



SUNDARAM BRAKE LININGS LIMITED

DETAILS OF BUSINESS

Sundaram Brake Linings Limited (SBL) was established in 1976 as a joint venture with a world famous friction materials manufacturer. SBL is now a fully Indian owned company manufacturing automotive, non-automotive, railways and industrial friction materials. SBL products are extensively used in commercial vehicles, passenger cars, tractors (agricultural), railways and two wheelers.

SBL with its leading edge technology is a pioneer in the manufacture of asbestosfree friction materials in India, and also the first Indian friction material company to become 100% asbestosfree.

With 1500 employees and 5 manufacturing locations strategically located near major ports, 35% of SBL's total sales is exported to over 54 countries worldwide. SBL also has a strong presence in the domestic OEM and Aftermarket.

SBL is certified for ISO / TS 16949-2002 Quality Management Systems & ISO 14001: 2004 Environmental Management Systems. Also TQM, TPM and Lean Manufacturing systems are practiced to achieve World Class standards. Environmentally and socially responsible, SBL ensure total health protection to its employees.

SBL has the distinction of being the first friction material company worldwide to be awarded the prestigious Deming Application Prize, by the Deming Prize Committee of JUSE (Union of Japanese Scientists and Engineers) for practicing Total Quality Management (TQM) utilising statistical concepts and methodology.

SBL's manufacturing range includes products that have been successfully tested to meet European R-90, American FMVSS 121, Australian ADR 35/38, South African SABS 1506/SANS 20090 and Indian IS 11852 requirements.

SBL has a strong presence in the Indian Original Equipment (OE). Just in time deliveries are arranged by providing logistic support to ensure zero production stoppage at customers' plants.

SBL services the Indian aftermarket through more than 140 TVS owned wholesaler outlets spread across major towns.

SBL exports Brake Blocks worldwide, supported by a wide variety of part number references for US and European commercial vehicles.

SBL has a warehouse facility in North America to service the US and Canadian markets instantly - a pre-requisite to establish brand presence. A business representative in USA works closely with the US/Canadian brake re-builders and distributors.

SBL regularly participates in International Fairs in North America, Europe, Africa, Middle and Far East.
