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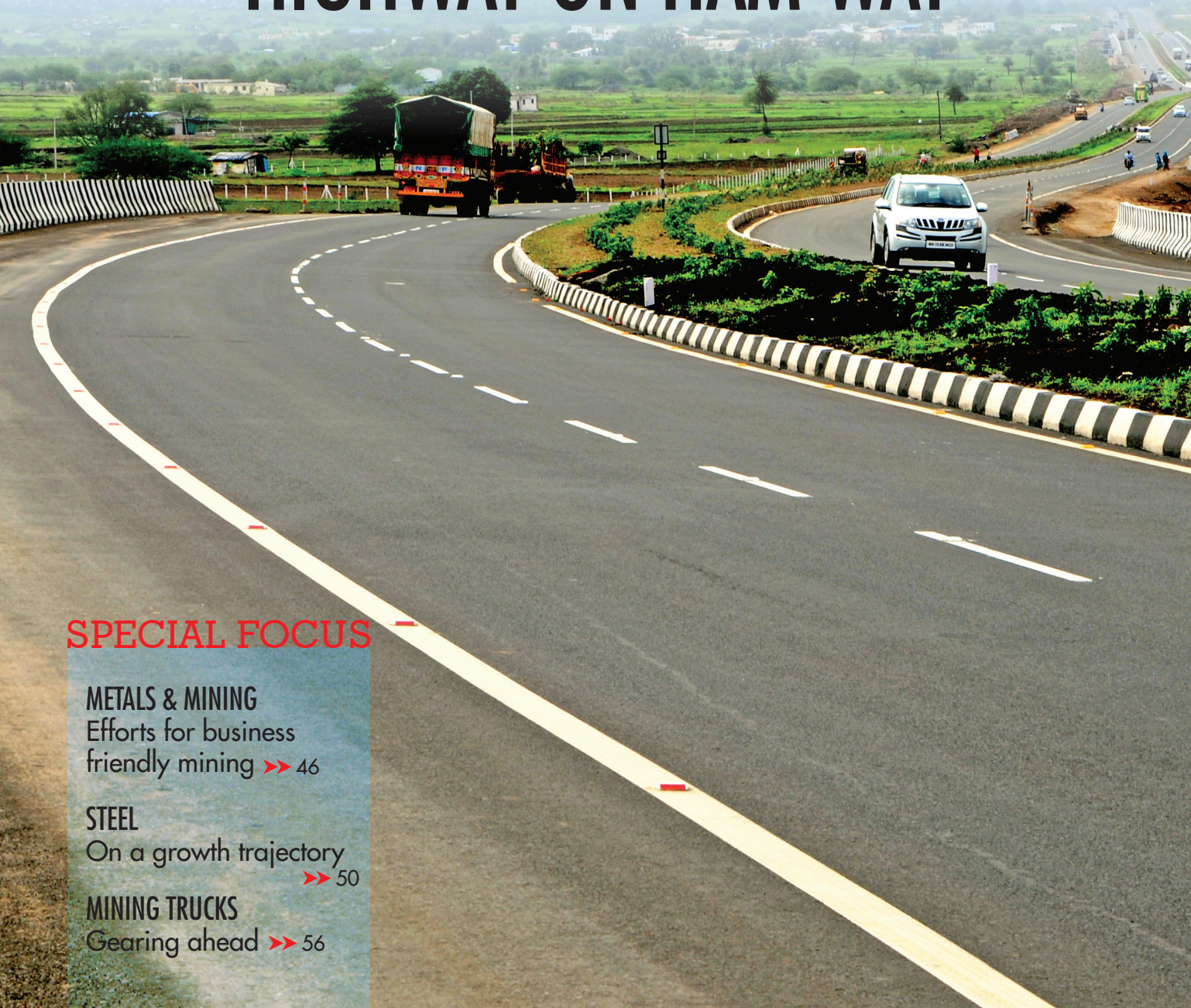
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Godrej Material Handling has clocked an order intake worth over ₹ 500 crores in the financial year 2017-18



As market leaders we strive to offer the right solution to each customer to meet their needs, says **CAVAS DUMASIA**, Vice President Marketing & Sales, Godrej Material Handling

The last four years has been exciting for the infrastructure industry. How has Godrej Material Handling performed in the last four years?

Godrej Material Handling continues to set industry benchmarks, the latest one being clocking of an order intake worth over ₹ 500 crores in the recently concluded financial year 2017-18. We are overwhelmed by this achievement and at the same time we are humbled to learn that organizations across industries continue to patronize our products and services. It is their faith in our offerings that have led us to be the preferred material handling provider in India.

Safely is of paramount importance for any material handling equipment. What are the safety features imbibed with Godrej's material handling equipment?

Godrej material handling equipment adheres to all the relevant IS standards. Yet it is a material handling equipment driven by contract workers. We, however, look for opportunities to go beyond the standard to provide additional safety

features to the drivers of our fork-lift trucks such as automatic speed reduction, anti-rollback, curve speed control among others. These features are standardised in our equipment. Godrej brings a broad range of safety accessories for Material Handling Equipment which can be offered along with the main equipment or can be retrofitted post delivery. For example, blue and red safety beam lights alert pedestrians and other operators on incoming traffic. These features come standard in our equipment, while in many of our Indian competitors' products this is an optional feature.

Dealers are the vital link for the growth of any organization. Tell us about your dealers' networks and various education and retention schemes you conduct for them?

We have been a front runner in the market for various initiatives. We started appointing dealers in the early 2000s and currently have 44 dealers spread across 62 dealer locations in India. We acknowledge them as an important stakeholder in our eco

system and this has ensured the retention of most of our channel partners since the beginning of our relationship with them.

The industry is facing a shortage of skilled manpower and talent crunch. What are the steps you have taken to increase skilled manpower?

In recent years, the OEMs have recognized the need to train more operators. Godrej Material Handling has set-up their own in-house training center and training modules to train operators. Godrej was the first organisation in India to develop a

pool to start operations at short notice. Last year, we had also trained the first batch of women forklift drivers.

What is the total market size of forklift truck sector in India? What is its current growth rate and what is the expected growth rate for the next three years?

Improved transport systems across the globe are the key factors boosting growth of global forklift trucks market. Increasing worldwide demand for goods coupled with increasing development in the system of transportation have amplified the

What are the different types of forklift trucks Godrej Material Handling offers? Which is the most selling forklift truck? What are reasons for it?

We offer a wide spectrum of solutions across equipment types, capacities and technologies. Our range includes electric and diesel counterbalance forklifts having capacities of up to 25 tonnes, warehouse trucks and special trucks for specific applications. We also design and manufacture attachments that address a wide range of handling needs besides offering attachments made by international specialists when the application demands. We also represent global players like Crown Equipment and Hubtex among others, in India. As market leaders we strive to offer the right solution to each customer to meet their needs. Since we have a wide basket from our own manufactured products and those of our foreign partners we can address a wide range of user needs. Material handling equipment is used in virtually all industries that make or distribute any physical product with some scale of operations. Our products are supplied to over two dozen industry sectors, we focus mainly on logistics and distribution, retail, pharmaceuticals, automobiles, heavy and light engineering. We have recently added Neo Diesel forklift to our portfolio of forklifts. This product comes with a host of new features such as a brand-new transmission for better efficiency, new filter system, advanced wet disc brakes, a new ergonomically designed seat to ensure an enriching experience for the operator helping in increased productivity and safety for the organization. Our esteemed international partners which include Crown, Hubtex, Tennant and Imer, collaborate with us to ensure that every Godrej Material Handling customer can enjoy the benefits of a full bouquet



Forklift Driver Training program and has been providing training since last 3 decades. The industry registered this program as part of a curriculum in the sector skill council by Ministry of Skill Development & Entrepreneurship just recently. We are also proud to be part of PMKVY under the "Skill India Mission" wherein we train youth for employment as Forklift drivers. Some of these young certified operators are then engaged for operations in rental contracts. This backward integration allows Godrej to have a sufficient talent

shipping of goods in warehouses, which is further distributed through suppliers and wholesalers. Speedy progression of the E-commerce industry globally, particularly in emerging economies, in turn, has fueled the demand for forklift trucks at ports and airports for goods handling. The current market of powered equipment is approximately 12,000 units and it is expected to grow at CAGR of 15-18% for the next 2-3 years. Godrej material handling business is undisputed market leader for the last 20 years in revenue terms.

of services, helping us deliver uptime, every time.

What are the maintenance and after sales services you offer to your clients?

After sales service is very important to us. We have a strong network of over 100 qualified, trained, and experienced field force comprising of engineers and technicians spread across the 15 company branch locations across India. They provide prompt and competent technical assistance and intervention. This is supported by a wide network of 44 dealers for spare parts and technical interventions. The team is managed by a specialized Technical Cell at Mumbai to train, guide and support this large field force. Spares stocks maintained at Mumbai, various branches and with dealers ensure a high degree of parts availability.

When it comes to forklift, Godrej Material Handling is the preferred go to company. What are the reasons for it?

Godrej has been providing the entire range of material handling equipment solutions to its clients. Our 50+ years of experience in serving Indian customers with MHE and its services allow Rental Solutions to be offered equally well for all sphere of equipment selection viz Diesel & Electric powered; Warehouse trucks or Counterbalance trucks; Pedestrian or Seated. To provide single window solution to our customers for all powered equipment at shop floor and warehouse, we now provide Industrial cleaning and Access equipment along with MHE. We have been providing mobile path material handling solutions to virtually all industries in manufacturing, infrastructure, services, aviation, logistics, defence, ports, railways and power making us India's largest lift truck manufacturer-exporter. We offer a wide spectrum of solutions across equipment types, capacities and technologies. Our range includes

electric and diesel counterbalance forklifts up to 25 tonne capacity, warehouse trucks and special trucks for specific applications. We hope our association with our customers will continue to strengthen with time.

What are the Rental services and financial services you provide to your clients?

Godrej Material Handling has always endeavored to provide solutions to its customers which ease their operations, improve productivity and allow them to focus on their core business. Our Rental Solutions have

customers for all powered equipment at shop floor and warehouse we now provide Industrial cleaning and Access equipment along with MHE. Godrej Rentals, aims to provide peace of mind to the customers, where operations and maintenance are administered efficiently and effectively. Changing mindsets, meticulous planning, adopting technology and developing infrastructure simultaneously over the last couple of years has helped in developing differentiated services whilst retaining product leadership. We have more than 450 equipments in our rental fleet. With the current economic



been carefully developed over last decade to meet and exceed customer needs. We remained close to our customers and their changing needs to evolve as the only Indian OEM to venture into rental programs. Our 50+ years of experience in serving Indian customers with MHE and its services allow Rental Solutions to be offered equally well for all sphere of equipment selection viz Diesel & Electric powered; Warehouse trucks or Counterbalance trucks; Pedestrian or Seated. To provide single window solution to our

situation, companies are hesitant of investing in capital intensive equipment. Renting of equipment is a means that companies could get their work done without incurring capital cost. This will help industry to have more organized players in the rental market. We have tied up with few financial institutes which provide easy loan schemes to our customers. We also have lease finance options to facilitate large projects thereby helping our customers utilize their capex in their core business activities.

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