

Business Standard

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Management Teams from EVR Motors & RSB Transmissions (I) Ltd. during the signing ceremony at Auto components Show - 2023

New Delhi [India], January 13 (ANI/NewsVoir): RSB Transmissions (I) Ltd., as part of diversification has made entry into EV segment to tap wide market potential in LCV segment by partnering with EVR Motors, Israel, who are leading design innovators in EV segment and created benchmark to make EVs more effective and accessible with rich portfolio of global clientele. The agreement was signed in the presence of RK Behera, Chairman & SK Behera, Vice Chairman & MD, RSB Group.

Opher Doron, CEO, EVR Motors, Israel, stated, "This partnership with RSB is not only a vote of confidence in our breakthrough e-motor technology but another milestone in the rapid business momentum we are experiencing. The recent business developments in Asia show that the light commercial vehicles sector would like to enjoy the same benefits that our TSRF technology brings to other EV segments like 2W, 3W & Buses. This agreement combines

lead the field in cost-effective, low-weight, high-performance powertrains."

Speaking on the occasion, Nishit Behera, Executive Director - Business Strategy, RSB Group, said, "EVR will design and co-develop with RSB, electric motors for the LCV segment. The motors will be based on EVR's Trapezoidal Stator Radial Flux Permanent Magnet (TS-RFPM) Motor, which are 30 per cent-50 per cent lighter and smaller compared to standard e-motors. As part of this agreement, RSB & EVR, will work together to develop various motors for LCVs. EVR will also support the set-up of RSB's assembly line, while RSB will manufacture and sell the e-motors to automotive OEMs in India." He further said, "As a part of launch, new products will be exhibited at 16th Autoexpo 2023 at Pragti Maidan from 12th-15th Jan 23 (Hall No 4, Stall No 4, 66)."

EVR has developed a unique, patented motor topology: The Trapezoidal Stator Radial Flux Permanent Magnet (TS-RFPM) Motor, enabling smaller, lighter, lower-cost motors, which can be tailored to user requirements. EVR's first motors are designed for 2-wheelers and 3-wheelers, and are suited for a wide range of additional applications.

EVR is now developing a variety of motors for multiple mobility applications. These include Mild Hybrid Electric Vehicles (MHEVs), hybrid vehicles (HEVs), and full Battery Electric Vehicles (BEVs). While the company mainly targets the automotive sector, its breakthrough electric motor is attracting interest from other sectors, which would like to leverage the competitive advantages of EVR's TS-RFPM proprietary topology.

EVR technology is superior in power & torque density, cost-effective with BOM & lower production costs, tailored to user requirements & independence from rare earth elements in some configurations. Their optimized application is widely interspersed in electric & hybrid vehicles, electric mobikes & motorcycles and industrial applications.

RSB is a leading global engineering institution with a turnover in excess of INR 3000 crore, manufacturing wide range of products, viz. Propeller Shafts, Transmission Gear Boxes for small commercial vehicles, Steering gearboxes, Gears, Shafts, Sleeves & Hubs etc, Axles & Suspension systems, Running gear systems & other automotive components like machined Castings & Forgings, along with Construction Equipment Aggregates & attachments, etc. With 14 manufacturing plants spread over 8 locations in India, namely Jamshedpur (Jharkhand), Pune (Maharashtra), Dharwad (Karnataka), Chennai (Tamilnadu), Sricity (AP), Pantnagar (Uttarakhand), Cuttack (Orissa) and Lucknow (Uttar Pradesh); and one each in Homer (USA) & Silao (Mexico) the company provides distinct advantage of being near to customers. In addition to this, the Group has an extensive backup of Inhouse design, testing & validation facilities.

RSB operates in two verticals, namely Automotive and CMI (Construction, Mining & Infrastructure) equipment & Aggregates.

In the Automotive Vertical, RSB is a leading global manufacturer of Propeller Shafts, & Components, an array of Axles including Front Axle, Trailer Axle, Tractor Axle, Dummy Axle & Axle Beams, Gear Boxes for SCVs, & Fully finished Gears, Shafts, Hubs & Sleeves etc. The backward integration facility for castings & forgings ensures the quality of the child parts required for various aggregates.

In the CMI segment, it is a leading manufacturer of heavy fabrications and aggregates like Frames, Arms, Booms and Buckets for excavators, backhoe loaders and front-end loaders.

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

In Nov 2013, RSB joined the select band of elite global quality corporate after having been conferred with one of the world's highest awards in TQM (Total Quality Management), Deming Prize - one amongst few Indian automotive companies to get this award - by JUSE(Union of Japanese Scientists & Engineers) at Tokyo, Japan, for achieving all-round business excellence - a globally accredited mandate for highest product quality and service.

In Dec 2019, Four Manufacturing Plants of RSB Transmissions (I) Ltd., Unit I, II, III & 5WC at Jamshedpur, were conferred with TPM (Total Productive Maintenance) Excellence Award, Category A, one of the highest global awards in Productive Maintenance, by JAPAN INSTITUTE OF PLANT MAINTENANCE (JIPM), Japan. RSB has thus joined the select band of elite global corporate in quality & productive maintenance. It is only one in Eastern Zone of

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motorindiamagazine@gmail.com | 9840597082

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AUTO EXPO 2023

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AUTO EXPO 2023 E-MOBILITY

RSB Transmissions partners with EVR Motors to electrify India's LCV market

January 15, 2023 / motorindia

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Speaking on the occasion, Mr Nishit Behera, Executive Director – Business Strategy, RSB Group, said EVR will design and co-develop with RSB,electric motors for the LCV segment.

The motors will be based on EVR's Trapezoidal Stator Radial Flux Permanent Magnet (TS-RFPM) Motor, which are 30%-50% lighter and smaller compared to standard e-motors. As part of this agreement, RSB & EVR, will work together to develop various motors for LCVs. EVR will also support the set-up of RSB's assembly line, while RSB will manufacture and sell the e-motors to automotive OEMs in India. He further said, as a part of launch, new products will be exhibited at 16th Autoexpo 2023 at Pragti Maidan from 12th-15th Jan 23(Hall No 4, Stall No 4, 66)

Tags: [Auto Expo 2023](#), [EVR Motors](#), [LCV market](#), [RSB Transmissions](#)



RSB Transmissions forays into EV segment; partners EVR Motors, Israel

RSB Transmissions (I), as part of diversification has made entry into **EV segment** to tap wide market potential in **LCV segment** by partnering with **EVR Motors, Israel**, who are leading design innovators in EV segment and created benchmark to make EVs more effective and accessible with rich portfolio of global clientele. The agreement was signed in the presence of **RK Behera**, Chairman and **SK Behera**, Vice Chairman & Managing Director, RSB Group.

Opher Doron, CEO, **EVR Motors**, Israel, stated: "This partnership with RSB is not only a vote of confidence in our breakthrough e-motor technology, but another milestone in the rapid business momentum we are experiencing. The recent business developments in Asia show that the light commercial vehicles sector would like to enjoy the same benefits that our TSRF technology brings to other EV segments like 2W, 3W & Buses. This agreement combines RSB's sector leading engineering and manufacturing with EVR's innovative motor design to lead the field in cost effective, low weight, high performance powertrains."

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RSB Transmissions Partners with Israel Based EVR Motors to Electrify the LCV Market in India

#RSBTransmissions #AutoExpo2023 #RSBGroup #SKBehera #RKBehera #EVRMotors

Source: RSB Transmissions



"As part of this agreement, RSB & EVR will work together to develop various motors for LCVs. EVR will also support the set-up of RSB's assembly line, while RSB will manufacture and sell the e-motors to automotive OEMs in India." - Nishit Behera, Executive Director, Business Strategy, RSB Group



January 2023: RSB Transmissions (I) Ltd, as part of its diversification strategy, has made entry into the EV segment to tap wide market potential in the LCV segment by partnering with EVR Motors, Israel. EVR Motor is leading design innovators in the EV segment and has created benchmarks to make EVs more effective and accessible with a rich portfolio of global clientele. The agreement was signed in the presence of RK Behera, Chairman and SK Behera, Vice Chairman & Managing Director, RSB Group.

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SECTORS

RSB Transmissions partners with EVR Motors



by Staff Writer | January 13, 2023 SHARE



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ANI Press Releases

RSB Transmissions (I) Ltd. Partners with EVR Motors Israel to Electrify India's LCV Market

ANI PR 13 January, 2023 03:14 pm IST



Management Teams from EVR Motors & RSB Transmissions (I) Ltd. during the signing ceremony at Auto components Show -

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RSB Transmissions Joins EVR Motors, Israel, To Make EV Motors



Mobility Outlook Bureau

14 Jan 2023 | 07:30 AM | 1 Min Read

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As part of diversification, [RSB Transmissions](#) has announced its entry into the EV segment at the Auto Expo Components Show 2023. To tap vast market potential in the LCV segment, the company has signed an agreement with EVR Motors, Israel, a leading design innovator in the EV segment. The agreement was signed in the presence of RK Behera, Chairman and SK Behera, Vice Chairman & Managing Director, RSB Group.

Opher Doron, CEO, EVR Motors, said, "This partnership with RSB is not only a vote of confidence in our breakthrough e-motor technology but another milestone in the rapid business momentum we are experiencing. The recent business developments in Asia show that the light commercial vehicles sector would like to enjoy the same benefits that our TSRF technology brings to other EV segments like 2W, 3W & Buses. This agreement combines RSB's sector leading engineering and manufacturing with EVR's innovative motor design to lead the field in cost effective, low weight, high performance powertrains."

Nishit Behera, Executive Director – Business Strategy, RSB Group, said EVR will design and co-develop with RSB electric motors for the LCV segment. The motors will be based on EVR's Trapezoidal Stator Radial Flux Permanent Magnet (TS-RFPM) Motor, which is 30%-50% lighter and smaller than standard e-motors. As part of this agreement, both companies will work together to develop various motors for LCVs. EVR will also support the set-up of RSB's assembly line, while RSB will manufacture and sell the e-motors to automotive OEMs in India.

DAILY FEED

RSB Transmissions (I) Ltd. Partners with EVR Motors Israel to Electrify India's LCV Market



Published 3 days ago on January 13, 2023
By



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Management Teams from EVR Motors & RSB Transmissions (I) Ltd. during the signing ceremony at Auto components Show – 2023

Mr, Opher Doron, CEO, EVR Motors, Israel, stated, *“This partnership with RSB is not only a vote of confidence in our breakthrough e-motor technology, but another milestone in the rapid business momentum we are experiencing. The recent business developments in Asia show that the light commercial vehicles sector would like to enjoy the same benefits that our TSRF technology brings to other EV segments like 2W, 3W & Buses. This agreement combines RSB’s sector leading engineering and manufacturing with EVR’s innovative motor design to lead the field in cost effective, low weight, high performance powertrains.”*

Speaking on the occasion, **Mr. Nishit Behera, Executive Director – Business Strategy, RSB Group**, said, *“EVR will design and co-develop with RSB, electric motors for the LCV segment. The motors will be based on EVR’s Trapezoidal Stator Radial Flux Permanent Magnet (TS-RFPM) Motor, which are 30%-50% lighter and smaller compared to standard e-motors. As part of this agreement, RSB & EVR, will work together to develop various motors for LCVs. EVR will also support the set-up of RSBs assembly line, while RSB will manufacture and sell the e-motors to automotive OEMs in India.”* He further said, *“As a part of launch, new products will be exhibited at 16th Autoexpo 2023 at Pragti Maidan from 12th-15th Jan 23 (Hall No 4, Stall No 4, 66).”*

BUSINESS

RSB Transmissions partners with EVR Motors, Israel, to electrify India's LCV market

This agreement combines RSB's sector leading engineering and manufacturing with EVR's innovative motor design



by **Staff Writer** | January 14, 2023

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RSB Transmissions signed an agreement with Israeli-based EVR Motors, at the 16th edition of Auto Expo 2023

In a bid to foray into the electric light commercial vehicle (LCV) sector of the country, RSB Transmissions signed an agreement with Israeli-based EVR Motors at the 16th edition of Auto Expo 2023 in New Delhi, India. The move comes in the wake of RSB Transmissions' plans to diversify its business portfolio.

Sharing his thoughts, Nishit Behera, Executive Director – Business Strategy, RSB Group, said, “EVR will design and co-develop with RSB, electric motors for the LCV segment. The motors will be based on EVR’s Trapezoidal Stator Radial Flux Permanent Magnet (TS-RFPM) motor, which are 30 to 50 percent lighter and smaller compared to standard e-motors. As part of this agreement, we will work together to develop various motors for LCVs. EVR will also support the set-up of RSB's assembly line, while RSB will manufacture and sell the e-motors to automotive OEMs in India.”

Putting across his views, Opher Doron, CEO, EVR Motors, stated, “This partnership with RSB is not only a vote of confidence in our breakthrough e-motor technology, but another milestone in the rapid business momentum we are experiencing. The recent business developments in Asia show that the light commercial vehicles sector would like to enjoy the same benefits that our TSRF technology brings to other electric segments. This agreement combines RSB’s sector, leading engineering and manufacturing with EVR’s innovative motor design to lead the field in cost-effective, low weight, high performance powertrains.”

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BUSINESS

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by Staff Writer | January 14, 2023

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(L. R): Nishit Behera, signing the agreement with Opher Doron., Flanked on the right are RK Behera, & SK Behera.

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EVR MOTORS
Manufacturing Electric Motors



Source Name: EVR Motors

RSB Transmissions (I) Ltd. Partners With EVR Motors Israel To Electrify India's LCV Market

Jan 13, 2023 13:35 PM

New Delhi, India

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New Mexico News

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RSB Transmission (I) Limited partners with EVR Motors Israel to electrify the LCV market in India

January 12, 2023, 9:30 PM



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Speaking on the occasion, Nishit Behera, Executive Director – Business Strategy, RSB Group said, "The EVR will design and co-develop with RSB Electric Motors for the LCV segment. The motors will be based on EVR's trapezoidal stator radial flux permanent magnets (TS-RFPM) motor, which is 30 percent-50 percent lighter and smaller than standard e-motors. As part of this agreement, RSB and EVR will work together to develop various motors for LCVs. EVR will also support setting up of RSB's assembly line, while RSB will manufacture and sell the e-motors to automotive OEMs in India." He further added, "As a part of the launch, the new products will be showcased at the 16th AutoExpo 2023 at Pragati Maidan from 12th to 15th Jan 23 (Hall No. 4, Stall No. 4, 66)."

