Today 90% of the vehicles on the Indian roads run with **friction solutions provided** by NRB: Harshbeena Sahney Zaveri

Mrs. Harshbeena Sahney Zaveri
Managing Director, NRB Bearings Ltd.

Q. You are a name to reckon with in the Bearing Industry. What precisely is your niche?

NRB Bearings has the distinction of having manufactured needle roller bearings for the first time in India. With over 90 % vehicles on Indian roads running on NRB Bearings, we are renowned for innovating designs through extensive research to meet evolving demands of the automotive industry in India and globally.

We are committed to disruptive innovation. NRB's strategy is to carve a niche in applications that are extremely difficult and have historically been the domain of the world's most respected technology-driven suppliers. It is this passion that propels us; size matters less to us than the impact and quality of the solutions we provide. And it is this that drives our employees, and helps us attract some of the best engineering and managerial talent. Our young engineers are trained to use the world's foremost design software and service the world's best vehicle manufacturers within three years of joining us. This is a huge motivator and our young R & D workforce conveys our passion and engages our customers in a way that is very different from our competitors.

Manufacturing is perceived as a conservative industry in India. NRB attracts the younger generation and is seen as an exciting employee opportunity, bridging the space between IT (software and analysis development), mechanical engineering and innovative manufacturing capabilities.

Today NRB competes with European, American and Japanese bearing companies on their home ground. International Customers who visited our Research Centre and awarded new business for their future product launches include Mercedes, Audi, ZF, Volvo, Electrolux, Mazda, Honda, John Deere, Bosch, and Getrag, amongst others.

Q. How would you describe your infrastructure and capabilities?

NRB Bearings has seven manufacturing plants in India and one in Thailand. We believe that we are trailblazers when it comes to innovation in design.

We have been providing well-engineered and quality product solutions for our customers. In 2000 we established an Engineering & Design centre at Thane which has been recognized as a world-class research facility by the Department of Science & Technology, Govt. of India. In 2014, a Centre for Competency was established in Waluj, Aurangabad with a dedicated design team to focus on lightweight, quality improvements and lean manufacturing. This R&D centre has also received its due recognition by the Department of Industrial and Scientific Research, Government of India. We believe in less outsourcing and more in-house manufacturing as it helps us provide more flexible and higher solution quality within a given time factor.

Q. Which are the industry and market segments you serve? Can we say you are proactive to the end user?

Today over 90% of vehicles on Indian roads run with friction solutions provided by NRB Bearings. We have over 75% market share in needle bearing and 30% plus of cylindrical bearings market share in the mobility segment in India. We also have 10% of the manual and dual clutch transmission market in the world. In addition to having a presence in the automotive sector for two and three wheelers, cars, trucks and commercial vehicles, we also have presence in the agriculture and farming,

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off-highway and construction, locomotive and defence sectors as well as their ancillaries.

Today we supply bearings and allied products to customers in 26 countries across 5 continents, including Germany, Sweden, France, Italy, The Czech Republic, Russia, China, Brazil, Mexico and the USA.

Q. What are the emerging trends in the Bearing industry? Are you a trendsetter?

The global bearings market, according to Technavio's research is set to steadily grow at CAGR of around 6% by 2021. China, Japan, South Korea, India, Australia, and Indonesia are witnessing an upsurge in the automotive industry. India and China are in the middle of a radical development because of consumer affluence and rising road infrastructure, thus aiding the automotive industry through rising investments from both the domestic and international players. Additionally, the rising demand for light vehicles in APAC that is continuously attracting fresh investment, will also augment the growth of the automotive industry in this region. Emergence of digital with the Internet of Things (IoT) will also be bringing in an industrial revolution with technology which employs highly customised products in flexible manufacturing conditions. These factors will definitely infuse fresh growth into the bearings market. Our locations in India, Thailand & Germany give us an ability to leverage this well.

Q. What are your growth strategies to make the most of the opportunities brought by a burgeoning economy?

We have put together a road map that will enable us to aggressively monitor and achieve our goal of 1000 crores as planned. We have created a cross functional team of 22 people spanning levels who have already identified the strategic focus areas that will help us get there. By 2020 we want to be present in every mobility application in the world, on the similar lines as in the Indian market.

Segments of targeted growth identified by the team are Tractors and Farm Equipment, off Highway vehicles, Marine engines, locomotives and mass transit systems. We would also like to be a strategic partner to our OEMs by being involved from the R & D phase for any new product being developed. The geographical areas for penetration selected are Brazil, Mexico, Russia, Korea, ASEAN and continue with our focus on Europe and America. Our foray into Defence has begun successfully with our products being accepted at DRDO and HAL. In partnership with DRDO we have developed a state-of-the-art engine bearing for an advanced unmanned vehicle (drone) for weather monitoring. Our future lies in diversification into emerging segments such as defence, marine and aerospace.

For more information
Web: www.nrbbearings.com