



RSB SUCCESS STORY – WHERE DREAMS ARE RESPONSIBILITIES

In 1975, two bubbling young entrepreneurs from Jamshedpur from humble middle class background plunged into the hurly burly world of business with a passion and dedication to do something different, to traverse a different path. They knew not the contours of the path, but were confident that the ultimate destination would be success. For them, “Dreams were Responsibilities”.

The brother entrepreneurs are Rabindra Kumar Behera and Suvendra Kumar Behera (fondly known as RK and SK respectively). RK had just chucked the security of a job with Bokaro Steel after graduating as a mechanical engineer from NIT, Jamshedpur and SK was pursuing his commerce education.

They ventured with little finance – mere 15,000 rupees - borrowed from their father, but with lots of family support and moral and human values imbibed from parents. Growing up in Jamshedpur in the midst of successful Tata industries and value system, the brothers were deeply influenced and inspired by the entrepreneurship of Tata and their ethical values to people, society and the environment. This upbringing echoes in all that they have accomplished so far and all that they dream to create.

The brothers founded the “International Auto Products”, a sole proprietorship company and the operations commenced in 1975. RK Behera, the founder and current CMD of RSB Transmissions (I) Ltd, along with his brother SK (Vice Chairman & Managing Director), led and guided International Auto Products through its growth. After several transformations it became a public limited company, International Auto Limited in 1994, which eventually merged with RSB Transmissions (I) Limited in 2009 (www.rsbglobal.com).

The acorn has grown to a mighty oak

now. Travelling through many trials and tribulations, when lesser mortals would have abandoned the tortuous path, RK and SK never wavered from their dreams. The Group which started with mere Rs 15,000 has today in a span of three and half decades grown into a global engineering institution, with turnover in excess of INR 1200 crore, in automotive components & systems and construction equipment aggregates operating in several countries. Presently, it has 13 manufacturing plants spread over 7 locations in India, namely Jamshedpur (Jharkhand), Pune (Maharashtra), Dharwad (Karnataka), Chennai (Tamil Nadu), Pantnagar (Uttarakhand), Cuttack (Orissa) and Lucknow (Uttar Pradesh); and one each in Homer (USA),

heavy fabrications and aggregates like Frames, Arms, Booms and Buckets for excavators, back hoe loaders and front end loaders.

RSB's Indian and overseas customers are leading Indian and global OEMs like Tata Motors, Tata Hitachi, Ashok Leyland, Mahindra & Mahindra, John Deere, Fiat, Ford, Allison Transmissions, American Axle, Eaton, Magna, GKN, Daimler, Renault Nissan, Kamaz, Caterpillar, Terex, JCB, Kobelco, Leyland, Komatsu and GE among others.

RSB has several ambitious plans on the drawing board to grow its current Automotive and CMI business both in India and overseas through both organic and inorganic route. The plans are in different stages of implementation and will unfold in the next few years.

In 2006, RSB made its first foray into overseas and acquired Miller Brothers in Michigan, USA. It further expanded its global footprint by making another acquisition in Belgium in 2010 and setting up a greenfield project in Mexico in 2011.

Physical accomplishments of RSB aside, it is the unwavering inner motives and values that propel and sustain the Behera Brothers to dream bigger and bigger and this is what makes the RSB institution different from the majority. Their passion for excellence and ethics find expression in the vision statement that RSB group has adopted – “To become one of the most admired organizations with a significant global presence”. They dream to build an enduring and timeless institution. The company advocates the management philosophy of benevolent creative leadership ingrained in a universal mother. They believe “Mother symbolizes the unique combination of egoless sensitivity, openness, encouragement, forgiveness and discipline”.

“ Mr. RK Behera's one statement aptly summarizes their values and life which echoes in every corner of the company: “Ethic is our foundation, passion is our energy, humanism is our path, excellence is our goal and immortality is our destination. ”

Tessengerlo (Belgium) and Silao (Mexico). Now not only the brothers' stand vindicated and delighted, the society at large also stands benefitted.

RSB operates in two verticals, namely Automotive and CMI (Construction, Mining & Infrastructure) Equipments & Aggregates. In the Automotive vertical, RSB is a leading global manufacturer of Propeller Shaft Systems & Components, an array of Axles including Front Axle, Trailer Axle, Tractor Axle, Dummy Axle & Axle Beam, Fully Finished Gears, Shafts, Hubs & Sleeves and Transmission Components like Differential Cases, Yokes and Carriers for medium and heavy commercial vehicles, passenger cars, tractors and light commercial vehicles. In the CMI segment, it is a leading manufacturer of