



We Are Trying To Strengthen Our Dealership Network In India To Strengthen Our After Sales Support



Powerscreen is part of the Terex Materials Processing segment of Terex Corporation. Powerscreen equipment has played a major role in developing the country's infrastructure. Powerscreen has grown with the country in the last 10 years. Today, Powerscreen, one of the world's leading providers of mobile crushing, screening and washing equipment, is proud to celebrate 10 years of success in India. In 2001, Powerscreen appointed Voltas (Limited) as its first distributor in India. Voltas sold the first track plant in September 2001 and since then, Voltas has helped Powerscreen gain the largest market share of tracked crushing and screening

equipment in India. By investing in the local economy with a purpose-built manufacturing facility in Hosur, Tamil Nadu, Powerscreen has strengthened its intent to continue to grow in India and is looking forward to the next 10 years

During Excon 2011, CE&CR editorial team got an opportunity to interact with **Mr. Rajender Khoda, Director Sales, South Asia & The Middle East Terex India Pvt Ltd.**, to know more about Powerscreen's strategy and vision for Indian markets. Mr. Khoda also gave an insight into the issues facing the crushing and screening industry.

On Product Display

We have displayed four products here, a set of crushing and screening plant, especially designed for the aggregate sector which gives around 150 to 200 tons/hr of aggregate. This technology is not new in India. It is around 10 years old. It is just that we want to grow our market in track plants, computer static plant and wheel plants. We want to grow this market further.

On Powerscreen's Journey In India

We came to India in 2001 through our distributor Voltas Ltd. Our first track plant was sold in September 2001 and since then we have sold about 1000 plants in the country during last 10 years. We have recently set up a manufacturing facility in Hosur, Tamil Nadu where we have started manufacturing some of the models of crushing and screening plants which we have already supplied in Indian market.

On Strategy To Sell Through Dealers

We feel this strategy helps us to be comparatively nearer to the customers. We appoint our dealers in strategically important geographical areas where we feel we have business. We appoint dealers to provide after sales support and parts support to the local customers. We feel we have been quite successful with this kind of business model. It gives us a competitive edge over the competitors who sell direct.

On Commitment To Indian Market

We are 100% committed to Indian markets. That is the reason why we are here. We are trying to strengthen our dealership network in India so that we can provide better after sales support and the fact that we have set up a manufacturing facility in India proves our commitment towards Indian market. Every day we are



preparing ourselves for a better and faster support to customers in India.

On issues before The Industry

Two things have dampened the atmosphere here. One thing is that the industry (mining) from where we used to have a major portion of our business has become very slow. Frankly speaking, this has affected our business, but aggregate sector has been positive, but there are some issues pertaining to financing. Financial institutes have gone slow in disbursing finances to the contractors. But we think this is a temporary phenomenon and in a couple of months the things should get back on track.

On Rental Market

It is still at the infancy stage. I think the potential for this is very good in the country. It should grow over the years. We are insisting on our dealers for the foray into rental market. One of our dealers, Voltas has already started doing this. We would like other dealers also to start.

On Excon

Excon is a good show, not only from the point of view of Construction Equipment industry, but from the point of view of country as a whole as it attracts many international visitors and business leaders to the country. We are fully satisfied with the number of business queries we have received

