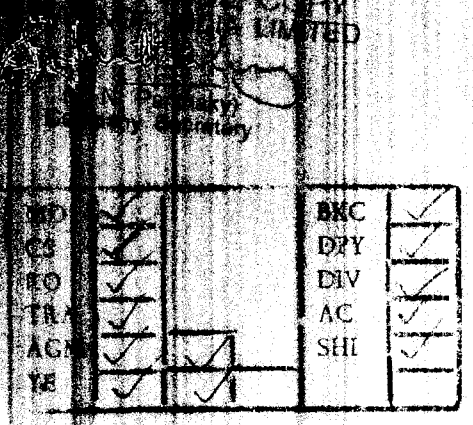
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SKF

# SKF Bearings India Ltd.

## Annual Report 1996-97






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Telco · MARUTI · TVS-SUZUKI

SWARAJ · HERO HONDA · Mahindra · TATA STEEL · HERO MOTORS

MICO · TAFE · Ford

V. S. T. TILLERS · LML LIMITED

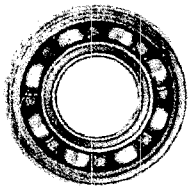
EICHER · POLAR · BLACK & DECKER

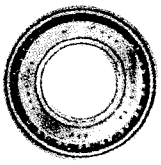
NEW HOLLAND · Jeetstex · SIEMENS · textool

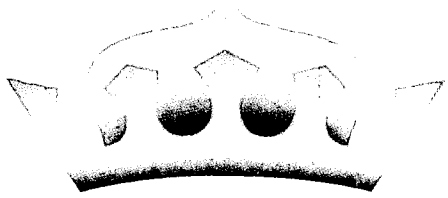


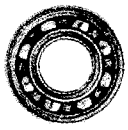
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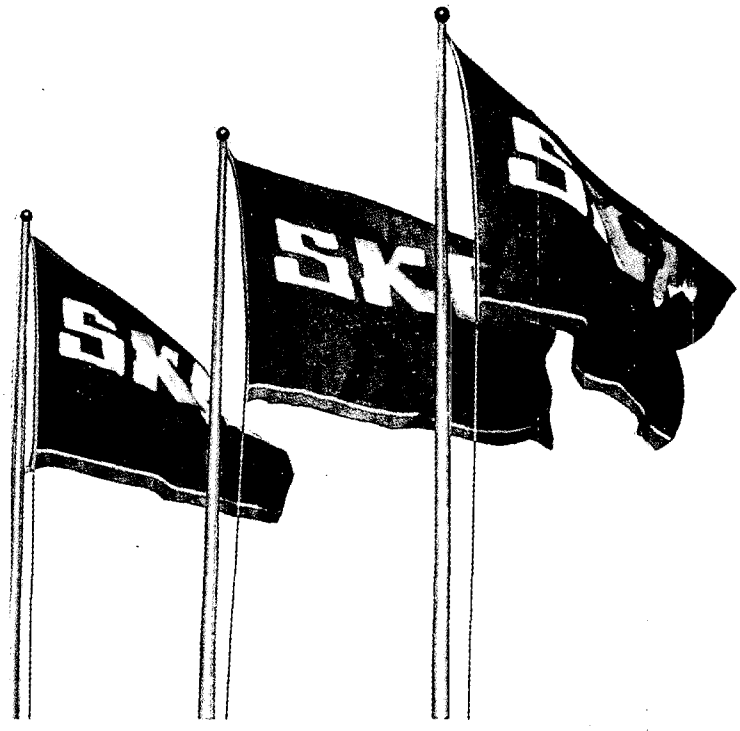
# To us CUSTOMER is the KING

In today's liberalised economy, Customer is the King.

At SKF we have worked towards making TQM a way of life. The TQM culture is intrinsically interwoven in all that we do, with the focus to exceed our customers' expectations.

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SKF

# QUALITY POLICY

Market only products and services that will ensure customer satisfaction.

Maintain a programme of continuous improvement.

Operate reliable processes capable of fulfilling approved specifications in all operations of the business.

Create and maintain an environment that ensures involvement and commitment in all of us to aim for total quality in everything we do.

SKF BEARINGS INDIA LTD.

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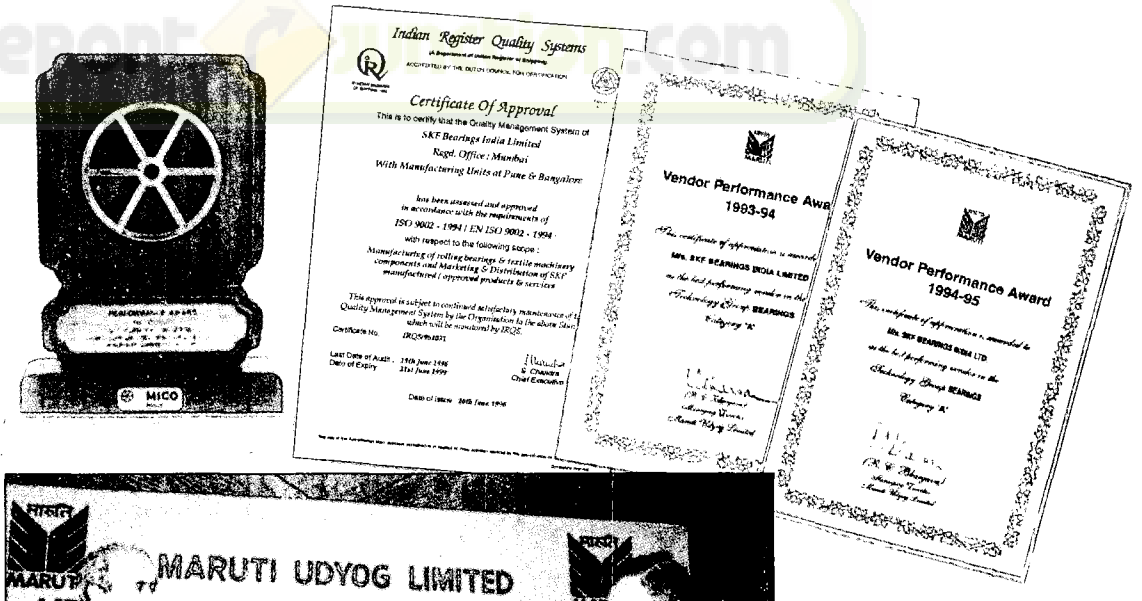
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# Quality

It is our constant endeavour to understand our Customers' changing requirements. We continuously upgrade our facilities and our processes, in all areas of business, to maintain the highest Quality norms.

Taking off from our ISO 9001 Certification, we have now set our sights on QS 9000 Systems that provide for Continuous Improvement, Defect Prevention and Reduction of Variation and Waste in our Supply Chain.

All this with one end object - Total Customer Satisfaction.







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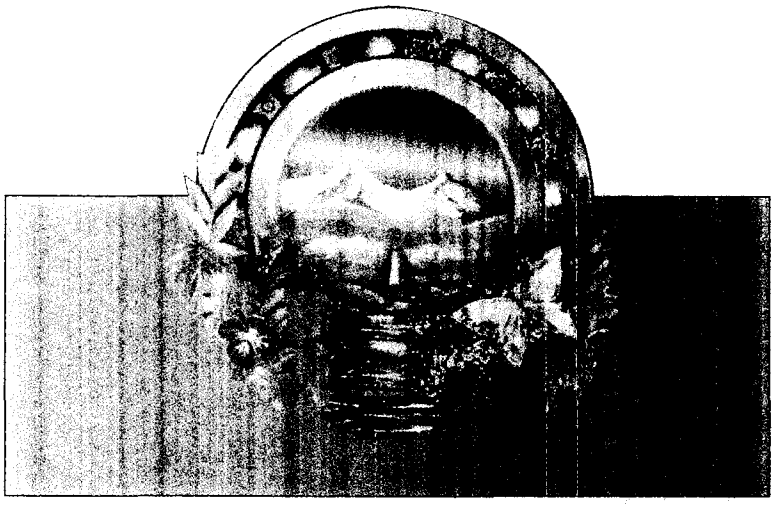
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# EHS - Environment, Health and Safety

Environment, Health and Safety are of utmost concern to SKF India. At all our locations, EHS activities are aimed at upgrading the facilities and systems for meeting ISO 14000 certification norms.

## SKF Bearings India Limited

- Manufacture and market products and services that satisfy the needs of our customers and are safe for their intended use.
- Products and processes by which they are made to be efficient in their use of resources.
- Protect the external environment and the internal working conditions as well as health and safety of the employees and the local community.



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# Technical Seminars and Workshops

Our dealer is our partner - a vital link between SKF and our Customers.

With the focus of adding value to everything we do, one of our priorities is to encourage our dealers to educate our customers.

Today, dealers regularly hold for customers, seminars and workshops, with technical support from SKF.

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# Technical Service Function

We at SKF have always believed in, and stressed the importance of sharing our technical knowledge and learning with our customers.

Over the years, we have developed our Technical Service Team to assist our customers - SKF Partners - from Design to Operation.

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# OUR CUSTOMERS

## SKF TOP 10

- TELCO
- L & T
- BAJAJ AUTO
- HERO HONDA
- MAHINDRA & MAHINDRA
- PUNJAB TRACTORS
- MARUTI UDYOG
- TVS SUZUKI
- ASHOK LEYLAND
- TISCO

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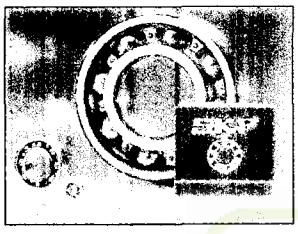
# SALES



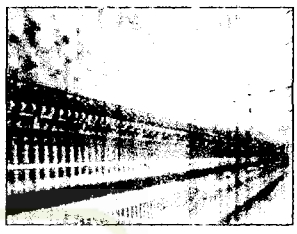
Car 4%



Truck & Tractors 17%

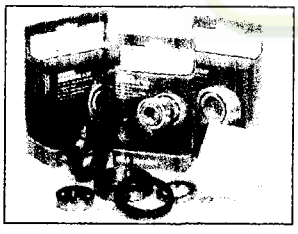


Industrial After Market 16%



Textile Machinery 5%

SKF India products are used in all fields demanding speed, strength, precision and quiet running. A must for cars, trucks, motorcycles, power tools, electric motors, washing machine... the list goes on and on. We also manufacture equipment to help our customers in mounting and dismounting the bearings. Whether customer wants replacement advice, advice on design of their equipment, or how to get the best life -- call us anywhere in India. We are always at your service.



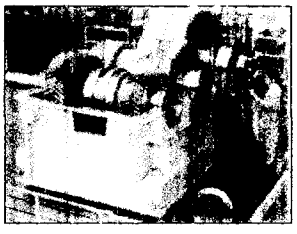
Automotive After Market 22%



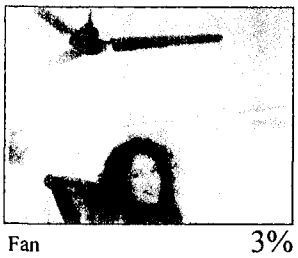
Exports 6%



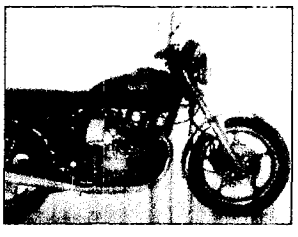
Electrical Others 3%



General Machinery 16%



Fan 3%



Two Wheelers 8%

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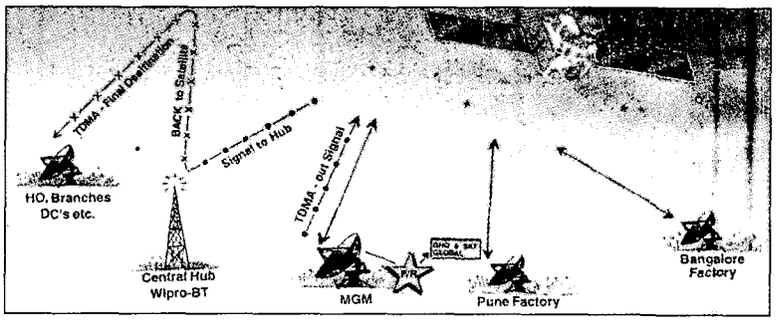
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# Customer Service System

The millennium will see the world brought closer with the help of Faster, Real Time and Reliable computer based systems.

We at SKF India have taken a giant leap by incorporating SKF's international customer service system - SCSS, which links the logistics function of the company with warehouses and distribution centres. This will enable our customer to directly project his potential needs, thereby receiving on line response.

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