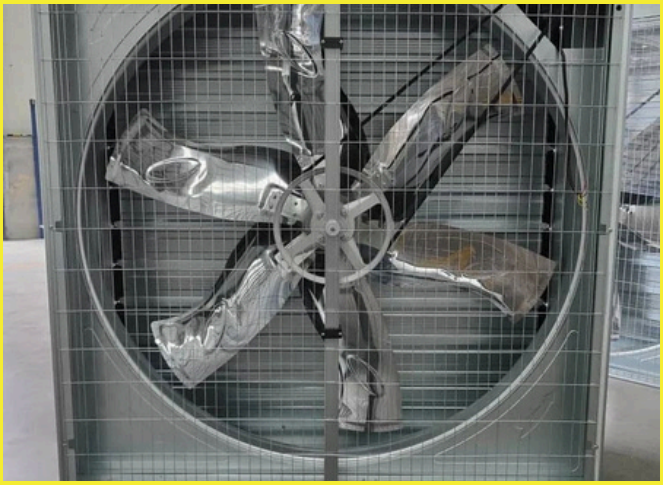

CASE STUDY

Leading Customer in Poultry Farm Industry

Reducing Cost and Complexity in Poultry Fan Applications

The customer was importing **complete fan bearing housing assemblies** along with bearings, resulting in high procurement costs. Multiple housing variants were required to support **different poultry fan types**, further increasing complexity.

The application involved **poultry ventilation fans**, which are critical for maintaining optimal environmental conditions.

The customer faced several challenges, including:

- High cost of imported housings
- Long lead times
- Dependence on a single overseas supplier
- Inventory complexity due to multiple housing variants for different fan models

The **NBC Application Engineering team** visited the customer site to understand the issues related to the fan bearing application.

Based on detailed discussions and evaluation, the following actions were taken:

- The bearing **housing design was modified** to suit the existing bearing
- A new housing was developed through a third-party vendor located near the customer, enabling localization
- Complete housing and shaft dimensions were finalized jointly to ensure proper fitment and performance
- The vendor's manufacturing facility was audited, and assembly standardization was implemented to ensure consistent quality

Customer savings after NBC suggestion implementation:

- Successful trial completed for the new bearing and housing assembly
- Standardized bearing assembly implemented across three different fan models, significantly reducing part complexity
- Cost savings achieved through indigenization, eliminating dependency on imported housings
- Total cost savings: **₹15 lakhs per month**