



**ASHOKA AWARD – 2016
FOR
OUTSTANDING PRACTICE OF
QUALITY MANAGEMENT**

MR. ROHIT SABOO

CITATION

Mr. Rohit Saboo is the President & CEO at National Engineering Industries Limited (NEI), which owns the bearing brand NBC.

Rohit, in his present capacity that he holds since July 2008, is responsible for overall operations and growth of the business. In his previous assignment during his tenure with the company as the Vice President (R&D and Manufacturing), his responsibilities included research and development activities including design and development of new bearings and machines. He was also responsible for import purchases of raw material and machinery. Additionally, Rohit played the pivotal role in the manufacturing activities of two main divisions of NEI viz. Taper Bearing division and Large Diameter Bearings division. Before being appointed to the management committee of NEI, Rohit served as the Executive Assistant to the Chairman, Mr. C.K. Birla.

Rohit is an engineering graduate from Birla Institute of Technology, Ranchi and an MBA from Rochester Institute of Technology, Rochester, NY. He has also participated in the Columbia Senior Executive Program in 2005 at the Columbia University, NY.

Rohit believes strongly in Total Quality Management as a fundamental driving element in business growth and sustainability. He was a key driver in implementing TPM activities in Taper Roller and Large Diameter Bearing Divisions back in 2006-07 when he was in charge of those divisions. He also has led NEI as an organization in learning and practicing TQM and bringing step improvements in Business activities. As a result of these efforts, NEI successfully challenged Deming Application Prize in 2010 and won it. With his passionate focus on TQM application in business processes, NEI achieved several milestones such as receiving Technological Excellence Award and Manufacturing Excellence Award by ACMA, “Most Promising Brand” of the year in 2015 in Asia, ‘A’ rating consistently by its Overseas & Domestic Customers as a Tier I supplier, and is a preferred supplier for most of them. As a consolidation of TQM



journey NEI challenged most coveted Deming Grand Prize in 2015 and successfully won it.

Under his dynamic leadership NEI has gained over last 5 years highest market share of over 28% in India in bearings, and has enhanced its Sales by 45% and Export turnover by 320%. The overall customer satisfaction is improved by 5% from 80% to 85%.

The Governing Council of Indian Society for Quality (ISQ) is pleased to recognize the dedication, commitment, and sincerity of Rohit Saboo in application of Total Quality Management to achieve exceptional business results, and honors him with ASHOKA AWARD 2016.