

‘BIG MULTINATIONALS ARE SETTING UP THEIR BASE ALONGWITH THE EXISTING INDIAN SELF PROPELLED GROWTH’

Excerpts from a conversation on the prospects of material handling equipment industry with **Nirag Chokshi**, Managing Partner, Techno Industries

How would you describe the material handling equipment industry considering the present business environment?

The Industry is very much optimistic, considering long awaited projects which has started moving under initiative of Make in India and country's potential for infrastructure projects. Without Material Handling there can't be any movement, you can't unload or load.

What's your niche in material handling segment and your contribution to the industry and economy?

We are one of the oldest in Material Handling Industry in Western Part of India with pan India presence and exports. Since 4 decades Techno Industries is manufacturing Hoists & Overhead Cranes alongwith Manual and Electric Chain Hoists. We know the sectors, various industries, their applications and user mindsets. These help us to design as per specific requirements, not only following Indian standards and FEM codes but going an extra mile to suit application requirements. We are exporting world level crane kits and are also at the same time serving effectively our private, corporate and government clients for which we have different verticals and knowledge pool. Thousands of clients and satisfied buyers have economically grown and in turn we have given equipment which are trouble-free to get good production.

Robotic system is expected to hold a large share of the automated material

handling equipment market. what is your opinion?

Yes. Skill requirement these days with finishes plays a vital role and considering youth in today's context on floor, and shortage of skill forces automation in all sectors. Though for India in particular it should be semi automatised plants, to provide employment on a larger context. Robots and Robo arms in welding, stacking, cutting and intelligent cranes with PLC logic is slowly picking up and has a good potential.

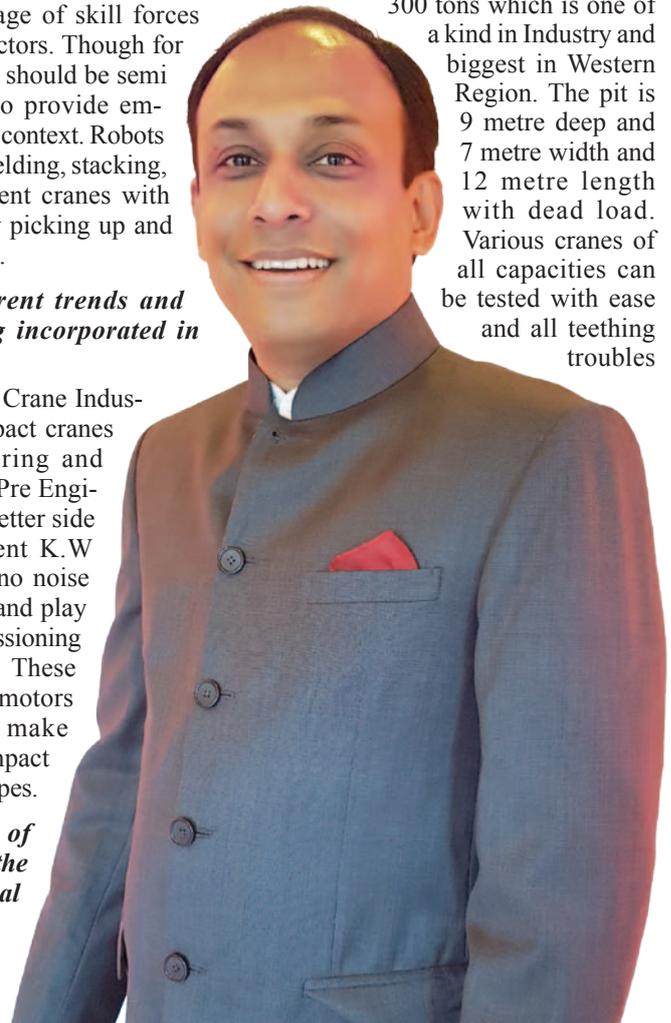
What are the current trends and technologies being incorporated in the market?

Current trend in Crane Industry is to make compact cranes with lean engineering and dead weight to suit Pre Engineered Buildings. Better side approaches, efficient K.W ratings and almost no noise situation with plug and play enabling less commissioning and handover time. These days geared brake motors are being used to make cranes and kits compact with high strength ropes.

What is the range of products offered by the company for material handling?

Techno with its Tacklers range has

a compact yet rugged various variants for different classifications desired as per application and Industry specific. We fabricate cranes with internal testing facility to test from 500 kgs upto 300 tons which is one of a kind in Industry and biggest in Western Region. The pit is 9 metre deep and 7 metre width and 12 metre length with dead load. Various cranes of all capacities can be tested with ease and all teething troubles



Nirag Chokshi.

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can be eliminated before supply and keeps client and consultant and manufacturer satisfied. These are fabricated at Techno's unit 2 at Piplaj. Also wire rope hoists from 250 kgs for CNC machines and small lifting upto 40,000 kgs for high lifts and complex requirements are manufactured and assembled at Vatva Unit 1. Moreover manual options for low usage manual chain hoists and mono rail trolleys upto 40 tons are also assembled as the company made its humble beginning with this Crane in early 70's.

Complex jobs for complex situations are designed with ease; with a experienced engineering team. Transfer cars, lifting beams, semi portals, gantry cranes, underslung cranes, JIB cranes are all for hazardous area, also available for oil and gas sectors and dusty atmosphere. We also have tied up for western region with STAHL Crane systems, Germany which is 100 plus years old and is in more than 100+ countries and hence access to latest German engineering for our clients is also available with service set up in India.

What are the market opportunities and threats faced in this industry?

Market opportunities are immense as said earlier. Also global manufac-

turing, young and English literate and smart communicating base is India after China. Big multinationals are setting up their base alongwith the existing Indian self propelled growth.

Threats we perceive and industry overall faces is over lean designs not keeping in mind Indian user mindsets and unstructured competition wherein quality and standards of various processes are not followed. Multinational crane companies making business models for AMC's from 1st year of sales with high spare cost and zero interchangeability costs a private client a lot on long run, which while finalising is hidden, as low weights and low pricing lures with a brand tag.

What is the nature of business transacted by the company? Sales and service or rental? Any manufacturing activity?

We have a after Sales Service vertical at present taking AMCs at moderate prices for our client needs. We train clients, users at nominal costs on requests, on how to use for better life and less downtime. We have mockup crane for training new young technicians and also we help training clients' technicians at a cost with our certifications.

Our fabrication facility includes cut-

ting with Messer Plasma machines, shot peening, primer application, bevelling for proper flux penetration; radiography as per quality plan, automatic welding keeping camber in mind, lazer bevelling for multi wheels, assembling, testing, painting and packing with systematic loading on trailers. All panels have proper branded enclosures and adequate ratings and variable drives and remote controls with cable drag chains for laying cables and smooth travels. Proper mechanical and electrical ratings are incorporated with safety features make our products rugged and efficient for Indian conditions.

How has been the company's performance in the fiscal year 2016-17?

We engineered and despatched 1000 above hoists with 100 per cent testing and 250 above cranes of all capacities which we intend to increase this year. We believe in good satisfied engineering and that is our growth strategy.

How would you describe the scope of material handling industry in the coming decade?

Scope is good for the entire industry especially floor handling and overhead handling. ■