

Steering India's Economic Drive: NRB Bearings' Growth and Harshbeena Zaveri's Vision

Harshbeena Zaveri joined NRB Bearings Limited as a management trainee and rose from the ranks to become Vice Chairman and Managing Director. Propelled with a vision to transform the company from a traditional bearing manufacturer to a technology-driven friction solutions provider, she was able to put her dreams into reality in 2000, when she established a

However, manufacturing precision bearings requires more than just technical expertise, it demands cutting-edge technology, stringent quality control, and a commitment to continuous innovation.



Harshbeena Zaveri
Vice Chairman and Managing Director,
NRB Bearings Ltd.

has heavily invested in its Engineering & Design Centre. Spanning a sprawling 35,000-square-foot area, this cutting-edge facility is equipped with Advanced design and modelling software, Benchmarking analysis tools and Simulation and testing systems.

With a portfolio boasting over 3,000 custom-designed bearings, NRB has positioned itself as a single window solutions provider, catering to the unique requirements of diverse mobility applications. "Our vision is to be the recognised leader in the design and production of customised friction solutions, with a presence in every vehicle worldwide. To achieve this, we foster a culture that encourages innovation and rewards out-of-the-box thinking, leading to quantum improvements", shares Zaveri.

NRB has integrated diversity and inclusion into its recruitment policy.

civil society does not belong to the rich, the powerful, or one caste or gender. Inclusion is a concept that transcends mere equality; it's the notion that all services, opportunities, and establishments are open to all people, and that male and female stereotypes do not define societal roles and expectations. At NRB, each operator or employee is considered equally important and deserving of respect; this is a core value of NRB. The company's leadership meets every single NRB employee and their Union during plant visits. As a member of the Founding Board of India Diversity Forum, NRB actively supports diversity and inclusion in business and participates in initiatives to promote these values.

NRB has secured significant nominations as a Tier 1 supplier to global Original Equipment Manufacturers



Restructuring its international business to better serve prestigious automotive and mobility companies worldwide. NRB established a manufacturing company in Thailand. In 2021, this company, along with its subsidiaries in Germany and the USA, were consolidated under NRB Holdings Limited, a Dubai International Financial Centre (DIFC) holding company. This consolidation enables it to implement a unified global strategy, while maintaining a strong position and strategic initiatives that align with the broader objectives of economic growth and self-reliance in India.



premier R&D and Innovation Centre. This enabled the company to become a supplier to the world's most innovative next-generation vehicles.

India's automotive landscape has witnessed unprecedented growth in recent years, fuelling the demand for high-performance precision bearings. These critical components power essential mobility applications such as gearboxes, steering systems, axles, and AC compressors, forming the backbone of the automotive industry.

For over six decades, NRB Bearings has been at the forefront of this evolution, revolutionising the industry with world-class products and engineering excellence. As India's leading manufacturer of needle roller bearings and cylindrical roller bearings, NRB Bearings has built a reputation for precision, durability, and performance.

Today, its bearings are found in over 90 per cent of vehicles on Indian roads, a testament to the company's unmatched industry presence.

At the heart of NRB Bearings' success lies its state-of-the-art manufacturing infrastructure, comprising six production facilities across India along with one in Thailand. This expansive footprint ensures seamless supply chain operations and strategic proximity to key domestic and international OEMs. With dedicated export manufacturing lines, NRB Bearings guarantees just-in-time deliveries across 45 countries spanning five continents.

To meet the ever-evolving demands of the mobility sector, NRB Bearings

At their subsidiary, the NRB Thailand Plant, ladyboys (from the LGBTQ community) are actively involved in manufacturing operations, and 80% of those leading plant operations are women. The principle that "everyone should have a fair shot at life and be rewarded for what they have achieved" is core to NRB's beliefs.

It is a firm belief at NRB that uplifting people from disadvantaged and challenging backgrounds is necessary to counter the marginalisation of weaker sections in society. They believe that

(OEMs) for their upcoming Hybrid, Electric, and Agnostic vehicle applications, such as Isuzu, Volvo Trucks, Mercedes-Benz EQC & EQA Platforms and Stellantis Jeep Cherokee & Wagoneer Series and is nominated for Stellantis's first-ever electric 3-wheeler program, developed and produced in Kenitra, Morocco, for MEA. This highlights NRB's successful integration of its core products, advanced design, and manufacturing technology into these innovative vehicle platforms.

