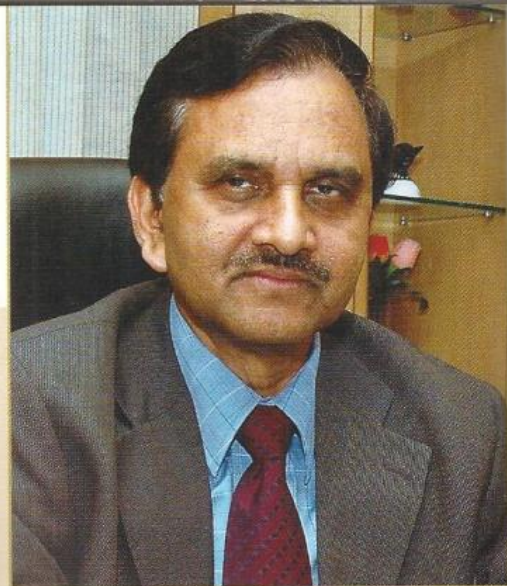


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# Unending quest for quality



RSB Transmissions will expand and consolidate in its existing product lines, RK Behera, Founder-Chairman, tells Niranjan Mudholkar. Excerpts

## The story of RSB started in 1975 at Jamshedpur. How has the group evolved since then?

In 1975, my younger brother SK Behera and I had a dream to be successful entrepreneurs. Growing up in Jamshedpur in the midst of milieu of automotive industry, we gravitated towards automotive industry. We commenced our entrepreneurship journey by setting up International Auto Products, a sole proprietorship company in Jamshedpur. After several transformations it became a public Ltd company, International Auto Ltd in 1994, which eventually merged with RSB Transmissions (I) Ltd in 2009. In 1989, we set up another company by the name Neelachal Auto Pvt Ltd in Jamshedpur (we are retaining Jamshedpur because the registered office of the company was Jamshedpur and not Patna) which subsequently changed to RSB Transmissions (I) Ltd.

RSB, with its corporate office at Pune, has now grown into an organization with multiple manufacturing setups that manufactures automotive components and systems and heavy fabricated aggregates for construction equipment. Presently, it has 12 manufacturing plants around the world including at six locations in India. The 13th and 14th plants are under construction at Lucknow (Uttar Pradesh) and Cuttack (Orissa) in India.

RSB is also the holding company of i-Design Engineering Solutions Ltd, RSB North America LLC, USA and RSB Europe

BV, Netherlands. In turn RSB North America holds RSB Transmissions NA, Inc., USA and RSB Transmissions de Mexico. RSB Transmissions Belgium NV is the subsidiary of RSB Europe BV, Netherlands.

But on this voyage spanning little more than three-and-half decades, we also built relationships and bonds of trust with our products.

## How wide is your product portfolio?

Our products can be broadly bunched together into two categories; automotive segment and construction equipment segment. It may be appreciated that we manufacture engineering products which require general purpose machinery. The plant and machinery have the inbuilt flexibility to produce a variety of components and are accordingly used depending on market demand situation.

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**“India could experience a spurt in vehicle sales after crossing the US\$ 1,000 per capita GDP mark around 2013.”**

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## Any plans to expand?

Yes, we have plans to expand and consolidate our business in the segments in which we are operating now. We wish to increase our business with our present customers and also add new customers in our existing product lines.

## What will be the key growth drivers for this industry in the five years?

Historically, automotive industry played an important role in the economic development of the developed nations like the USA, Japan and the European Union. We expect the same in India. The cost competitiveness and the frugal engineering capability of India may be inducing the global auto majors to outsource their requirements from India. India could experience a spurt in vehicle sales after crossing the US\$ 1,000 per capita GDP mark around 2013. The growth rate in China increased from 8%, before the US\$ 1,000 mark, to about 24% after the threshold GDP. (Source: ACMA – Vision 2020 Document)

## Anything else?

For us, quality is a series of self-created unending peaks that have to be conquered indefinitely. We equate quality with the incessant heartbeat of life. Just as life ceases to exist the moment the heart beat stops, an institution loses its vitality the moment it stops to challenge itself to improve. 