

East a 'hot cake'

CD JINDAL GROUP is one of the largest and most diverse equipment rental companies in India. The Group's sister concerns, Jindal Earthmovers Private Limited and Jindal Infrastructures Private Limited, feature on the approval List of most of the leading construction companies. The organization owns and operates a large bank of construction and earth-moving equipment. Over the past four decades the companies have established a positive goodwill in the market while working with elite constructions companies across India. Over the past five years the group has been involved in focused integration through the Ready-Mix-Concrete business under the brand name of JINDAL READY MIX CONCRETE. In a short span, the Ready Mix-Concrete division has emerged as a major player in NCR and Mumbai market. EP caught up with Sumegh Agarwal, Executive Director, Jindal Earth Movers, at the Bauma 2013 in Mumbai recently. Excerpts from an interview on the sidelines of the event.

EP: When did your organization start operating in this sector?

Sumegh: The organization was started by my grandfather. It has been around 50 years now we have been related to construction machinery.

EP: What kind of presence do you have in India?

Sumegh: All over India. We have machinery in Bengal, Chhattisgarh, Bihar, Madhya Pradesh, Uttar Pradesh, Maharashtra, Punjab, Haryana, Kashmir, Kerala, and Delhi. We have around 300 machinery which we give on rental basis. As fleet owners, we are one of the biggest fleet owners in India.

EP: Who are your competitors?

Sumegh: There are a lot of organisations above us. They

are mostly listed companies, in the private sector, we are one of the biggest. Some companies are mostly into cranes; some are into piling rigs; others are into equipment; but we provide a whole range of equipment under one roof. Anything you need, we have it. We are the largest rental company for piling rigs and boom places.

EP: Do you have any association with companies from the eastern India?

Sumegh: Simplex is our very big client. Stuarts & Lloyds is another one. Electrosteel Castings, JMC, Shapoorji Pallonji, McNally Bharat are among the big ones from the east.

EP: Any important projects?

Sumegh: Many. We are doing all the projects of Bhusan Steel &



Power, Jindal Steel and Power, GMR, IOCL Paradip and our machines are there in all the big projects.

EP: Do you have any projects in neighbouring countries?

Sumegh: Not as on date. But we are getting a lot of inquiries from Bhutan, Bangladesh and Sri Lanka.

EP: Any new ventures?

Sumegh: We had piling rigs which we used to give out on rental. But now, we have started execution work using the rigs ourselves. This is the latest development. It has been one



BAUMA CONEXPO SHOW - bC India attracted over 28,000

professional visitors; 710 exhibitors from 33 countries attended the show at Bandra Kurla Complex, Mumbai on February 5-8, 2013.

year since we started off this line of activity and picked up lots of projects in the past 12 months. Bridge & Roof is one of our very big clients in eastern India.

EP: Your take on eastern India?

Sumegh: Eastern India is the 'hot cake' for us right now. Out of our 300 machines, 70 machines, nearly 25 per cent, are engaged in the region.

EP: What kind of projects in the East?

Sumegh: A lot of activities are going in Odisha, Bihar, Chhattisgarh. A slew of power projects, steel plants, massive big projects are on the anvil. Posco is coming up in Paradip, IOCL and so on. These clients are already there with projects under their belt.

EP: Do you have an office in Eastern India?

Sumegh: We don't have one as of now. We basically service client there but we are thinking of having one in the near future.

EP: What is your employee base?

Sumegh: It is 1000 plus currently.

EP: Any opinion about Eastern Projects?

Sumegh: I think it is full of opportunities for a niche daily like yours in the eastern India because the Eastern zone is a 'jackpot zone' for the next ten years.

Need for a closer tie with govt

Kolkata-based JAYPEE India Ltd - a one-stop solution provider for all construction engineering needs - has manufacturing units in Kolkata and Taloja (Navi Mumbai) where it also has a dedicated R&D division to facilitate technological changes and modifications using state-of-the-art equipment. JAYPEE launched its brand new range of passenger and material hoists, as a part of man and material handling solutions for the infrastructure industry, at the bC India 2013, in Mumbai. EP met up with Aditya Mehta, Director, JAYPEE. Excerpts from an interview.

EP: Tell us about your organization JIL?

Aditya: Ours is a 30-year-old company that was set up by my father. We are into construction equipment right



equipment to the power projects in Bhutan.

EP: What is your opinion about Bengal?

Aditya: We need a lot more understanding between the private sector

and the government in West Bengal. There are still a lot of friction areas between the private sector and the government which needs to be resolved. Efforts are on from both the sides to solve the issues.

EP: Who are your competition in the eastern sector?

Aditya: The kinds of equipment we deal with don't have any

competition in eastern India. There are manufacturers from Mumbai, Pune and Gujarat who compete with us, but not really in the eastern part.

EP: How would you rank yourself in the east?

Aditya: With the kind of equipment we deal in, we enjoy the number one status in East.

EP: Do you have dealers in eastern India?

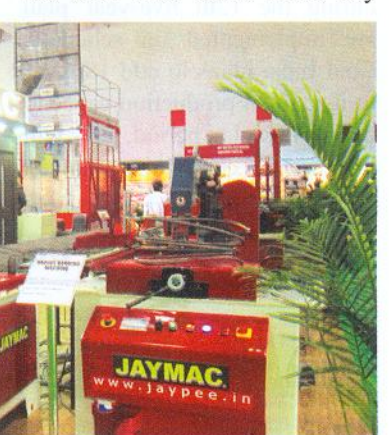
Aditya: In eastern India, we don't have any dealers. We have our bureau in Bhubaneswar and Ranchi. We are thinking of Guwahati and Tripura. We have our headquarters and operate directly through our local offices.

EP: Your take on our venture Eastern Projects?

Aditya: I like the idea of a periodical with a focus on the East because I believe that in a couple of years, this region will become the driving factor in the infrastructure sector.

EP: Do you have operations in neighbouring countries?

Aditya: Yes. We have operations in Bhutan and Nepal. We supply



abroad?

Aditya: We do have our agents and dealers appointed all across the world. We have agents in Eastern Europe, Northern Europe, in the Middle East, Africa and South America. We do a lot of exports as well, but India is our major market.

EP: How is business in India?

Aditya: Business-wise, southern and Western India has always been a great sector for us with vast infrastructural development activities. Northern India also grew prior to the Commonwealth. For example, the Delhi Metro project, airport projects etc., have been the major ones that boosted growth in the North. Basically, the strongest growth potential is in the eastern region since it is one part that needs a lot of development.

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