

# COVERAGE PART No. 4 RSB PARTNERS WITH EVR MOTORS, ISRAEL, TO ELECTRIFY INDIA'S LCV MARKET

TV COVERAGE – JAMSHEDPUR



## **RSB Transmissions (I) Ltd Partners with EVR Motors, Israel, to electrify India's LCV market.**



Mr Nishit Behera, Executive Director – Business Strategy, RSB, signing the Agreement with Mr Opher Doron, CEO, EVR Motors, Israel, (seated on the right) – Mr RK Behera, Chairman (2nd right) & Mr SK Behera, Vice Chairman & Managing Director (1st from right), RSB Group, and other top officials of RSB Group & EVR Motors

**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 Mr RK Behera, Chairman and Mr SK Behera, Vice Chairman & Managing Director, RSB Group.

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 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 Pragati Maidan from 12th-15th Jan 23 (Hall No 4, Stall No 4, 66).



By Naveen J | January 22, 2023

## **PR: RSB Transmissions (I) Ltd Partners with EVR Motors, Israel, to electrify India's LCV market**



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**(Left) Mr Nishit Behera, Executive**

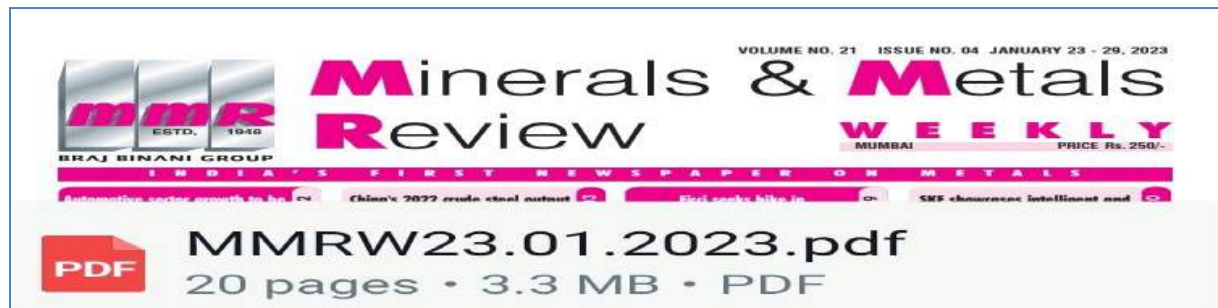
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Chairman(3<sup>rd</sup> right) & Mr SK Behera, Vice Chairman & Managing Director (1<sup>st</sup> from  
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## MINERALS & METALS REVIEW, MUMBAI



# RSB Transmissions in JV with EVR Motors to electrify India's LCV market

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## Pune-based RSB ties up with Israeli firm for EV motor

*Pune:* Pune-based automobile parts manufacturer RSB Transmissions has partnered with EVR Motors of Israel to manufacture electric motors for electric light commercial vehicles. The motors will be 30-50 per cent lighter and smaller compared to standard e-motors, the company said.

The agreement was signed in the presence of RK Behera, Chairman, and SK Behera, Vice Chairman and Managing Director, RSB Group, according to a recent press release.

**ENS**

# Green Car Congress

*Energy, technologies, issues and policies for sustainable mobility*

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## EVR Motors signs fourth commercial agreement in India and establishes Indian manufacturing facility

31 January 2023

Israel-based **EVR Motors** has signed an agreement with RSB Group, one of India's Tier-1 automotive suppliers. The agreement with RSB is EVR's fourth commercial agreement in India signed during the past eight months. Other agreements are in place with Badve Group, Napino, and, most recently, EKA Mobility.

Each of the partners is in various phases of setting up production lines to provide electric motors based on EVR's proprietary electric motor topology. As a result, EVR's electric motors, are expected to be supplied to vehicle manufacturers in multiple categories from the second half of 2023.

Both the RSB Group and EKA Mobility agreements see EVR developing electric motors for Light Commercial Vehicles using its Trapezoidal Stator RFPM (TS-RFPM) topology. This signifies EVR's entry into the passenger vehicle, light commercial vehicle, and e-bus sectors, expanding from its initial markets in the 2-wheeler and 3-wheeler segments.



Founded in 1975, RSB Group is a global Tier-1 automotive supplier, which operates 13 manufacturing plants: 11 in India, one in the US, and one in Mexico. The company is producing shafts, gears, gear boxes, axles, 5<sup>th</sup> wheel coupling & machined products for engines, automotive components, and construction equipment. RSB's customers include Renault Nissan, Daimler India, Volvo Eicher, FIAT, TATA Motors, John Deere, and Ashok Leyland.



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January 30, 2023

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The latest partnership, with RSB Group, one of India's most prominent Tier-1 automotive suppliers, follows commercial agreements signed with Badve Group, Napino, and EKA Mobility in the last year

**EVR Motors**, an Israel-based electric motor innovator focused on making high power-density electric motor, has signed an agreement with RSB Group, one of India's most prominent Tier-1 automotive suppliers.

The agreement with RSB is EVR's fourth commercial agreement in India signed during the past eight months. Other agreements are in place with Badve Group, Napino, and, most recently, EKA Mobility. Each of the partners is in various phases of setting up production lines to provide electric motors based on EVR's innovative and proprietary electric motor topology. As a result, EVR's electric motors, are expected to be supplied to vehicle manufacturers in multiple categories from the second half of 2023.

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“The establishment of EVR India and the agreement with RSB are additional milestones in our unprecedented momentum in the Indian market, which is racing towards electrification at an incredible pace,” said Opher Doron, CEO of EVR Motors. “We approach this market with our cost-efficient, best in class electric motor offering. We have succeeded in partnering with leading Tier-1 manufacturers who have superb industrial capabilities, innovative drive, and extensive customer bases. These collaborations enable us to develop and provide electric motors for most types of vehicles.”

SOURCE: **EVR Motors**



[eeNews Europe-https://www.eenewseurope.com](https://www.eenewseurope.com)

Israel-based electric motor innovator EVR Motors with focus on high power-density electric motors, has signed an agreement with RSB Group, one of India's most prominent Tier-1 automotive suppliers.

The move makes EVR the first Israeli automotive company to have its own manufacturing facility in India. EVR's electric motors now cover most vehicle categories. First motors will be supplied to OEMs in the second half of 2023.

The agreement with RSB is EVR's fourth commercial agreement in India signed during the past eight months. Other agreements are in place with Badve Group, Napino, and, most recently, EKA Mobility. Each of the partners is in various phases of setting up production lines to provide electric motors based on EVR's proprietary electric motor topology which offers particular high power density, i.e. it enables a high power output from a rather compact motor design.

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