



Mr. Aditya Mehta, Director, Jaypee India Ltd., in an interview with CE&CR, reveals some key facts about their product range, R&D results, foreign collaboration, marketing strategies and expansion plans.

"Today, We Are Counted As A Renowned Manufacturer, Exporter And Importer Of Wide Range Of Construction Machinery And Allied Products"

CE&CR: *Kindly provide us a bird's-eye view of your products & services?*

A.M.: Today, we are counted as a renowned manufacturer, exporter and importer of wide range of construction machinery and allied products. Our range of products in Rebar processing equipment are Bar Bending Machines, Bar Shearing Machines, Bar De-coiling and Straightening Machine, Scrap Bar Straightening Machine, Portable Cutting Machine, Radius Bending Machine, Manual Stirrup Bending Machine, Spiral Bender. Besides, Batch Mix Plant, Concrete Mixer, Mini Dumper, Walk Behind Vibratory Roller, Tower Crane, Passenger Hoist, etc include our product range in Concrete processing and Material handling equipment.

CE&CR: *Being a "research driven" company, could you share with our readers some of the path breaking product/ technique developments for the Indian market?*

A.M.: With our constant efforts in research and development we have enhanced the life and productivity of our products. Most of our new developments shall be available in the market by the end of the year and they are sure to make production simpler and faster.

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CE&CR: *Could you brief us on your collaboration with KRB? Can we have an insight into the key benefits which will accrue to the company out of this?*

A.M.: Jaypee India have partnered with KRB, one of the four largest

manufacturers of bending and cutting equipment, and together will be promoting steel service centers in India with primary objective of providing readymade steel at site. The concept of the Compact Rebar Shop, brought by KRB Machinery, US, in association with Jaypee India Ltd, is sure to make construction practices more efficient, speed up work and bring down wastage of steel to the bare minimum.

CE&CR: What would you consider as your USP?

A.M.: Our USP is our after sales service. We focus more on the quality of the product and not on quantity. The company employs the best of talented professionals and technicians for after sales services. All the machineries require regular and professional maintenance to avoid breakdowns. Jaypee not only provides rapid repair service but also supplements it with training services.

CE&CR: What is your current market share? What are your plans to strengthen your market share in the coming few years?

A.M.: With the absence of any credible report it is difficult to ascertain our market share in our product segments. On the outside we are confident that we control a large portion of the rebar processing market with our sales figures touching newer heights. To support our market share, we are constructing our new assembly plant in Kolkata which would further strengthen our market position.

CE&CR: Could you please share with us your future expansion plans?

A.M.: With a new manufacturing facility being set up in Kolkata, we are looking forward to enhance our capacity by 40%. This would be supported by a wide array of dealer

network, which would provide the requisite sales and service support to our clients.

CE&CR: What are your projections for the Indian equipment market five years from now? How do you visualize your company at that time as a market leader and as a trend setter?

A.M.: Infrastructure in India is still at its early stage and there is a lot of activity and opportunity waiting to happen. As we see the entry of large number of MNC manufacturers in this industry, large scale production is definitely the key to succeed in the years to come. Such high production levels need to be assisted with constant developments and newer products in order to get the right mix.

CE&CR: What are the specific efforts taken by the management for the employee welfare and for reducing the attrition rate?

A.M.: At Jaypee each individual is a part of an ever growing family, and we stay together as one large Indian joint family. Each member takes care of another and attrition is something we are yet to taste.

CE&CR: Could you please update us on your manufacturing facilities?

A.M.: The company has manufacturing facilities in Howrah, Kolkata, and in Taloja, Navi Mumbai where we have a dedicated R&D wing to facilitate advance technological changes, and modifications, using state-of-the-art equipment.

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