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PRODUCTS

Automotive components are created using Bridgestone's advanced level resin processing technology.

More Information



CERTIFICATES

Our passion for excellence and commitment to the quality has own as many one appreciations and awards

More Information



QUALITY POLICY



MISSION

Bridgestone Group has used the concept of "foundation..."

More Information



CAPABILITY

Designing and Testing is done by a team of highly qualified professionals

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FEEDBACK

RANGE OF PRODUCTS



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ABOUT BSIA

Bridgestone India Automotive Products Pvt. Ltd (BSIA)

Bridgestone India Automotive is a 100% subsidiary of Bridgestone Corporation, Japan with its head office in Chennai. It has the state of art plants, manufacturing Anti-Vibration product at Oragadam (Chennai) and Manesar (near Delhi).

Bridgestone India Automotive mission is "Serving society with Superior Quality" with strong emphasis on quality and customer service, the company has grown rapidly becoming one of the major suppliers to reputed car manufacturing companies in India. Backed by a strong R & D team, the company is in the forefront of new technologies providing end to end solutions. The Company is backed by the strong support of technical center at Bridgestone, Japan.

The company is managed by a competent team of Japanese and Indian professionals.

History

- 1996 -Technical Alliance signed between Bridgestone, Japan (BS) & Sundaram Industries Limited, India (SIL) – TVS Group
- 2000-Gurgaon plant Started Operation
- 2008-Shifted to Manesar Plant (Current Location)
- Mar-2009 Joint venture between Bridgestone Corporation, Japan and Sundaram Industries Ltd (TVS Group), Madurai was formed and named as NS Antivibration Products Pvt. Ltd.
- Jul-2009 The company’s name was changed to Bridgestone TVS India Pvt. Ltd.
- Sep-2010 The Chennai plant started operation.
- Aug-2012 the Company became a 100% subsidiary of Bridgestone Corporation, Japan. The name of the company was changed to Bridgestone India Automotive Products Pvt. Ltd (BSIA).



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MISSION

The Bridgestone Group's mission is based on the words of its founder: "Serving Society with Superior Quality." To fulfill this mission, Bridgestone Group has used the concept of "foundation" to demonstrate the sustained commitment of employees to provide its customers with world class products and services and to serve the communities where Bridgestone does business. "The Bridgestone Essence" is composed of the above words, integrated corporate culture, and diversity that today's company has inherited and a shared sense of values that can be embraced by Bridgestone employees around the world.



Mission

"Serving Society with Superior Quality"

We aspire to offer the best for our customers and to society, not only in terms of our products, services and technology, but in all of our corporate activities. Our commitment to quality stems not from want of profit, but out of a passion for improving the safety and lives of people everywhere. Through our Mission, we strive to be a company trusted by the world - a company in which all of us can take great pride.

Foundation

"Seijitsu-Kyocho" [Integrity and Teamwork]

Seijitsu-Kyocho is about adhering to principles of good faith as you carry out your work, in the way you treat others, and as you participate in and engage with society. It is about producing positive outcomes by respecting a diversity of skills, values, experiences, genders, and races and fostering teamwork.

"Shinshu-Dokuso" [Creative Pioneering]

Shinshu-Dokuso is about envisioning the future and proactively challenging ourselves to identify and develop innovations that will further benefit society and respond to customer needs - from the customer's point of view. It is about unleashing creativity and innovation to develop new business domains and creating demand for new and beneficial products through our own unique methods.

"Genbutsu-Genba" [Decision-Making Based on Verified, On-Site Observations]

Genbutsu-Genba is about taking the time to go on-site and personally verify the facts, then using those observations to make informed decisions. It is about not being satisfied with the current situation, and making informed decisions that will lead us ever closer to ideal products and solutions.

"Jukuryo-Danko" [Decisive Action after Thorough Planning]

Jukuryo-Danko is about investigating all options and the full range of possibilities, giving careful thought as to how to execute the decided course of action. It is about identifying what is necessary and deciding on a vision. And once a decision and course of action is determined, it is about moving forward with a sense of urgency.

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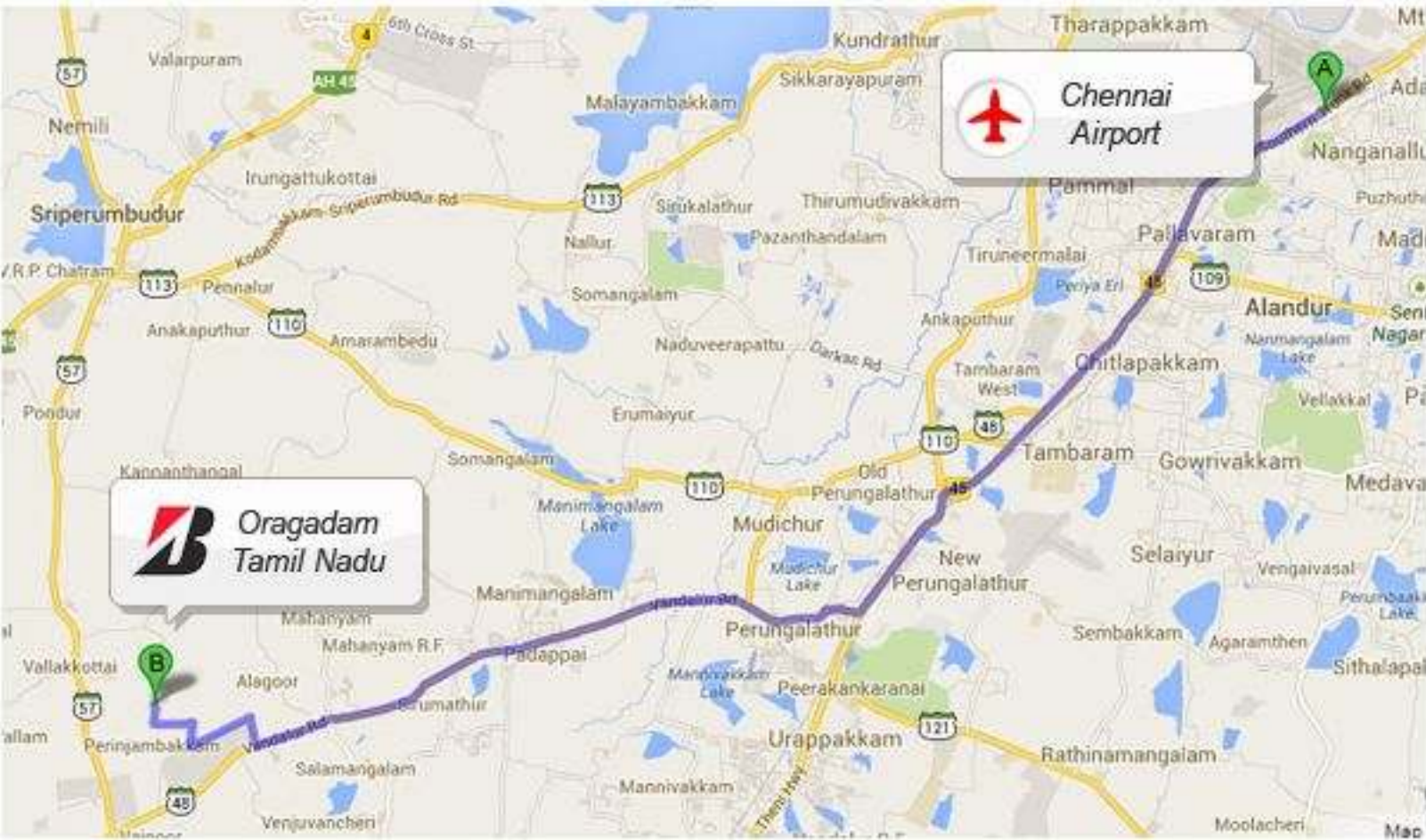
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MANUFACTURING SITE

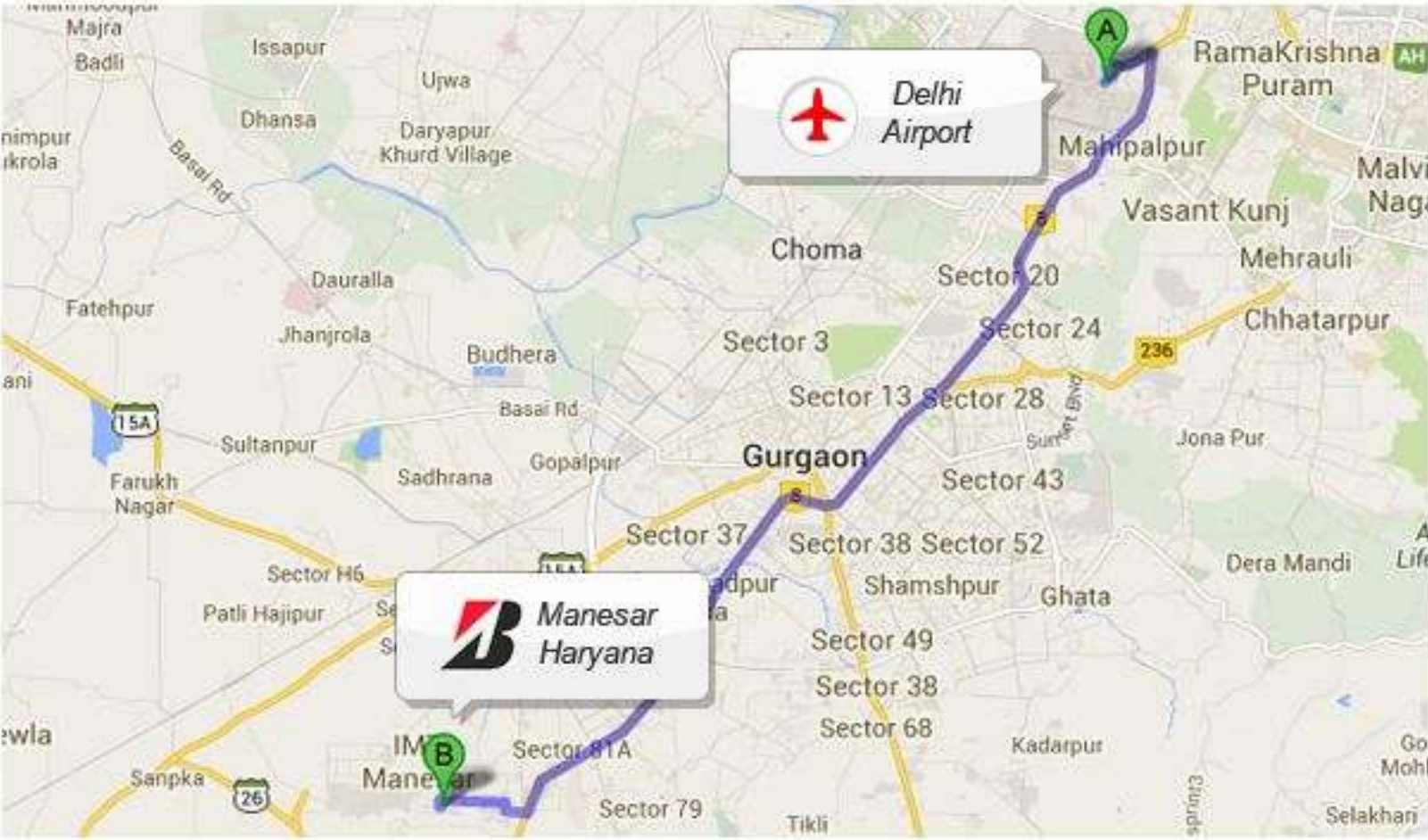
Bridgestone India Automotive

- Chennai Plant : (Oragadam, Chennai, Tamil Nadu)
- Chennai Address : **Bridgestone India Automotive Products Private Limited,**
136, Vaipur 'B' Block, Eraiyur Village, Mathur Post,
Sriperumbudhur Taluk, Kanchipuram Dist.
Tamil Nadu - 602 105.
Phone: +91 - 44 - 2715 2500, Fax No.: +91 - 44 - 2717 3517
E-Mail Id: bsiachn@bsia.co.in
- Access : Distance from Chennai Airport - 32 Kms
- Function : Head office & Manufacturing Plant
- Main Facility : Compounding, Moulding, Phospating, Assembly, Hydro Mount Assembly.

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- Manesar Plant : (Near Delhi, Haryana)
- Manesar Address : **Bridgestone India Automotive Products Private Limited,**
Plot No: 11 , Sector 3 , IMT Manesar , Gurgaon , Haryana .
Phone: +91 - 124 - 4550 800, Fax No.: +91 - 124 - 4388 846 .
E-Mail Id: bsiaman@bsia.co.in
- Access : Distance from Delhi Airport - 38 Kms
- Function : Manufacturing Plant
- Main Facility : Moulding, Phospating, Assembly, Hydro Mount Assembly.



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DESIGNING AND TESTING CAPABILITY

Designing and Testing Capability

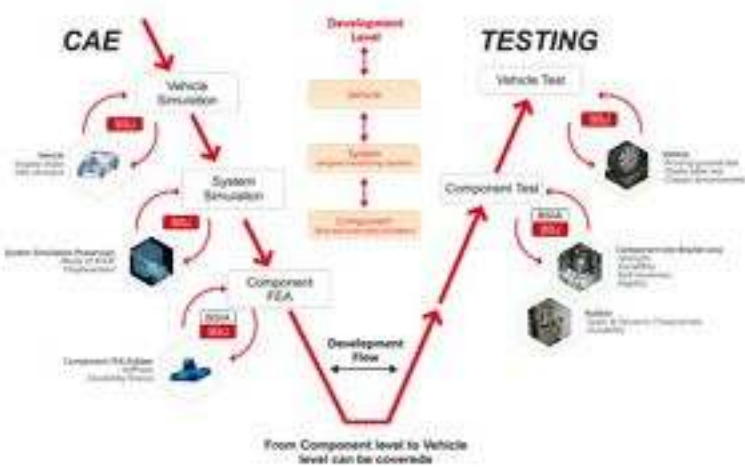
Designing is done by a team of highly qualified engineers with the help of 2D and 3D Modelling software.

The company uses the following latest tools for New Product development:

- › SolidWorks
- › AutoCAD
- › Unigraphics
- › SolidWork Simulation

The company uses the following testing facility to ensure top quality products to our customers:

- › Performer Testing Machine
- › Durability Testing Machine
- › Co-ordinate Measuring Machine
- › Universal Testing Machine
- › Moving Die & Oscillating Disc Rheometer
- › Mooney Viscometer



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OTHER ANTI-VIBRATION PRODUCTS FACILITIES

The Bridgestone Group has two Anti-Vibration Products manufacturing plants in India. Also it has Anti-Vibration Products manufacturing facilities in Japan, USA, China and Thailand.

Domestic

BRIDGESTONE INDIA AUTOMOTIVE PRODUCTS PVT. LTD
Plot No – 11, Sector – 3, I.M.T Manesar,
Dist Gurgaon – 122050, Haryana, India.



BRIDGESTONE INDIA AUTOMOTIVE PRODUCTS PVT. LTD
No.136, Vaipur 'B' Block, Eraiyur Village,
Mathur post, Sriperumbudur taluk,
Kancheepuram District , Tamilnadu – 602 105.

Overseas



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QUALITY POLICY

Bridgestone India Automotive Products Commitment to Quality

Quality Policy

- To ensure customer satisfaction in terms of quality of supply safety & reliability of our products, and after-sales services.
- To achieve continual improvement through "Quality Management System"
- To close-out any serious quality complaint by taking corrective measures based on root cause analysis and avoid recurrence by taking pro-active & preventive steps.
- Eliminate outflow of defective products in to the market through stringent control systems.

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SAFETY POLICY

Bridgestone India Automotive Products Commitment to Safety

Safety Mission Statement

Safety First, Always

At Bridgestone, we make safety a business value.
Creating a safe working place for all is everyone's responsibility.

Awareness

3S
Select & Remove,
Sort, Keep clean

KY
Finding hazards
beforehand

Safety Rules
Compliance with
standards

RA
Risk Assessment

Safety Fundamental Activities

System

Engineering

We aim with pride to achieve perfect safety.

"Safety First, Always" includes the prevention of all work related incidents including disasters, industrial hygiene and traffic accidents.

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Assurance of safety is our primary objective

Assurance of safety is the fundamental requirement of all operations performed at our workplace. In this respect, a commitment to safety must take priority of overall other business concerns.

The assurance of safety also forms the basis of mutual trust among our employees, our communities and all other members associated with the Bridgestone India Automotive Products. It is a priceless attribute that is the foundation of sound business operation.

In view of this, we at the Bridgestone India Automotive Products hereby declare our commitment to safety within the workplace and will achieve this through strict adherence to the following Fundamental Safety Policy.

Fundamental Safety Policy

- We will faithfully comply with all laws and regulations, and governmental guidelines concerning safety.
- We will establish safe production methods in accordance with international safety standards.
- We will strive to acquire technologies concerning safety matters, including risk assessment, safety measures and safety management.
- We will establish an advance risk assessment system and make a continual effort to reduce long-term risks.
- We will strive to achieve safety through the efforts of each and every employee regardless of rank or occupation.
- We will continually strive to improve workplace safety by maintaining an open line of dialogue with each and every employee.
- We will maintain a safe workplace by striving to reduce accidents caused by fire or earthquakes.
- As a pillar of auto industry, we will strive to develop technologies to enhance traffic safety and reduce traffic accidents.

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Bridgestone India Automotive Products Pvt. Ltd



ENVIRONMENTAL POLICY

Bridgestone India Automotive Products Mission to Environment



Environmental Mission Statement

To help ensure a healthy environment for current and future generations...

We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and in unity with our customers, partners, communities and the world around us.

Therefore, we are focused on three objectives.



In harmony with nature

To contribute to biodiversity through habitat enhancement, and through environmental education and research.



Value natural resources

To continually improve natural resource conservation through operational improvements and product design.



Reduce CO₂ emissions

To continually reduce emissions of Greenhouse Gases, including CO₂, from our products' complete life cycle.

The Bridgestone group's environmental mission covers all aspects of our business.

Products and Services

Operations

Environmental Communication

Community Activities

TEAMS

One Team, One Planet.

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To help ensure a healthy environment for current and future generations

We, Bridgestone India Automotive Products are committed to achieving ever higher levels of society's trust and employee pride.

We consider the environment and health and safety matters to be integral and important parts of all our business activities, as we work towards a sustainable society.

Environmental Policy

- To ensure continual environment improvement.
- To comply with applicable environmental legal and other requirement.
- We communicate openly and honestly about our shared environment.
- Our concern for the environment in material selection, production processes and logistics continually improves our environmental performance.
- We help customers conserve natural resources through our continual improvement of products and services.

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CERTIFICATES

Quality Certificates

The Plants at Chennai & Manesar hold ISO/TS16949:2009 quality certificate awarded by SGS.



Environmental Certificate

The plants at Chennai & Manesar has been awarded ISO 140001:2004 Environmental Management System certificate by TUV SUD SOUTH ASIA PRIVATE LIMITED.



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PRODUCTS

Automotive Components


Automotive components are created using Bridgestone's advanced level resin processing technology.
Polyurethane Products: Automotive Seat and Energy Absorption Pad; Anti-Vibration Products: Engine Mount, Upper Support etc...
Bridgestone manufactures these products at our various locations in the world, contributing comfort and safety to your driving experience.

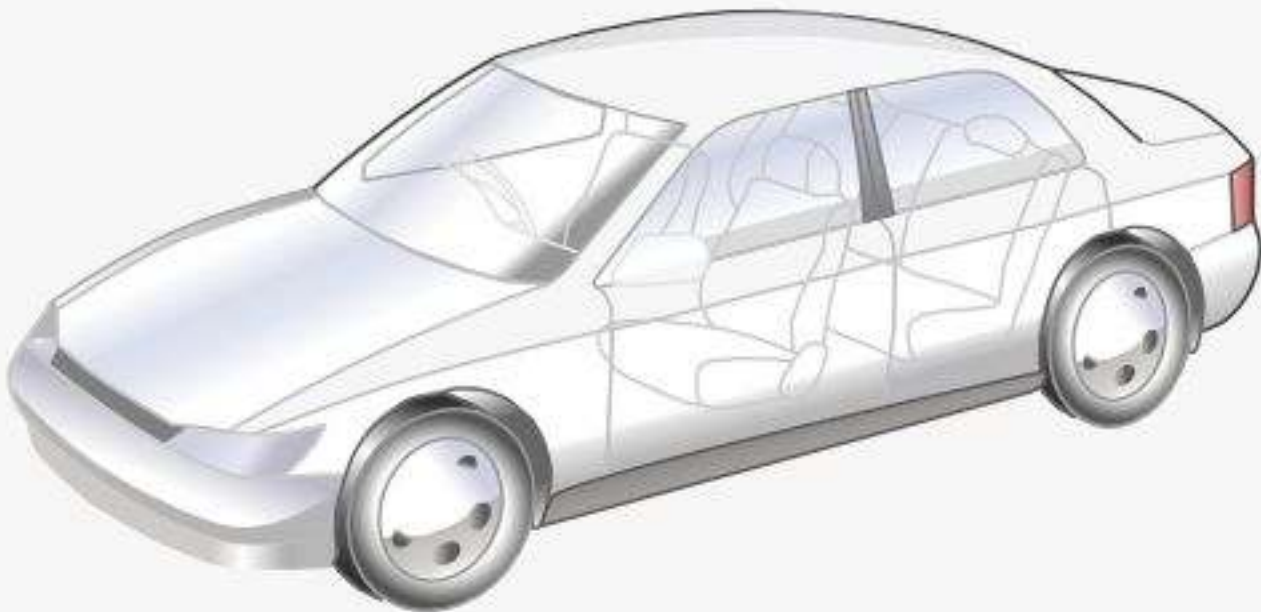
Automotive Anti-Vibration Products



› Product Development Capability,
Manufacturing and Sales Structure

Automotive Components of Bridgestone

Click  below to see the information



-  Engine Mount
-  Damper Pulley
-  Suspension Bushing
-  Bump Stopper
-  Upper Support

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AUTOMOTIVE ANTI-VIBRATION PRODUCTS

Product Development Capability, Manufacturing and Sales Structure

Our automotive anti-vibration rubber parts respond to our customers' demands for high performance and quality with sophisticated technology and high development capability by utilizing the collective strength within the group globally.

Product that has been worldwide adopted and trusted by our customers is distributed through our global network, including the domestic of India.

We aim to provide optimal solutions in a timely manner by making full use of our comprehensive "Know-How" centered on our advanced technology.

Material Development

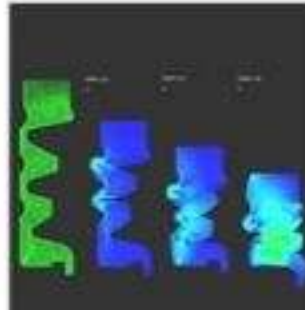
We develop various materials such as resin materials and highly heat-resistant and highly durable rubber with considerations of weight saving in order to help improve the fuel efficiency of cars in response to the needs of our customers, society, and the environment.



Product Design

(New Product and Technology Development, and Prediction Technique)

We review various factors associated with the products using the sophisticated technological strength we are proud of. We employ such techniques as CAE and vehicle vibration analysis using our own database, and propose the optimal product design to meet our customers' needs.



Evaluation Technique

(Test and Experiment)

We perform highly reliable product evaluation using a diverse range of advanced test equipment including chassis dynamometers, high frequency multi-axis testing equipment, and laser displacement sensors, as well as using actual wave length data obtained from vehicles test done on our own proving ground test course.



Manufacturing Technology Development

We manufacture high-quality products by considering mass production right from the stage of prototype, and by making full use of the cutting-edge equipment and robots we have developed internally.



Domestic Operation

Bridgestone India Automotive Products Pvt. Ltd. has two production sites in India located in Chennai and Manesar. We supply our products to reputed car manufacturing companies in India.



Global Headquarters Bases in Japan

Our global headquarters, technical center, and distribution outlets for domestic customers are in place in Japan.

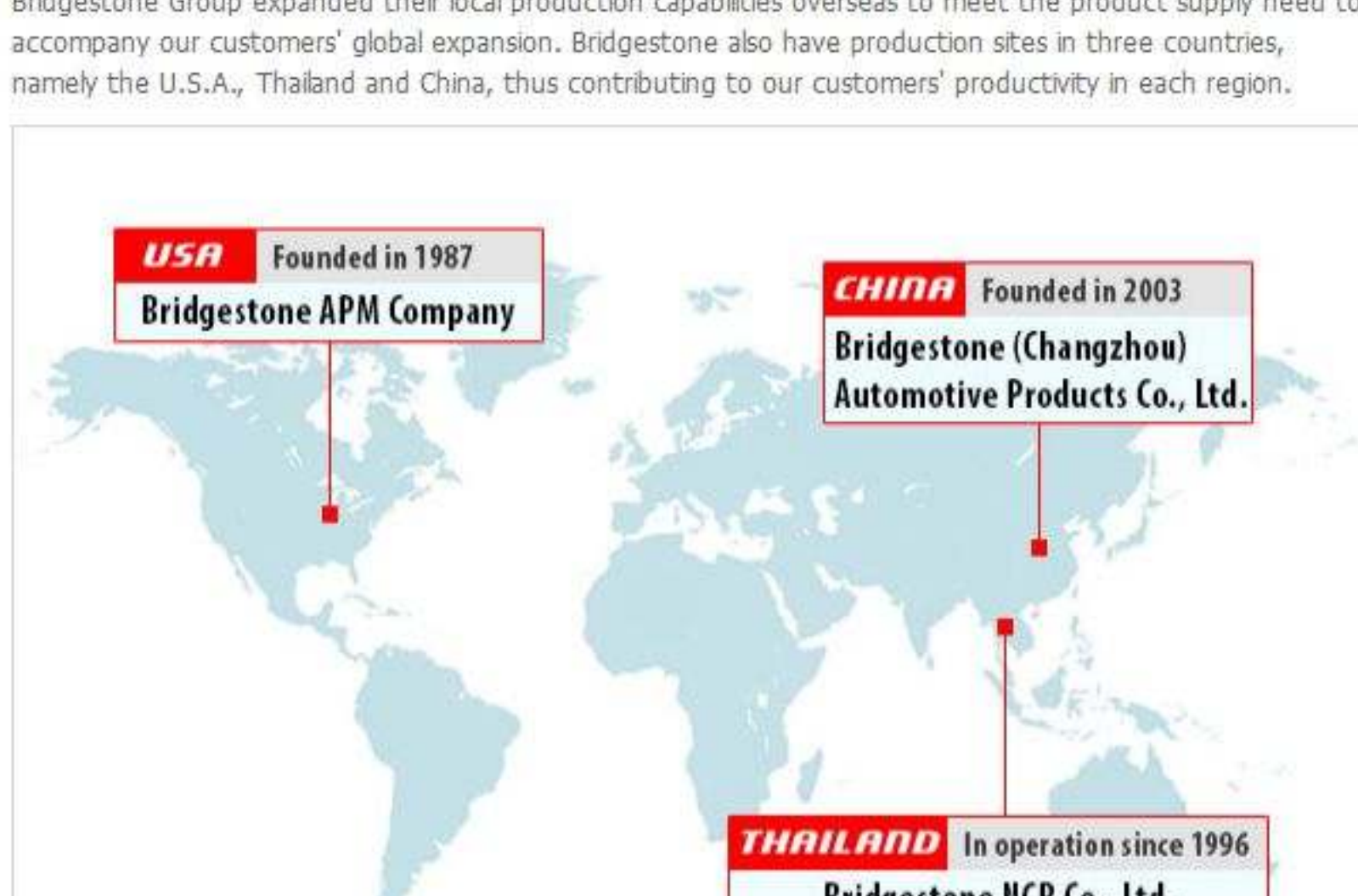
With two production bases, including our Yokohama Plant and the mother plant at Bridgestone Elastic Co., Ltd., we supply our products in a timely fashion to our customers through delivery centers throughout the country.

Also respond to various needs from our customers through our unique approach including vehicle testing on our own test course.



Other Overseas Operation Bases

Bridgestone Group expanded their local production capabilities overseas to meet the product supply need to accompany our customers' global expansion. Bridgestone also have production sites in three countries, namely the U.S.A., Thailand and China, thus contributing to our customers' productivity in each region.



History of Bridgestone's Automotive Anti-vibration Products Business

The origin of our anti-vibration rubber parts production dates back to the time when shock-absorbing rubber parts for naval airplanes were experimentally manufactured in 1937.

Subsequently, in 1940, we started manufacturing anti-vibration rubber parts in our Yokohama Plant.

After interruption during the closing days of World War II, we resumed production in the same plant in 1952.

Since then, along with the high economic growth and the remarkable growth of the automobile industry in Japan, we have steadily expanded our business by supplying high quality products with excellent performance.

1937	Started experimental production of shock-absorbing rubber parts (anti-vibration parts) for naval airplanes.
1940	Started manufacturing of anti-vibration rubber parts in the Yokohama Plant.
1954	Completed a plant exclusively manufacturing anti-vibration rubber parts within the Yokohama Plant.
1970	Founded Bridgestone Clevite Co. (present Bridgestone Elastic Co., Ltd.) in Ogasa County, Shizuoka Prefecture (present Kakegawa City, Shizuoka Prefecture).
1982	Developed anti-vibration rubber made of compounded rubber that improves both automotive steering stability and riding comfort.
1983	Launched air springs (the ASL air sleeve) in the market.
1987	Founded Clevite-Bridgestone Co. (present BAPM) in Ohio, U.S.A.
1988	Launched plastic resin bond anti-vibration rubber parts (pitching stoppers) in the market.
1989	Completed the development of round-type fluid engine mounts and started up the manufacturing line.
1993	Developed a new vulcanization method (RIACS) which allows proper vulcanization of anti-vibration rubber parts and enhanced productivity.
1996	Started manufacturing anti-vibration rubber parts at BSNCR in Thailand. Developed the Active Control Mount "ACM" mounting system.
1997	Started operation of the No. 2 anti-vibration rubber plant in Ohio, U.S.A.
2003	Founded Bridgestone (Changzhou) Automotive Products Co., Ltd. (BCAP) in Jiangsu, China.
2009	Jointly founded a company, BSTVS (present Bridgestone India Automotive), with Sundaram in India. From August 2012 the company (Bridgestone India Automotive) is a 100% subsidiary of Bridgestone Corporation, Japan.
2011	Consolidated the No. 1 and No. 2 plants in Ohio, U.S.A. Formed the new HQ and the Technical Center.

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CAREERS

If you want to give just the right head start to your career, then Bridgestone is the place for you. This is your opportunity to work on one of the biggest automotive company in the world. At Bridgestone, you will get a very good exposure working with through professionals. The Employee-Management relationship is built with mutual trust and understanding. A place brimming with opportunities and exciting projects, With Bridgestone, you are sure to have a smooth ride on your way to a successful career!

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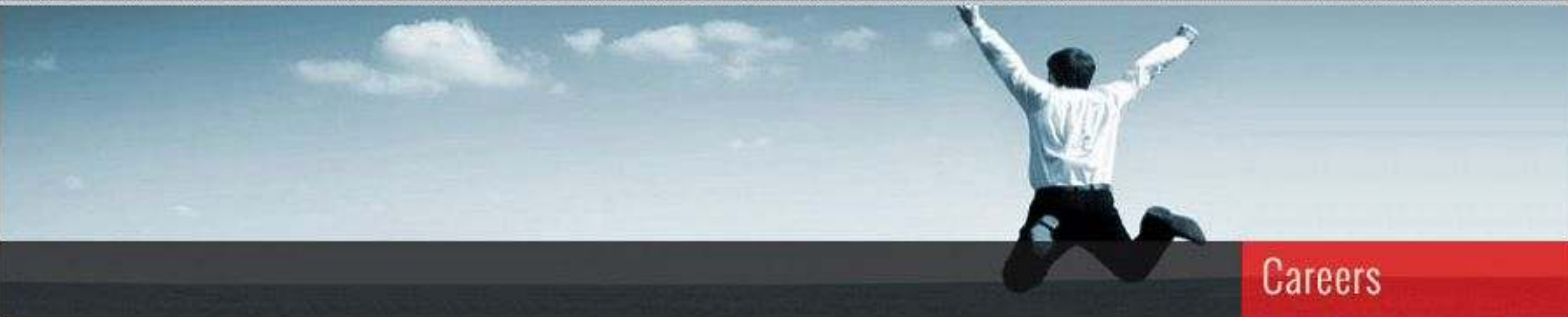
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JOB OPENINGS

Thank you for your interest in working with Bridgestone India Automotive Products Pvt. Ltd.
Currently there is no job openings available.

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Registered Office & Chennai Plant

BRIDGESTONE INDIA AUTOMOTIVE PRODUCTS PVT. LTD

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