

Welcome to Atlas Cycles(Haryana), Sonapat, India.



ATLAS CYCLES R&D UNIT

Atlas Cycles (Haryana) Ltd., Sonapat, has the privilege of being the only Indian complete bicycle manufacturer whose in house R&D unit has been recognized by the Department of Scientific & Industrial Research Science & Technology, Government of India. Our R&D Centre is well equipped with Computer Aided prototype making facility and testing facilities etc.

Atlas R&D concentrates on development of new models of bikes ranging from Kids to Mountain Bike Suspension Bikes, Sports Bikes etc.



EXPORTS

Atlas Cycles started its odyssey way back in 1951 and today it is one of the largest manufacturer of world. Atlas bicycles are ridden over 50 countries around the globe. Atlas Cycles, Sonapat unit cater North-East and Central Africa, USA, Latin America, South and Central America including Mauritius, Madagascar Island. Atlas cycles are very popular and commonly used in countries of Egypt, Zambia are also entering the markets in a big way in Uganda, Tanzania, Sudan, Libya, Malawi, Ethiopia in the continent and also USA and Latin America.

Our range of products include tough Roadster Models, Elegant Ladies bikes, Rugged Mountain Bikes Bikes which are made to cater to varied destinations with different Geographical, Social and Climatic putting a challenge to the leading bike manufacturers in the world. We at Atlas keep moving ahead ending zeal with technological upgradations and is the first bicycle industry to get ISO 9002 & 9001



ISO 9001: 2000 CERTIFICATION

Sonapat Unit of Atlas Cycles was earlier certified with ISO 9002: 1994 since 1994, which was subse twice in 1997 and 2000.

Now, the company has bagged ISO 9001: 2000 certificate by implementing the latest International Management System. Under the new Certification, Research and Development activities of the comp addition to its manufacturing, inspection, testing and sales activities. This has made this company a major bicycle manufacturing industries in the country with ISSO 9001:2000 certificate.

Deployment of this Quality Management System has ensured consistency high quality and reliability Domestic and International market. It has ultimately resulted into improvement of timely availability bicycles in latest models for all age groups at highly competitive prices. The company ultimately aim customer satisfaction by its implementation.



THE PEOPLE



MR. VIKRAM KAPUR

President

MESSAGE FROM THE PRESIDENT

Atlas is proud to be one of the top bicycle producing companies in the world with a capacity of manufacturing nearly three million bicycles.

My Grandfather, Late Rai Bahadur Shri Jankidas Kapur was the founder of Atlas Cycles which was established way back in 1950. My father, Late Shri B.D. Kapur, has been at the helm of affairs as President, was the driving force to lead the company for many years and incidentally I worked with him closely throughout. On 1st September 2000, Atlas Cycles restructured the management of Sonapat unit with the reins of management passed upon myself as President, my brother, Rajiv Kapur as Joint President and Ravi Kapur as Vice President. And together we would endeavour to take 'Atlas' to new heights where we would surge ahead towards... new horizons, new goals, new challenges, new technology and new control.

The job of the management has always been to see the company not as it is but as it should grow to be. We believe in our ability to guide the forces of change and force the company to emerge as leaders in the areas of our operations.

Our goals for the year will be to achieve significant further turnover growth through substantial improvements in profits through consistently providing high-quality bicycles and services, and a total commitment to better serve our customers at the same time maintaining the highest ethical standards and values.

I am confident that our company restructuring initiatives, our quality improvement programs and our quest for better corporate performance and greater customer satisfaction will soon begin to show even better results.

Finally, I wish to express my sincere appreciation to our eminent Board of Directors, esteemed shareholders, bankers and other stakeholders who have reposed

confidence in the new management.



MR. RAJIV KAPUR

Joint President

MESSAGE FROM THE JOINT PRESIDENT

"Atlas Cycles Sonapat, Haryana established in 1951 has been the leader in industry in India. Atlas cycles are the most reliable, sturdy companions in use worldwide. Atlas cycles is one of the top 50 'Brands' in India as per A&M M

In Keeping with the philosophy we are blazing new trails with the latest in product development for the international market. We have in our range M' ATB's, Roadster, Sports and Children bicycles with the latest Shimano multi-systems.

Vigorous quality control, CAD equipped design center and the latest automation used in producing the most sought after bicycles."



MR. ANGAD KAPUR

Vice President

MESSAGE FROM THE VICE PRESIDENT

Atlas is the name synonymous with the cycling revolution in India. Over five decades not only a household name in India but also abroad, with its presence in all continents around the globe. Atlas started exporting bicycles in 1958 and presently has exported across five continents of the world with a record productivity of over 1000 bicycles.

Atlas is proud to have a highly developed 'Research and Development' wing of its kind in the Indian Bicycle Industry. This in-house R&D centre is a top class unit, recognised by the Government of India. In recognition of our excellent technological superiority and systematic production/Quality Control processes, we have been awarded with the prestigious International accreditation ISO-9002 (1994).

Keeping our spirit of racing ahead of times intact, Atlas keep moving ahead with an unending zeal, technological up-gradations, rapid expansions and user friendly products to be the undisputed leader in the world of bicycles.

We are introducing newer range of upgraded models for our esteemed customers. Our company is also pursuing an aggressive marketing strategy and strengthening its network to increase its market share. Our mission is to ensure that our bicycles are the first choice of the customers.

I feel confident that the talent, dedication and high level of commitment of our employees will enable ATLAS to scale new heights and retain its leadership position in the industry. If we feel proud of our achievements today, let us feel even more proud of our achievements in the future years. Let us strive to lead - without ever having the need to



ENVIRONMENT PROTECTION AND CONSERVATION

Atlas Management is conscious about its social responsibility to protect and conserve environment for future generations. It has taken all around actions for pollution control in the field of water, air and noise and complies with all the regulatory norms as per the laws of the land. It is also working in direction of pollution prevention guidelines of United Nations Environment Programme (UNEP) and Global Compact (GC).

The company has variety of manufacturing activities including electroplating, heat treatment, painting etc. As a precautionary approach to environment challenges arising out of effluent generated by these products, the company has installed most modern Effluent Treatment Plant designed and commissioned by National Institute of Environmental Engineering, New Delhi. It is reputed as one of the best Effluent Treatment Plants in northern India in private sector. The company has spent more than 5 million on its installation and spends about 0.6% of the product cost on effluent treatment. It treats around 5 lacs litres effluents per day and ensures that not a single drop of effluent goes to the environment without effective treatment.

Working on similar lines, all the necessary air pollution control measures have been taken by the company. The smoke emitting out of brazing furnaces, diesel generators and boilers are within the permissible limits.

To meet the noise pollution norms, the company has gone for the ultra - modern acoustic lining on the walls of diesel generators hall so as to reduce the sound level outside the wall by more than 30 DBA, whereas the norms require reduction of 25 DBA only.

In order to augment photosynthesis cycle of nature and to maintain greenery, company has planted 2000 plants and trees in its campus of 28 acres. Rain harvesting system has also been incorporated in the campus. The rain water is now being recharged to sub - soil effectively.

Atlas is in constant touch with nodal Indian National Institutes, like, Central Pollution Control Board, National Productivity Council, New Delhi, Haryana State Pollution Control Board Panchkula, etc, for the diffusion of Environmentally friendly technologies for continual improvement of environment by our employees.



DESIGN, MANUFACTURE AND QUALITY SYSTEM

The company is one of the biggest Bicycle manufacturing units producing most of the components. The company has got a vast Press Shop, Machine Shop, Brazing Shop, Welding Shop, Heat treatment Plant, Paint Shop, Electroplating Plant and Assembly Shop spread over in a campus of 28 acres.

The manufacturing shops are equipped with state of the art machines for production operated by ITI graduates under the supervision of qualified engineers. The manufacturing facilities are supported by a moderate fleet of trained maintenance staff for trouble - free running.

Research & Development Department provides components and tool drawings designed by qualified engineers.

the support of CAD, Necessary press tools, fixtures, jigs, special tools, templates and gauges are made. High precision machine tools, like jig boring machine, spark erosion machine etc., in tool room. All tool gauges pass through Tools Inspection to ensure its precision and accuracy.

Quality Assurance Department of the company ensures the quality right from raw materials to finish various stages like receiving inspection, in process inspection and final inspection. Gauge Control Cell ensures timely calibration of all production gauges and measuring equipment used throughout the factory.

QA has got state of art Mechanical Laboratory having Tensile Testing Machine of different ranges up to 10000kg, Profile Projector, Spring Testing machine, Vickers Hardness Testers, Rockwell Hardness Testers, GSI Strength Tester, Cupping Value Tester, Rubber Abrasion Tester along with Special Testing Equipment like Pedal, Fork, Frame, Rim, Crank etc.

Chemical Laboratory of QA is equipped with paint test apparatus, carbon sulphur tester, hull cell apparatus, Kinetic viscosity bath, nickel - chrome plating tester, micro test for zinc and paint thickness tester and Salt spray testing apparatus to provide assistance to receiving inspection, pretreatment and electroplating plant, paint shop etc.

The Integration of Research & Development, Tool Room, Manufacturing and QA activities has resulted in consistent quality level of the company products enhancing customer satisfaction.



LABOUR RELATIONS

Company has extended complete freedom of association to its workmen and effective recognition of collective bargaining. Atlas workmen have their own elected Worker's Union registered under Government. The Union is recognized by the Government and the factory. The Union has been given the natural right of collective bargaining in the common interest of working force. Cordial industrial relation is maintained in the factory. Grievance Redressal Procedure is updated from time to time. The labor welfare activities and programs are organized by the factory as an on going process throughout the year which have played an important role in establishing an atmosphere of mutual trust and harmony. The company is running smoothly since several decades without any workers unrest.

The company not only believes in abolition of Child Labor Employment but it has propagated this philosophy in adjoining industries off the region having association with it directly or indirectly. The minimum age for employment in the factory is 18yrs, which is the law of the land. The Corporate Policy does not allow any distinction on the basis of race, color, sex, religion, language or property status in respect of employment and occupation.

All forms of forced and compulsory labor has been completely eliminated from the philosophy of the company. There exists a total appreciation for each other between Management and employees. As a matter of fact, wishfully employed many physically challenged persons who are earning their bread and butter respectably.

[Our Story](#) | [Bikes](#) | [Components](#) | [Contact](#)

© Atlas Cycles(Haryana)Ltd., Sonapat
Site Designed and maintained by : [Solutions Excelente'](#)