

GGB's aggressive growth strategy for Indian market

GGB is seriously considering setting up of a manufacturing facility in India. It recently announced that its plant in China would start commercial production in the current year.

GGB, formerly Glacier Garlock Bearings, is a part of the EnPro Industries Group. In fact, one of the companies from the EnPro Group is in the process of setting up a steel manufacturing facility in Pune. So in a way, the group has already made its first moves in looking at India as a potential manufacturing base.

It all started in 2004 when the company began looking at the Indian market quite closely. To expand its business in the Indian market, GGB appointed Mr. Jasvinder Singh Bhatia as its National Sales Manager. It was a one-man show till 2005, and Mr. Bhatia started working closely with Indian vehicle and component manufacturers, identifying the areas of concern and providing suitable solutions. In 2005, GGB had its first breakthrough with its deal with Mahindra. And from then on, there is no looking back.

The year 2006 was very significant for GGB in India. The company registered a 68 per cent growth in sales of self-lubricating and pre-lubricated metal-polymer plain bearings, closing the year with a business of over \$3 million.

Driving GGB's business in India is Mr. Jasvinder Singh Bhatia, who is now its General Manager. "The business has been exceedingly good in both the automotive market and the industrial segment." Mr. Bhatia said in an exclusive interview to



Mr. Jasvinder Singh Bhatia,
General Manager

MOTORINDIA.

Now, GGB is working with all major vehicle manufacturers like Tata Motors, Mahindra & Mahindra, Maruti, GM, Ford, Hyundai, Honda and Toyota. The company is also

working with some of the major component manufacturers like Lucas TVS, Delphi and seat manufacturers for providing solutions both for the domestic and export markets.

Mr. Bhatia is quite bullish on the company business in 2007 and expects a similar growth as in 2006. In order to achieve the expected growth rate, he is further expanding the sales and service team across the country with some dedicated application support engineers.

GGB has expanded its sales and service team to reach more customers. The company has appointed special staff in Pune and Chennai to stay close to its customers. Despite slowdown in domestic OEM business, the company has done well in the current year so far, surpassing the half-yearly targets much ahead of time.

Since GGB is currently importing all its products, it did get considerable benefit from rupee value appreciation. Mr. Bhatia says that GGB is a highly transparent and customer-focused organisation and has fully shared with its customers the benefit that accrued out of an increase in rupee value.

GGB is an acknowledged global leader in self-lubricating and pre-lubricated metal-polymer plain bearings. The company has long been a key supplier to the automotive industry, providing bearings for more than 30 applications. Minimizing the need for lubrication and servicing, GGB bearings are most reliable and are applicable in the most demanding of environments.

