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SHELL Ready for the energy challenge



SVLL Changing the face of Indian logistics



RSB GROUP Moving up the value chain

TII GROUP

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Accords top priority for Indian market



SPECIAL FEATURE

TATA MOTORS T1 Prima Truck Racing Championship



RSB moving up the value chain with strong partnerships

Exclusive Feature



Mr. S.K. Behera, Vice Chairman & MD, RSB Transmissions

RSB Transmissions (I) Ltd. unveiled a range of new products at the recently-held Component Show in New Delhi. On the occasion, the company launched its technologically advanced fifth wheel coupling for the domestic market under the brand name 'RSB-Fontaine' and also plans to export the same to Fontaine, UK. The company has also entered into a partnership with DHB Automotivos, Brazil to launch a range of auto components in India.

Speaking on the company's new products and partnerships to MOTORINDIA, Mr. S.K. Behera, Vice Chairman & MD, RSB Transmissions, says: "Our joint venture with Fontaine, UK will boost growth of Fifth Wheel Coupling for RSB in India and overseas, with the use of latest state-of-the-art technology from Fontaine. It is an excellent relationship with Fontaine. We are trying to bring in technology to India which focuses more on safety. The new product gives additional safety features like double locking and will

have signals on the faulty locking. The UK company is helping us with technology to make highly value added products for trucks which is not much used in India today."

Fontaine Fifth Wheel is the European division of Fontaine International Inc., the largest Fifth Wheel Coupling manufacturer in the world. The company is very strong in the North American market, the UK and Scandinavian markets and has high presence in the European market, with its customer portfolio being major truck manufacturers like Volvo,



COMPONENT ZONE



rack and pinion, tie rod, hydraulic and aluminium pumps manufactured in world class facilities partnering with DHB Automotivos, Brazil, a \$150 million global enterprise and are the largest manufacturer of passenger car steering systems in Latin America”.

Scania, Daimler, Renault, DAF, MAN to name a few. RSB has already started manufacturing these products and are exporting them. Initially the company has started with 1,000 nos. a month and aims to increase it to 2,000 within six months.

The Indian company also aims to set up its manufacturing facility in Brazil which has a huge market potential for its established products like propeller shafts, axle beams, gears to name a few, thus entering South



America through DHB.

On their relationship with DHB Automotivos, Mr. Behera, says: “We

have launched fully assembled manual and power steering gears, auto components like steering

These new products will enable RSB’s entry into the Latin American market. The company will also cater to existing OEMS like GM, Renault, Volkswagen, Ford, Fiat and PSA Peugeot Citroen among others, besides it’s after sales market. The new venture gives an opportunity for RSB to diversify its product and market segment predominantly volume constrained commercial vehicle dependence to the growing passenger car segment.

