

RSB expanding capabilities to deliver complete system solutions

An exclusive feature from MOTORINDIA

RSB Global is a fast-growing global engineering group actively involved in different areas ranging from designing to manufacturing of automotive aggregates and systems related to commercial vehicles, passenger cars, and construction, farm and off-highway equipments. In 1975, two brothers, Mr. R.K. Behera and Mr. S.K. Behera, founded International Auto Products, a sole proprietorship company. Mr. R.K. Behera, the founder, is the current CMD of the group's flagship company RSB Transmissions (I) Ltd. He, along with Mr. S.K. Behera, Vice Chairman & Managing Director of RSB Transmissions, successfully guided the fortunes of International Auto Products. After passing through different phases, International Auto Products became a public limited company, International Auto Ltd., in 1994, which eventually merged with RSB Transmissions in 2009.



Mr. R.K. Behera, Chairman, (right), and Mr. S.K. Behera, Vice Chairman & MD, RSB Group

RSB boasts of having 13 state-of-the-art manufacturing facilities in seven different locations in India – Jamshedpur, Pune, Dharwad, Chennai, Pantnagar, Cuttack and Lucknow – and three in overseas at Homer (USA), Tessengerlo (Belgium) and Silao (Mexico). The company is a leading manufacturer of propeller shaft systems

and components, a range of axles, including front axles, trailer axle, tractor axle, dummy axle and axle beams, fully finished gears, shafts, hubs & sleeves, and transmission components for medium, heavy and light commercial vehicles, passenger cars and tractors.

A pioneer in the different product segments it operates in, RSB



An inside view of the Jamshedpur plant – propeller shaft assembly for CVs

is particularly known for its global expertise in propeller shafts. “RSB is a world leader in manufacturing international quality propeller shaft assemblies. We provide a vertically integrated propeller shaft solution and enjoy the largest market share in the segment in India”, says Mr. R.K. Behera in a *tete-a-tete* with MOTORINDIA.

RSB wants to emerge as a complete systems supplier and move up the value chain. In this direction, it is working on developing system solutions such as propeller shaft assemblies, completely dressed axles and gear boxes, which would represent an expansion

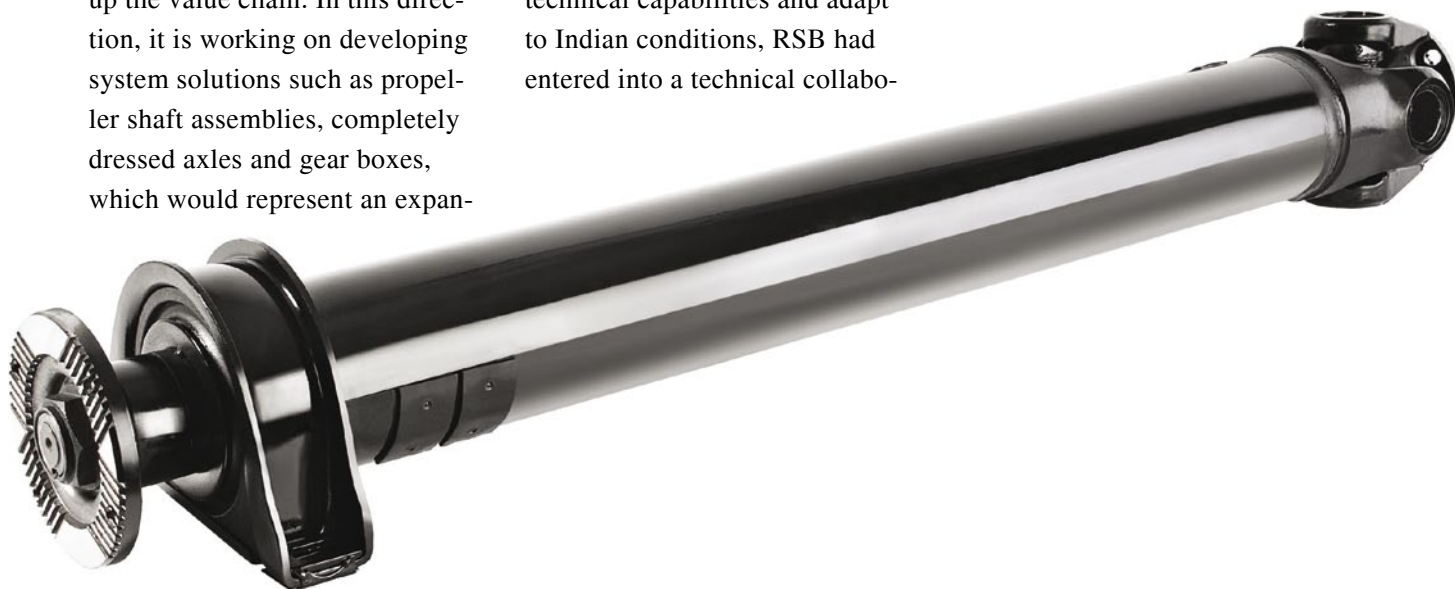
of the current product range.

RSB’s clientele includes 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, Caterpillar, JCB, Kobelco, Komatsu and GE among others.

Technical strengths

In order to enhance its in-house technical capabilities and adapt to Indian conditions, RSB had entered into a technical collaboration

with Eugen Klein GmbH, Germany in 2004. “Presently, we have only one technical collaboration but we are working towards having more joint ventures which would help us get into more complete assemblies, in line with our focus on moving up the value chain”, says Mr. Nishant Behera, a second generation member of the promoter family and also a Director on the Board.





The company dedicatedly caters to the present and futuristic commercial vehicle power transmission requirements, adhering to stringent quality norms to satisfy its customers. It has been designing and developing propeller shafts that are lighter and cost-effective with improved torque transfer performance. Its dominance in the propeller shaft segment is underlined by the fact that it caters to nearly 90 per cent of the requirements of the CV market leader Tata Mo-

tors' mother plant at Jamshedpur. RSB meets global standards in its new designs for commercial

vehicle products and aggregates, all of which undergo several field trials under various tough terrains and load conditions before entering the market. The company provides axle solutions with in-



State-of-the-art gear shop at the Pune plant

digenous design and international standards for trailers, LCVs and tractors, and an extensive range of fully finished gears to cater to different vehicle segments.

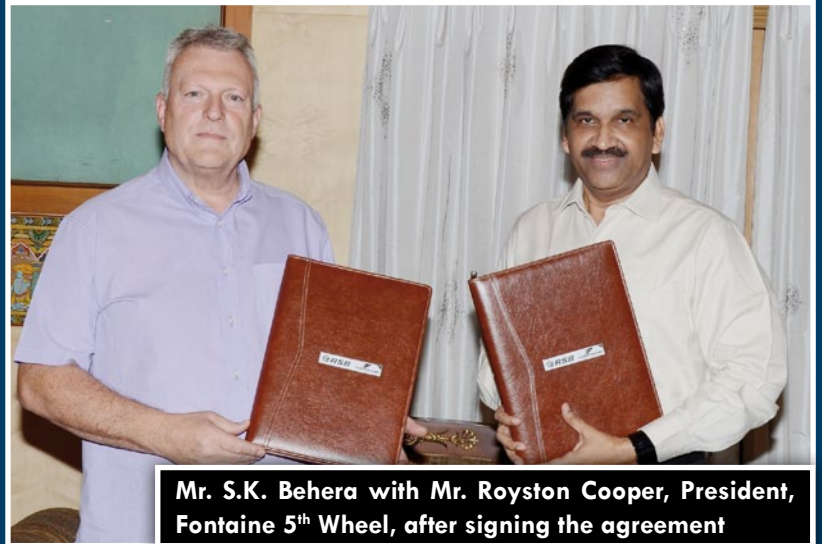
I-design, RSB's Engineering Division, works closely with customers, assisting them in activities related to design, testing and field trials. The R&D division employs more than 80 well qualified and skilled engineers, who consistently bring out highly advanced

Tech pact signed with Fontaine 5th Wheel

RSB Transmissions (I) Ltd. has signed a technical knowhow agreement with Fontaine 5th Wheel of the UK to manufacture and sell 5th Wheel Coupling for the domestic market under the brand name RSB-Fontaine and to export to Fontaine, UK.

Mr. S.K. Behera, Vice Chairman & Managing Director, inked the agreement for RSB with Fontaine, which represented by Mr. Royston Cooper, President, and Mr. IAN Gough, Vice President.

After signing the agreement, Mr. Behera said: "This technical knowhow venture will boost market growth of 5th Wheel Coupling for RSB pan-India and overseas with use of latest state-of-art technology from Fontaine".



Mr. S.K. Behera with Mr. Royston Cooper, President, Fontaine 5th Wheel, after signing the agreement

Commenting on the technical co-operation, Mr. Royston Cooper said that Fontaine is delighted to work with RSB, which is known as a leading auto-comp manufacturer in India with a global presence in North America and Europe, and such a tie-up will mutually boost the share of 5th Wheel Coupling in Europe, besides pan-India, for which RSB is already in the lead in the domestic sector.

products and solutions.

With the Indian automotive industry going through one of

the worst slowdowns in history, RSB has charted out plans to stay ahead of competition. While mov-

ing up the value chain is one key focus area, the company is also targeting light commercial vehicles, one of the few segments to have recorded positive growth in recent times. Nearly half of RSB's sales turnover now comes from the commercial vehicle segment, with passenger cars and construction equipment accounting for a quarter of the remaining half. The company is contemplating new technical collaborations, joint ventures and also some acquisitions to maintain its strong position in both Indian and overseas markets.

An inside view of the North American plant

