive, Passionate

---

**A**

Ambitious, Agile

---

**C**

Customer Centric

---

**E**

Empowering

---

**R**

Reliable

---

**S**

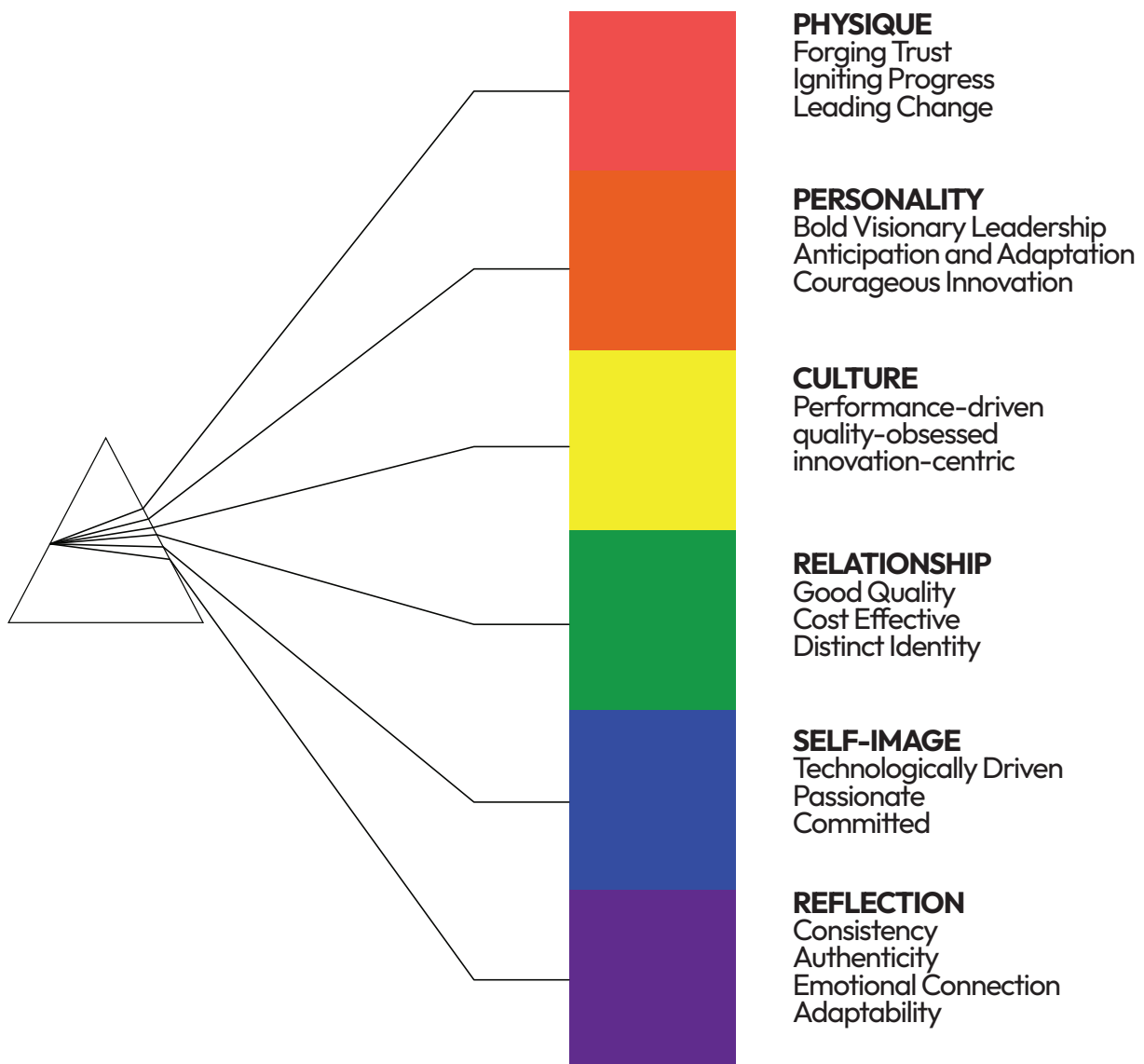
Sustainable

# Our Brand Prism

# A marketing framework aimed at comprehending and elevating all facets of a brand identity

**B**harat Forge's brand prism captures our essence. We stand as a trusted foundation, radiating reliability. We're also an innovative force, always seeking new horizons. With a customer-centric focus, we exceed expectations. Inclusivity is our strength, fostering collaboration. Sustainability is our commitment to positively impacting the environment. As industry leaders, we reflect expertise.

These facets together create our vibrant brand, illuminating what Bharat Forge stands for.



# Brand Outreach



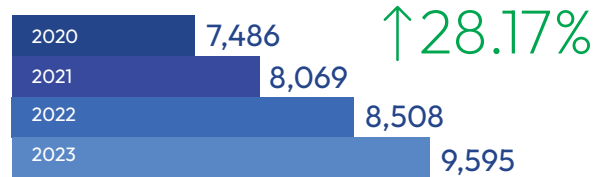


# SOCIAL MEDIA

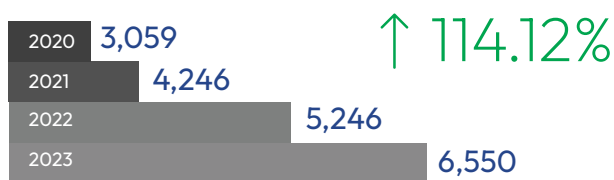
## LinkedIn



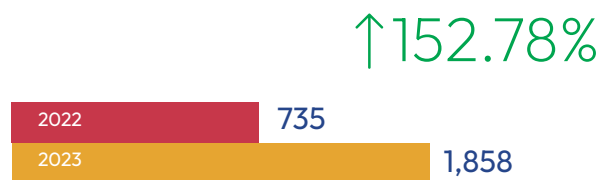
## Facebook



## X (formerly Twitter)



## Instagram



# BFL WEBSITE

As on Sept. 2023



**22,000** Total users  
**21,066** New users



**15,540**  
Organic new user acquisition



**14,162**  
Sessions engaged

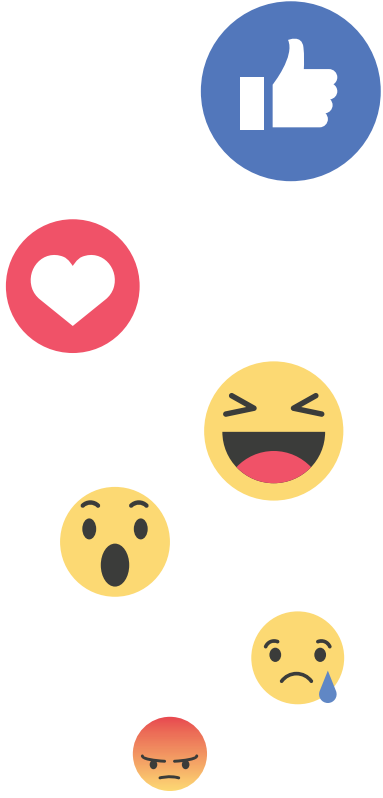


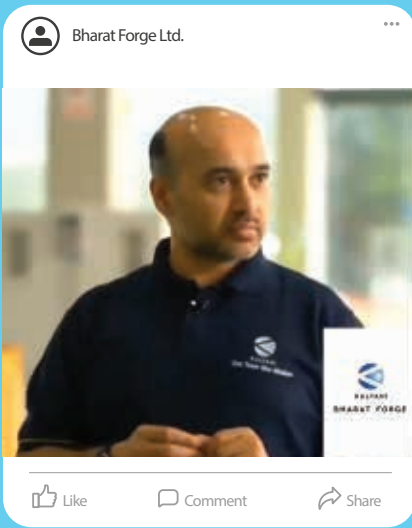
**1.22**  
Min avg session duration

## INCREASE IN ORGANIC FOLLOWERS

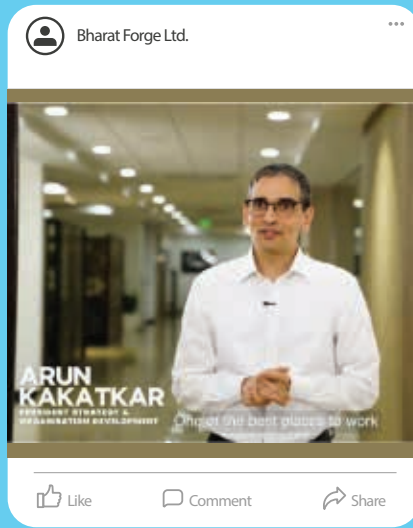
Year	linkedin	facebook	twitter	Instagram
2020	55583	7486	3059	-
2021	71494	8069	4246	-
2022	90335	8508	5246	735
2023	1,15,709	9,595	6,550	1,858

KEY  
Social Media  
Posts





Short reel  
September 2023



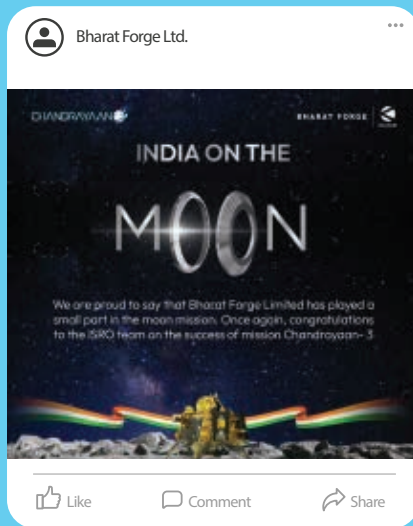
#DiscoverBharatForge  
September 2023



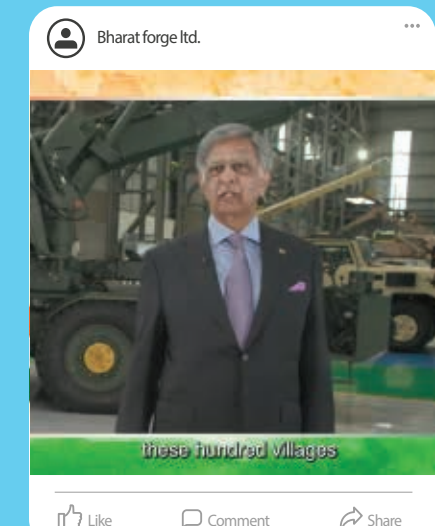
Mahatma Award 2023  
September 2023



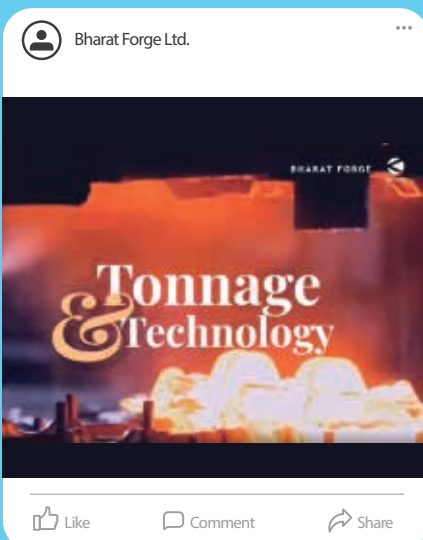
No Plastic Campaign  
September 2023



Chandrayaan-3  
September 2023



Nation First, Always First  
15th August, 2023



Tonnage & Technology  
August, 2023



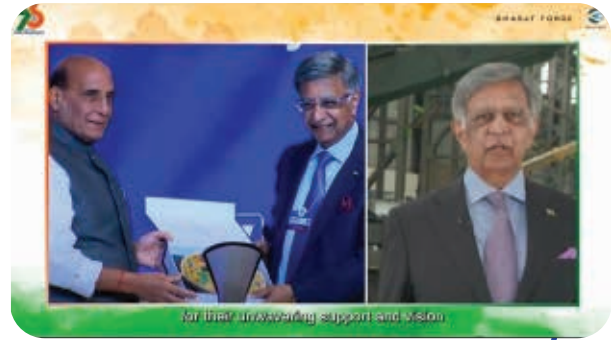
world day against  
child labour  
June 2023



Women's Day  
March, 2023

# Key Brand Videos

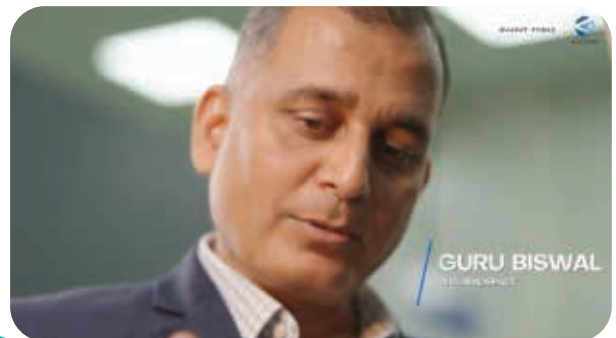
## ▶ Spirit of freedom & unity



## CSR 2022-2023 ▶

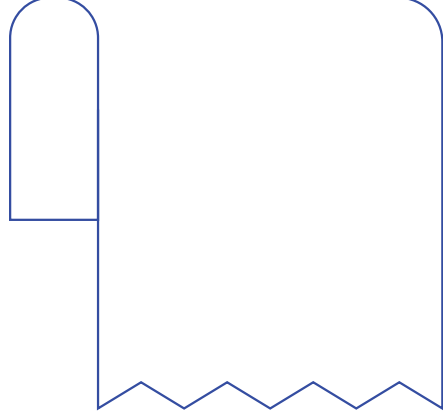


## ▶ #WeareBharatforge



## Women's Equality Day ▶





# Key PR **Coverages**





1  
★  
extents  
extents





## Dispatch Of ATAGS

## NIPM NATCON 2023



## Customer Visit Caterpillar

## NorthTech Symposium 2023



## Liebherr & Bharat Forge sign Letter of Intent



— ★  
nter  
Events

# Launch Of Comsquare



COMSQUARE  
Empowering Enterprise

**1** DAY TO GO  
One-of-a-kind enhanced networking at your fingertips



STAY TUNED

COMSQUARE



## Corporate PR workshop

## Ganpati Idol Making Workshop



## Behind the Scenes of #DiscoverBharatForge

## Ganesh Utsav Celebration at KCTI



# Prestigious Awards



11<sup>TH</sup> MANUFACTURING TODAY  
CONFERENCE & AWARDS

LIFETIME  
ACHIEVEMENT  
AWARD



IACC  
EXCELLENCE  
IN JOB CREATION  
AWARD 2023

IACC  
BUSINESS LEADER  
OF THE YEAR AWARD  
2023



PRESENTED BY  
ADITYA BIRLA GROUP  
MAHATMA AWARD  
2023



SIDM CHAMPION  
AWARDS 2023  
EXPORT PERFORMANCE  
OF DEFENSE AND  
AEROSPACE PRODUCTS



MAHATMA AWARD 2023 FOR  
CORPORATE SOCIAL RESPONSIBILITY  
EXCELLENCE



GM'S SUPPLIER  
OF YEAR 2022.

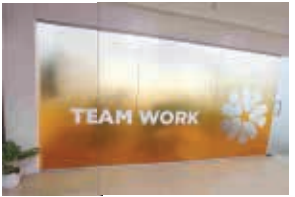
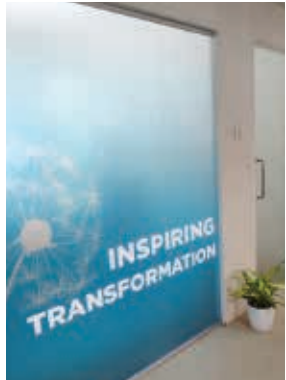
CATERPILLAR  
SUPPLIER  
EXCELLENCE 2023



ASIA PACIFIC  
CLIMATE LEADERS  
2023



# Infra Branding



# Global Highlights





## Bharat Forge Aluminum USA, Inc.

Bharat Forge Aluminum USA, Inc. recently organized a delightful family affair for its employees. The event was a perfect blend of work and leisure, allowing colleagues and their loved ones to come together, bond, and create lasting memories. It showcased the company's commitment to fostering a sense of community and camaraderie among its dedicated team members.



## Bharat Forge Global Holding GmbH

A long-standing tradition and relationship exists between Ovako and Bharat Forge. This week our purchasing team visited the colleagues from Ovako Imatra and Scandinavia. Of course, a mill tour couldn't be missed

## Bharat Forge Aluminum USA, Inc.

A huge thank you to Southern Lee High School and Carrie Womack for inviting Bharat Forge to their Skilled Trades Day today. It is always a pleasure working with the local community and we look forward to attending many more events.



## Kalyani Technoforge Limited

Kalyani Technoforge Ltd. has been certified as a 'Great Place to Work' for the 3rd consecutive year! This is a remarkable achievement that reflects our commitment towards creating an exceptional workplace for each and every employee of our company. This achievement denotes how highly engaged workforce creates better work environment every day that contributes to form a people centric organization. It wouldn't have been possible without incredible, emphatic, passionate & performing employees at all levels.

## Kalyani Rafael Advanced Systems Pvt. Ltd. (KRAS)

As a part of continuous improvement efforts, KRAS organized Training Program "IAT AS9100:2016 (Internal Auditor Training)" for all employees. The training will gear-up KRAS for 2.0 transformation.



## Kalyani Rafael Advanced Systems Pvt. Ltd. (KRAS)

KRAS hosted Air Vice Marshal George Thomas, AVSM, VM, ACAS(Plans), Air HQ on 29 Jun 2023. The AVM appreciated KRAS' production capabilities and efforts to deliver Indigenously built critical systems for making India "Atmanirbhar"

## KSMS Solution Pvt. Ltd.

On the occasion of Independence Day, we came together to celebrate, pay tribute to our heroes and freedom fighters, and cherish the gift of freedom



## Bharat Forge Global Holding GmbH

Today we welcomed a delegation from Ovako (Sales Unit Nordic and Baltics and colleagues from Imatra steel mill) to Bharat Forge Kilsta. Both companies are connected by a long-standing and intensive relationship. We were happy to have you with us and look forward to more exciting projects



CORPCOMM

# SCREEN

Capturing the Essence of Our Brand

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Concept by: [Bhakti Sharma](#)  
Visualization by: [Abhay Kesharwani](#)  
Designed by : [Mahesh Kharat](#)

---

## **Bharat Forge Limited**

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Scan to know more