



New Super-AP3 Grease from Tata Bearings

Bearings Division of Tata Steel recently launched "**Super AP3 Grease**" in collaboration with Balmer Lawrie & Co. Ltd. This alternate grade of grease, manufactured by Balmer Lawrie as per the specification given by Tata Bearings, is ideal for use as a multipurpose grease and can meet various requirements of the automotive, industrial and domestic segments. Bearings Division had earlier launched a premium quality grease with Indian Oil Ltd to serve the higher end of the market. This initiative would allow Bearings Division to be present at both the price levels in different packaging sizes and thus improve market penetration.



Specially Formulated	Premium quality lithium grease	Suitable for multipurpose applications	Specially designed for lubrication under heavy loads & intermittent high temperatures			
Advantages	Enhanced component life	Reduced number of relubrication	Excellent shear stability & good surface adhesion	Non-ageing & resistant to cold & hot water, heat, dust, rust corrosion and oxidation	Meets stringent ASTM D 4950 requirements as also Indian specification IS : 12200	
Application	All automotive, industrial & domestic applications		Packaging	Poly Pouches & HDPE containers & drums	Sizes	182 Kg., 20 Kg., 5 Kg., 3 Kg., 2 Kg., 1 Kg., 500 gms.

Recent Recognitions



Bearings Division of Tata Steel has been awarded the prestigious ZERO PPM award by Toyota Kirloskar Motors (TKML) for its supplies in FY'10. It has also been awarded the 100% delivery compliance award by TKML for supplies in FY'10. Tata Bearings is cent per cent supplier of wheel bearing to Toyota Kirloskar Motors.

Bearings Division Crosses the 31 Million Sales Mark for the 1st Time

Bearings Division recorded the all time best ever annual sales of 31.7 million nos in FY'10. The pervious all time best annual sales figure of bearings was 29.02 million nos, recorded in FY'07. The Division achieved a growth of 20.6% as compared to last year (FY'09) when it sold 26.3 million bearings.



Aiming Higher

Bearings Division Gears Up for Next Level of TPM



A TPM kick-off function was held recently to challenge TPM Consistency award which was attended by VP (E&CP).

Bearings Division had earlier won the TPM Excellence award from JIPM, Japan and this is the next step towards the TPM excellence journey of challenging the TPM Consistency award.

Value Creation Through Technical Support



Bearings Division recently held an OE Meet at Rudrapur which was attended by valued customers from Bajaj Auto, Tata Motors, Rane NSK, Ashok Leyland and Aurangabad Electricals. The meet, attended by the senior management of the respective companies, was arranged to discuss the future plans and update customers on the latest developments at the Bearings Division.

A Meet was also held at Nellore, Andhra Pradesh, which was attended by over 75 mechanics from the 2 & 3 wheelers segments as well as, LCV, Pumps & Motors segments. This was a part of the Division's regular interactions with end users of bearings to enhance their competency on bearing fitments and for knowledge sharing on mounting and dismounting of bearings, besides new developments at Tata Bearings.



Greetings from the Bearings Team



New Developments

Supporting Customer Initiatives

NEW
6204 C3 EL



Ball bearings 6204 C3 EL has been designed and developed for M/s Piaggio Vehicles Pvt. Ltd. The bearing is for engine application of new Piaggio two wheelers model. Piaggio is in the process of launching two wheelers in India and Bearings Division has been short-listed as one of the major suppliers for this new project.

NEW
6210 T 2RS



Bearings Division has also designed and developed two new bearings for the tractor and tiller segment. Ball Bearing 6210 T 2RS has been especially designed and developed for M/s Mahindra & Mahindra Ltd. (Tractor Division) for Clutch Release application in Tractors. Ball Bearing LS8 has been designed and developed for M/s VST Tillers Tractors Ltd. for gear box application of Power Tiller. These developments would help Tata Bearings to further consolidate its position as a preferred supplier to the tractor and tiller segment.

NEW
6201 RS



In another new initiative, Ball bearing 6201 RS A has been designed and developed for engine application of Yamaha motorcycles. Tata Bearings has been selected as one of the suppliers for Yamaha's new range of motorcycles to be launched. This would enhance the Division's range of bearings for two wheelers engine application and would help service Yamaha's requirement for both wheel and engine bearings.

Smarter Ideas Save Money

Do this one thing and burn gas more efficiently. Get more gas-saving tips.

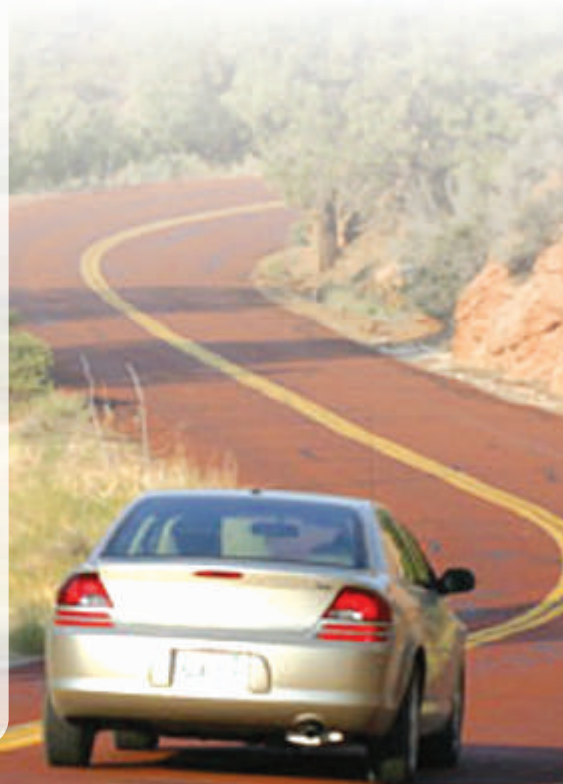
On the highway, try not to exceed a speed of 55 miles per hour. Not only are you less likely to get into an accident, but the faster you drive, the more fuel your vehicle consumes per mile. That means more money and more greenhouse gases.

At 65 mph you're burning 10% more fuel than at 55, according to the American Council for an Energy-Efficient Economy. At 70 you lose 17% of your fuel economy, and at 75 it's 25%. The numbers get worse from there.

Source: <http://www.thedailygreen.com/going-green/tips/best-gas-mileage-drive-55-461130>

Even though you may thrive off living in the fast lane, if the national speed limit were reset to 55, it would save 1 billion barrels of oil per year — more than the U.S. imports from the Persian Gulf.

The reason 'Why' is simple physics. As your engine heats up at higher speeds, it burns gas faster. Plus, all that increased resistance from air and road drag you down.



Teaming MADison

Tata Bearings Sponsors IIT Analytics Event



Tata Bearings sponsored the Analytica event conducted by MADison Avenue '10, the flagship event of the Marketing and Advertising (MAD) Club of Vinod Gupta School of Management, IIT Kharagpur.

Tata Bearings was the Principal Sponsor of Analytica, which formed one of the exciting parts of MADison Avenue'10, the flagship event of the Marketing and Advertising (MAD) Club of Vinod Gupta School of Management, IIT Kharagpur.

This year MADison Avenue'10 created fresh enthusiasm by offering an interesting and innovative event mix to both the industry and the B-school students across the country.

Working closely with the industry, the participants were given challenging live case studies to encourage them to test the age old concepts of marketing in unprecedented situations.

With the aim of clinching a humdinger by being the reason of birth of a

historic idea, MADison Avenue'10 was a concoction of five major sub-events namely: Upchaar, Analytica, Quizzard, Carpe Diem and Envision along with a workshop on Advertising by JWT. Each event sported a different theme and addressed a particular issue/set of issues.

Upchaar tried to promote medical tourism in India. Analytica aimed to chart out an expansion plan for a leading bearings company. Envision tried to chalk out a market strategy for SAIL to become a market leader in steel retailing within 12 months. Carpe Diem provided a simulated business environment to participants. The events witnessed a deluge of responses from premier B-Schools & IITs of the country. The Steel Authority of India Ltd was the title sponsor for the event. Event Partners

included Tata Bearings, Steris (India) Pvt. Ltd. and Spykar Lifestyles Pvt. Ltd.

The distinguished jury comprised Mr. Sanjib Chaudhary, Marketing Head - Tata Bearings, Mr. Biswaroop Ghosh and the highly qualified faculty. The jury members encouraged the participants and briefed them about the shortcomings of their plan and ways to overcome them.

Team MADison Avenue was left with a feeling of accomplishment and a number of ideas to take the event to another level in its next edition.

Tata Environment Month

Bearings Division Joins in

June 2010 was celebrated as the Tata Environment Month. Bearings Division joined in with intensive plantation of tree saplings in the Housing Colony and adjoining areas. Employees, their spouses, children and school teachers took part in the plantation programme on different days, starting with the World Environment Day on 5th June 2010.

A special drive was also undertaken to create awareness on water conservation through posters in conspicuous places and friendly dialogue with house-helpers and gardeners.



We welcome your feedback on our edition of 'BREAKING NEWS'

Please send your replies to

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