

SK Behera

Vice Chairman & Managing Director, RSB Group

By Niranjana Mudholkar

Q How was the last financial year for you?

With economy showing positive signs of recovery the auto sector is looking brighter. In FY2015-16 the auto component industry grew by 8.8 percent. We too have done fairly well despite challenges.

Q Do you see the market improving?

I surely see great momentum due to path breaking initiatives such as Make in India, GST rollout, increased spend on infrastructure and restarting of mining sector. The auto component sector is riding on the back of automakers and with robust demand scenario in the coming period places the component sector in an increasingly comfortable situation. It has also brought challenges in shape of increasingly stringent QA, newer technology and focus on cost optimisation. Organisation geared to handle this are going to be the winners. Our prime OEMs such as TATA, Ashok Leyland, Maruti are continuously upgrading their product portfolio. Other leading MNCs such as Daimler, Toyota, Ford, Honda, Volkswagen, Mercedes Benz, too are widening their Indian footprint and these present great growth opportunity as well as challenges for the Indian Components sectors.

Q Which segments are driving growth for you?

Our greater focus is on commercial vehicle and construction equipment sector, and these will be our prime growth drivers. Within these sectors heavy & medium CV will dominate while hydraulic excavator will aid our CE growth. Nevertheless, we are very strongly placed within all segments and the growth being witnessed by these will power our own growth.

Q How many manufacturing units do you have?

We have 13 manufacturing plants spread across seven locations in India, namely Jamshedpur, Pune, Dharwad, Chennai Pantnagar, Cuttack and Lucknow. Overseas we have one each in Homer (US) and Silao (Mexico).

Q Make in India' seems to have given a boost to the Indian manufacturing industry. How do you view it?

Make in India campaign is accompanied by tax reforms and proposal that have resulted in a situation where it is increasingly getting easier to do business in India. The biggest beneficiaries will be MSME which are essential to the success of Make in India. Favourable sops to start-up ventures has given big boost to more players entering into the auto component field, besides starting of green field ventures by existing auto-



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comp manufacturers in the areas hitherto untapped. ‘Make in India’ will be led by the auto sector as it accounts for over ~30 percent of the entire manufacturing sector in India. Thus it is not surprising that existing Indian automakers and large MNC are deepening their commitment to India.

Q In 2013, RSB was conferred the Deming Prize. You had said then that the company will vie for The Deming Grand Prize. How's been RSB's quest for quality progress since then?

We have a well laid road map for Deming Grand Prize by 2018. In this journey our TQM team is being assisted by Japanese experts at planned intervals. Our team has complete clarity on our mission and I too am personally involved at every stage.

Q What would be your message to the new entrepreneurs?

Hard work combined with highest level of personal integrity, ethics and clarity of vision is the main mantra any new entrepreneur should have. Your work should be unique and done innovatively. And most of all always find roles that will aid nation building. 