

Madras Engineering Industries targets green certification for all products

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Chennai-based Madras Engineering Industries (MEI) Pvt Ltd, an auto parts manufacturer with annual revenue exceeding \$100 million, announced plans to secure green certification for all its products after successfully securing green certification for its iron castings.

MEI, now part of the elite group supplying fossil-free auto parts to Swedish auto major Volvo Group Trucks, is gearing up to deliver fossil-free ferrous castings to Volvo's global factories.

FOSSIL-FREE
Priya Sriram, Managing Dir-



Priya Sriram, MD, MEI, and Sriram Sivaram, Joint MD

ector of MEI, acknowledged the challenge of achieving a green transformation in a foundry. She noted that while starting with the machining division would have been easier, tackling the foundry first has paved the way for applying green principles across other areas.

Sriram Sivaram, Joint Managing Director of MEI,

emphasised that sustainability has always been integral to the company's ethos.

He explained that in India, waste is typically viewed as a resource, a mindset deeply embedded in MEI. He compared sustainability to quality, noting that just as achieving zero defects leads to higher productivity and lower costs, creating sustainable products generates long-term value.

While upfront costs are high, the benefits—such as continuous renewable energy, lower operating expenses and enhanced employee pride—outweigh the investments.

“As we grow, these investments become even more sustainable, driving both fin-

ancial and environmental returns,” he added.

“Foundries are seen as polluting industries, so it's incredibly challenging. However, MEI has taken substantial steps towards creating a cleaner environment for both workers and the surrounding community,” Mark Bamber, Head of Circularity & Remanufacturing at Volvo Group told *businessline* at the MEI's factory near Chennai.

Going forward, MEI aims to certify all products as green. It has set a goal to become carbon neutral by 2030, including eliminating diesel from its backup power systems, 100 per cent electric forklifts in all units and transitioning to EVs for logistics.