

# RSB Group Innovates, To Move Ahead Of Market Trends

APA Bureau

The RSB Group, which primarily manufactures vehicle aggregates and systems, considers technology upgradation through research and development (R&D) and innovation as a continuous process and an integral part of its business. Through the Group company I-Design Engineering Solutions, RSB has been engaged in R&D for more than a decade. Its niche products, propeller shaft and fully assembled gear box, are the fruits of this continuous research and Innovation.

"We continue to upgrade technology with our partners, Eugen Klein, Germany and JBK, Japan, with evolving market trends. We benefit from managing business through systematic approach (TQM), maintaining highest quality, optimal resource use, total involvement of all resources including human, big cultural change through continual improvement and from the Plan, Do, Check, Act (PDCA) approach in every operation/process for increased business performance," Nishit Behera, Executive Director, Business Development and Strategy RSB Group, told *AutoParts Asia*.

RSB is a fast growing global engineering organisation with business interests ranging from design to manufacturing of aggregates and

systems related to commercial vehicles, passenger cars, construction and farm equipment and a wide variety of automotive and off-highway equipment. It has manufacturing facilities in Jamshedpur, Pune, Dharwad, Chennai, Pantnagar, Cuttack, Homer (USA) and Mexico (USA).

RSB Group comprises four different companies: RSB Transmissions (I) Ltd., RSB Transmissions North America Inc. (Formerly known as Miller Brothers Manufacturing), I-Design Engineering Solutions Ltd. and Ivitesse Technologies Pvt. Ltd.

The Business Development team of the Group continually keeps market vigilance for unexplored areas of technological breakthroughs to upgrade existing products and develop new components. "All these efforts cumulatively have helped us increase our component content per vehicle year-on-year without any setback," Behera said.

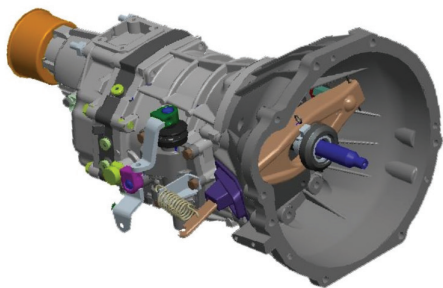
On the implementation of BS-VI from 2020 and the initiatives taken by the group in its product portfolio, he said, "All our products and processes have built-in checks for environmental aspects, impacts, risks, product lifecycle and opportunities. Our operation control procedures are designed and monitored through

environment audits at planned intervals to ensure compliance. Since global environmental standards are in place and annual audits by a globally accredited external agency is done for products and processes, meeting BS-VI norms will create no problems for us. Our process and systems, built on TQM with the environment as a key area, are flexible enough to take on BS-VI norms of OEMs."

## Presence In CV

The RSB Group has signed an agreement with the Andhra Pradesh Government in India to set up a state-of-the-art facility at Sri City, to manufacture the latest generation of propeller shafts for the automotive industry. The plant, with the facility for CMI Vertical to meet the demand for construction equipment aggregates, is expected to be ready shortly. The Group has a significant presence in the commercial vehicle (CV) segment with wide range of propeller shafts and assemblies/gears, gear box, front axle assembly and rear axle beams, running gear systems, fifth wheel coupling, ferrous and aluminum castings, exhaust manifolds, fly wheel and clutch housing, main bearing caps, hubs, gear box cases, etc. The wide range of its propeller shafts, manufactured in collaboration with Eugen Klein and JBK





commands a major share in the CV segment.

According to Behera, before supplying to the customer every change in the design of any of its present components will be tested and validated by its subsidiary, I-Design Engineering & Solutions, on variants like quality, endurance, and reliability. "Changes in the design of propeller shafts are one of the off-shoots of such initiatives. Likewise, we have a

high degree of flexibility to customers' requirement for any design change in their on-going product lines. This has helped them in R&D, thus saving costs. This we feel as a voluntary obligation beyond commercial terms for an enduring partnership.

This proactive approach has brought us accolades and awards like Best Supplier, Overall Best Performance & Recognition of Long Association Awards from Tata Motors; Supplier Samrat Award from Ashok Leyland; Best Global Supplier Award from Concentric Pumps; and Consistent Quality Performance from TML Driveline. Built-in TQM approach of our organisation in every sphere of process keeps our costs under check without any compromise on quality. This has given us an edge over the competition in quality, cost and service. Besides, our systems are aligned to market changes. We ensure that customers always stand to benefit from this proactive exercise," he said.

### E-factory

In the new era of the Internet of Things (IoT) and Artificial Intelligence (AI), RSB Group too embraces the change. The Group is connected digitally across its plants in India through the internal network with data integrity and security. "With the rapid march of IoT and AI, the backbone of an E-factory set-up, it is necessary for the manufacturers to stay connected to amalgamate different technologies like machine learning, big and sensor data, machine-to-machine communication and automation to boost operational efficiency, increase productivity and reduce complexity of process to gain the edge in competitive markets and open new revenue streams. We have the necessary platform and infrastructure for the digital transition and E-factory administration. Our shop

floors across the 11 plants in India have the state-of-the-art machines and facilities, robotic engineering and components produced to micron precision with digital intervention and zero defects. We are studying different products and manufacturing facilities to take on the new digital era and to move on as to be mandated by OEMs in due course. We have a rugged in-house IT, manned by qualified and experienced professionals, to equip ourselves for the change," Behera said.

### The Challenges Ahead

RSB Group knows that it is inevitable to invest more to keep pace with changes in technology, to face the challenges of IoT, AI, and to stay afloat. "Cognitive systems and real-time analysis give valuable insights to improve reliability and quality of output while supporting manufacturers to introduce value-added services to customers. The IoT, AI concepts create automated and seamless transactions in their production process by deploying sensors, initiate communication with multiple devices and implant analytics solution to derive actionable insights. However, maintaining and updating complex systems from in-house and remote locations has the risk of exposure to potential cyber attacks over the connected networks, adhering to standards of local networks for bandwidth and latency, data integrity and security, IP Protection, etc. Cyber attacks against critical infrastructure has much higher possibility than typical IT networks. Implementing IoT technology means introducing new security tools to the network. The network could go to potentially thousands of connected sensors and devices. It is hard enough to manage visibility for a single factory floor—but the Industrial IoT will add additional challenges as we scale it globally. One challenge is the availability of competent manpower to manage the system," Behera said. **APA**

