

SCHAEFFLER

PREMIER

One Vision. One Commitment. One Drive
To be the No.1 choice of customers



Certified by
Schaeffler





We Know Why Every 'mm' Matters

Every bearing makes a big difference. A bad bearing can bring down your business. A wrong one can lead to premature failure, increased downtime and wear as well as fatigue to system components.

At Premier failure is not an option.

That is why we live and breathe bearings. With decades of extensive know-how, insights in the bearings industry and being in sync with industry needs, we know the difference every 'mm' can make. Our mission is to deliver the best bearing solutions, so that you and your business are unstoppable.



Premier & Schaeffler A Partnership of Leadership

Premier began its association with Schaeffler as their star distributor. This was the birth of an unprecedented and unstoppable partnership forged on shared values, innovation and excellence. Today this relationship has evolved and strengthened to offer the entire spectrum of Schaeffler solutions seamlessly.

Partnership of values, innovation and excellence has ushered in a new future.



Premier has become India's No. 1 Industrial Bearings Distributor for Schaeffler, generating business worth ₹ 3000 million and recognized among the top 10 global bearing distributors.

Three Strong Brands, One Strong Company Schaeffler



The Schaeffler Group is a global automotive and industrial supplier that is shaping mobility for tomorrow. Top quality, outstanding technology, and exceptionally innovative spirit forms the basis for the continued success of the company and its ability to serve customers wholeheartedly.

In India, Schaeffler has deep rooted presence in the Automotive and Industrial sector with three major widely known product brands - FAG, INA and LuK. By expanding plant facilities, Schaeffler has improved its local manufacturing capabilities.

Schaeffler Global

89,000 + employees

170 locations across **50** countries

74 global Production Facilities

20 R&D centres

26,600+ patents registered

Schaeffler India

4 production plants

3000+ employees

2 R&D centres

13 sales offices



SCHAEFFLER



Accelerating Ahead of the Times

When a vision to shift paradigms comes together, they power new ideas. It is these ideas that set a whole future in motion.

40 years ago when two dynamic friends came together, they had one vision – to transform the status-quo in the bearing industry.

That was 1975. Today four decades later Premier is at the cutting edge of innovative bearing solutions for almost every conceivable industry. Our strong partnership with the Schaeffler Group has seen us race ahead to become a leading team of 150 experts with a turnover of ₹ 3000 million. Beginning our journey with Schaeffler as their 'Star Distributor', today we are India's No. 1 authorised distributor of Schaeffler industrial products.



**YEARS OF CONSISTENT
PERFORMANCE**

We have come a long way, but the future is uncharted and we are rolling ahead with greater zeal.



Mr. Harsha Kadam

Managing Director, Schaeffler India

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Premier (Premier India Bearings Limited) distinguishes itself among its peers by proactively following strategic and customer centric approach. Their pan India operation offers a very wide reach and bringing solutions closer to customers. Surendra Choraria has been able to build an organisation that is fast growing in its size and yet strong on nimble entrepreneur approach.

We at Schaeffler, have enjoyed our symbiotic business relationship with Premier. Mutual trust and customer focussed approach have been the cornerstones of this successful relationship. As Indian economy continues its journey, industries will increasingly focus on quality and productivity of operations that will demand a paradigm shift in terms of scale and service capabilities of our distribution partners. We, at Schaeffler are convinced that Premier is well prepared for this transformation towards excellence

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Mr. Surendra Choraria

Chairman, Premier Bearings

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It has been our endeavour to bring to you new developments in bearing technology from time to time, so that our valued customers are helped to minimise their operational costs to be competitive. Our principal, Schaeffler, who is a technology pioneer and the leading industrial bearing supplier in India - also thinks on the same lines and are always encouraging the customers for adapting new technologies.

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Premier Bearings

No.1

Authorised Industrial Distributor

Schaeffler India

Meeting Every Mission Critical Need

When excellence is a habit and precision is a prerequisite, the resulting solutions are nothing short of transformational.

At Premier we are on a mission to meet mission critical needs. Through ideas, insight and innovation, Premier Bearings is a technology partner for industries – helping overcome any challenge with 'out-of-the-box' thinking.

Our in-depth industry knowledge enables us to deliver tailored bearing solutions for a wide range of industries including automotive, engineering, mining and many more. With state-of-the-art infrastructure, a competent workforce and expansive reach, we take pride in providing insightful solutions while adhering to strict deadlines. We are going further by investing and building a stronger marketing network to expand our service bouquet to customers.

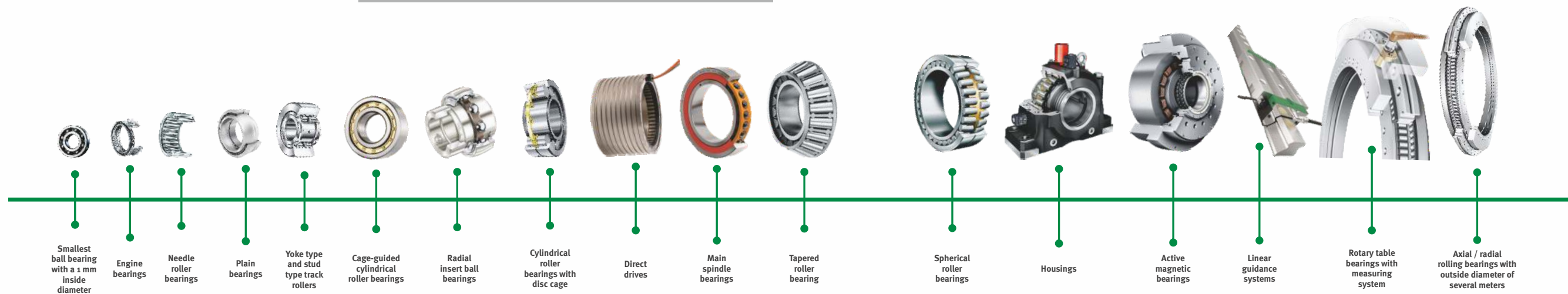
We go beyond and offer a wholesome array of associated products that include bearing sleeves, bearing housing, mounting and dismounting tools, maintenance products, condition monitoring equipment, grease and oil seals.

Premier's strength is an unparalleled bearing inventory for seamless supply that ranges from a bearing with 1mm diameter to one with a diameter of 4250 mm.

Knowledge Partner for Industries

Over the years we have understood the needs and challenges of industries and delivered high-precision solutions for Steel, Cement, Paper, Mining, Aerospace and many other sectors.

We offer product range that includes over 40,000 catalogue Schaeffler products, everything from miniature bearings to large-size bearings. Besides several special designs, we also provide one of the widest product ranges under the three brands of FAG, LUK & INA as a trusted partner to industries across India.



There. When and Where You Need Us.

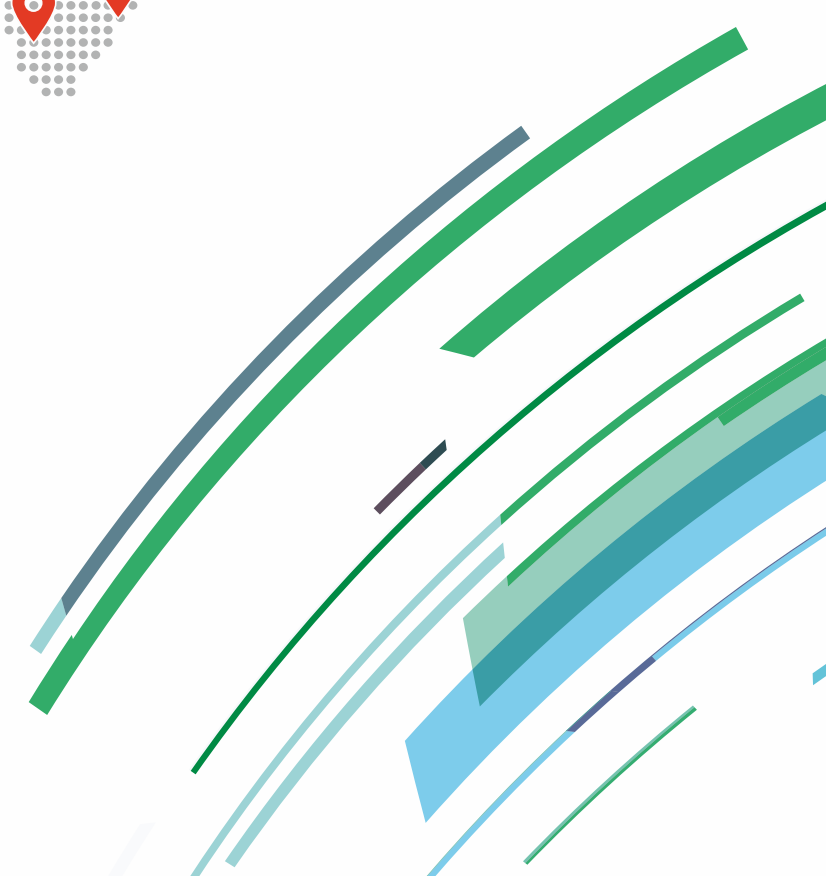
Commitment means a strategy that is bound towards delivering solution. That includes being future ready to meet the needs of customers.

Premier is your pan-India partner, bringing solutions closer to where you are. We have grown our presence across India with offices in 23 locations and are expanding even further. Our speed, scalability and consistency to deliver superior results enabled us to develop a vast network across the country, becoming the most reputed bearing supplier in India in a very short span.



Getting Closer to Our Customers

Ahmedabad	Hosur
Bengaluru	Jamshedpur
Bharuch	Kochi
Bhiwadi	Kolkata
Bhopal	Ludhiana
Chandigarh	Mumbai
Chennai	Nashik
Coimbatore	Raipur
Gandhidham	Surat
Gurugram	Trichy
Guwahati	Vijayawada
Hospet	



An Inventory to Meet Every Need

Premier believes in being ready for customers to serve them better. For this we have established bulk stocking points at all our branches across the country. We have also tie ups with leading logistic firms to ensure shorter delivery times.

This enables us to serve large scale industries including Steel, Engineering, Mining and many more with a wholesome array of bearings and associated products like bearing housing, mounting and dismantling tools, maintenance products, monitoring equipment and grease and oil seals.





Serving the Heart of the Need

Clients are at the heart of all businesses, everything revolves around the customer. If you want to grow, your clients must grow first and more.

We believe in delivering spheres of excellence that originates from our professional advice and technical expertise. Our single-most driving force is helping industries attain productivity and increasing profitability. Our experienced and expert team of over 150 experts are leading from the front to meet any challenges and deliver solutions for a whole host of industries.

Our teams across India are present round the clock, round the year because we believe in going above and beyond, going the extra mile to deliver excellence and outmatching expectations.

Putting the Extra in Every Mile

- Mapping customer requirements
- Organising training programmes, seminars and bearing clinics to address specific problems
- Preventive and pro-active maintenance
- Pre-dispatch inspection service
- Assistance in mounting and maintenance
- Just-in-time deliveries
- Annual rate contracts
- Annual service contracts
- Bearing banks



Timeline of Landmarks

The Beginning A new business era begins with a large order from Gwalior Sugar, setting the pace for the company's growth.	The First Wins Business in southern India looks promising with rapid industrial growth. Entrepreneurs ride the tide by setting up office at Chennai.	Rise of the Star Performer Phoenix Trading Corporation signs agreement with FAG – world's leading bearings manufacturer. The association grows over the years, making the company a 'star performer'.	The SKF Maha-dealer Premier (India) Bearings is formed to be the distributors of SKF Bearings. It begins operations to open new vistas of business domains. Gets recognition as SKF 'Mahadealer'.	Accelerating Southwards Business opportunities grow in Karnataka. This prompts setting up of Hi-Tech Bearings Pvt. Ltd. based in Bengaluru.	Fast Tracking Across India Navi Mumbai office starts operations to capture growing business demands in West India. Chandigarh office operations started.	Being the best "Best Distributor Award" of South East Asia. First distribution company to get ISO Certification.	Schaeffler's Star Distributor Premier becomes the Star Distributor of FAG Bearings from Schaeffler Group.	INA adds Magic Gets distributorship of INA products, which were missing in the company's portfolio.	Greater Reach Acquires exclusive building of 3000 square feet in Ludhiana. Begins operations.	₹ 1000 Million Milestone Becomes the First Industrial Distributor in India to give business of ₹1000 million to Schaeffler.	Expanding Inventory Acquires Independent building in Gurugram for office-cum-warehouse	Ascending to Nepal Start of operations in Nepal – 'Premier Bearings Nepal Pvt. Ltd.'	Global Recognition Recognised as among the top 10 distributors in the world and becomes the First Indian company to be invited to the Schaeffler Distributor conference in Rotterdam	Moving to a Bigger Home Moves to a new corporate office at the prestigious ' Diamond Heritage Building ' in Kolkata	Stronger Presence in Chennai Moves to a new corporate office in Chennai , ushering in a new era of growth, expanding service network and strengthening business relationships.
1975-76	1978	1984	1988-89	1991	1999	2000-01	2003	2005	2011	2013	2015	2016	2017	2018	2019



Legendary Journeys Never End

**You can cross unthinkable milestones,
when you believe that every step you take
can make a difference. That is what drives
business to lead far into the future.**

The ambition to create milestones in history is the driving force that powers our growth and success story. At every stage in our Journey, we have delivered innovative solutions, in the process creating new trends and revolutionizing the bearing distribution business.



**YEARS OF CONSISTENT
PERFORMANCE**



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Ludhiana | Mumbai | Nashik | Raipur | Surat | Trichy | Vijayawada