



BREAKING NEWS

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In an arena dominated by well established players, the Tata Steel Bearings Division realizes that the journey towards excellence is a race without a finishing line.

The Division's resolve towards excellence is re-inforced every year with prestigious awards like the **Gold Quality Award** from Bajaj Auto, **Best Supplier Award** from Bosch, **Direct On Line Supplier Certification** from HHML and **Golden Peacock National Quality Award, IMC Ramakrishna Bajaj National Quality Award, Rajiv Gandhi National Quality Award** – to name only a few.

This year too, the Division adds another feather to its cap with the **Zero PPM Award from Toyota Kirloskar Auto Parts, Bangalore**, leaders in automotives. Toyota has felicitated the Bearings Division consistently for the last few years with the Zero PPM award during their long years of business association, and this has been a major source of inspiration for Tata Bearings. Tata Bearings is today a 100% supplier of wheel bearings to Toyota Kirloskar Motors (Innova range of vehicles).

The Bearings Division also bagged a **ZERO PPM** quality rating from **M/s Tata Motors PCBU, Pune**, based on the

Once again a **Dream Run** for Tata Bearings

parameters of quality, cost, delivery, design and management system. Tata Bearings is a major supplier for Passenger Car Division, providing transmission bearing for Indica and Indigo range of vehicles.

As India's largest quality bearings manufacturer, Tata Bearings, has always strived to match the highest quality benchmarks aligned with the requirements of its customers and these award are recognition of this commitment. Equipped with a production capacity of 37 million bearings per annum, infused with an integrated approach, and supported by performance improvement initiatives such as TOC, TPM, Tata Bearings endeavors to excel in all the facets of its activities, adopting industry best practices. ●●

Tata Bearings hits the road to success by winning the Zero PPM once again from Toyota Kirloskar, leaders in automotives



E-linking to SERVE **Customers** better

In a recent drive to make business transactions smoother and faster for customers, Tata Bearings has initiated the programme of e-linking its major customers through the B2B e-Business portal of Tata Steel. The connectivity will be provided to the customers through a customer page which has been designed for the B2B customers of the Division. The first customer to be connected through the customer page was Bosch Ltd.

This new page enables buyers to easily access online, real time requisite data on commercials, inventory, with access to Complaints Handling Systems and is also linked to the Tata Bearings website. Customers can therefore get a quick, hassle-free update on the products of their choice, at the click of a button. The B2B initiative aims to build greater credibility through improved service offering and strengthen relationship with customers. ●●



Mechanics Meet

Mechanics Meet at Coimbatore

Tata Bearings organized a Mechanic's Meet recently, along with M/s Jayachandra Bearings Pvt Ltd. The Meet was held at Hotel Heritage Inn, Coimbatore. Over 60 participants attended the conference and comprised various sub stockists, end-users and mechanics.

Mr D Ramachandra Raju gave a presentation on the general profile of Tata Steel and Tata Bearings. The topics discussed included ISO numbering system, selection of radial clearance, grease and lubrication, bearing failures, fits & tolerances and brief guidelines on the Do's and Don'ts. The presentation was thrown open to the audience for active interaction and participation.

Also, to ensure a greater level of involvement, feedback forms were distributed amongst the participants, to which several of them responded. Echoing the success of the meeting, the participants demanded more such interactions. ●●●



Vijaywada Meet

The Vijaywada Meet held this year by Tata Bearings, was attended by more than 200 retailers and mechanics. Mechanics belonging to commercial vehicle segment, motors & pumps, two and three wheeler segments, were among those present.

The meeting was conducted for knowledge imparting and interaction with the end users of bearings to enhance their competency on bearing fittings, mounting and dismounting process and to highlight new developments of Tata Bearings. ●●●

Technical Drive at Daman

A technical workshop was conducted at Policap Industries Ltd, Daman, by Tata Bearings. It focused on providing solutions to bearing problems to the operators of the production line. The workshop, enriched with information, solutions and technical assistance, was attended by as many as 50 field mechanics and the Senior Management Team of Policap. ●●●



CAR RACING

organized by Indian Life Saving Society

Bearings Division of Tata Steel co-sponsored the ILSS Bosch Auto Challenge, Kolkata this year, along with JK Tyres and Waxpol. Bosch supported the show as the main sponsor. The rally turned out to be truly spectacular, drawing cheers from viewers who had collected in large numbers at various spots, to catch the action on wheels.

After the flagging off ceremony, the rally toured around the city of Kolkata, including Salt Lake, before returning to the finishing line. The participation was along three different categories – Corporate, Inter Club and Intra Club.

The participants showed utmost skill and control behind the wheels, bringing the race to a nail biting finish. The results were as follows: In the Corporate category, Car Nos 1 and 9 ranked first and second respectively with 902 and 983 penalties. In the Inter Club category, Car Nos 19 and 15 occupied the first and second position respectively, with the penalty of 902 and 983 points. The event concluded with the Intra Club Category, in which the 5 top ranking Car Nos 5, 7, 14 and 26 ended with penalties 4921, 1683, 2324, 3568 and 4845 respectively.

The event, with the collaborative efforts of the organizing team of Indian Life Saving Society and the support of the sponsors, made it an action-packed day. ●●●



New Products from Tata Bearings



Bearing No	Customer	Application
6202 NC	Hero Honda Ltd	This bearing has been designed for Crank balancer of the new model, KZJA
63/22	Hero Honda Ltd	This bearing has been designed with Isonite TF cage for the Gear Box of the new model motor cycle
6308 N 2RS C3	Tata Motors Ltd	This bearing has been designed for the Gear Box of 410 model Truck with Bs3



Performance at Tata Bearings once again reflects the team's innate spirit to excel, propelled by the continuing support from all business partners. Here is a glimpse of some of the key performances:

PRODUCTION 33 Mn. nos. of Bearings 10% increase over previous best of 30.01 Mn. nos. of bearings in FY'07	SALES 33.00 Mn. nos. of Bearings 4% increase over previous best of 31.70 Mn. nos. of bearings in FY'10	SALES TURNOVER Rs. 186 Crores 9% increase over previous best of Rs. 170 Crores in FY'10
PRODUCTION THROUGHPUT 3368 tones 8% increase over previous best of 3118 tones in FY'10	SALES THROUGHPUT 3349 tones 2% increase over previous best of 3297 tones in FY'10	

International News

Bio-lubes create waves

Biodegradable lubricants are not only better for the environment, but also perform better than conventional mineral-based lubricants. What makes them better is their ability to breakdown quickly, if through accidental or operational discharges, they enter the environment.

Further, a good biodegradable lubricant should also be non-toxic (not harmful) to aquatic life and should ideally be based on renewable resources, as opposed to petroleum.

Biodegradable lubricants are made differently. The difference lies in the selection of the base fluids and also in the additives, all of which should be carefully screened for their ecological properties as well as for their normal performance properties. Thereafter, the actual method of manufacture is similar but of course it is important to avoid any contamination with non-biodegradable fluids.

Properly formulated biodegradable lubricants have the same qualities and offer the same benefits as other lubricants. In fact, in some cases, select 'bio-lubes' have outperformed conventional lubes so their use has been justified by the cost and performance benefits as much as the environmental benefits. These lubricants can be substituted for conventional lubricants. However it is important for users to follow the instructions given out by both the equipment

manufacturers and by the bio-lubes suppliers. Per unit biodegradable lubricants cost more, but this higher purchase cost can be more than offset by the extended fluid life and reduced equipment downtime. ●●



We welcome your feedback on our edition of 'BREAKING NEWS' Please send your replies to

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