

## We Are Planning To Set Up A New Facility With Capacity Much Higher Than What We Have Now



Sany Group is a global company in the construction machinery industry with a vast product range of concrete machinery, excavator; crawler cranes, truck cranes, pile driving machinery, road construction machinery, port machinery, and wind turbine. Sany first entered India in 2002 and has since then been involved in supply of construction machinery to large scale infrastructure projects in India including Imperial Twin Towers, Adani Power Plant, Mumbai International Airport Expansion, Brahmaputra Rail Bridge Project, Delhi Metro project, Indira Gandhi International Airport Project.

In 2007, Sany Heavy Industry granted 60 million USD for constructing its R&D and manufacturing base in Pune. This was Sany's first plan for overseas development. It took more than two years for the R&D and manufacturing base in Pune to take shape. By far, the base has been expanded to greater than 30,000 square meters, and the crew of the base has grown to more than 600.

On Tuesday, 12 April 2010 SANY India inaugurated their first manufacturing facility in Pune. The plant has been set up at an investment of US \$70 million at Chakan near Pune.

The new facility includes a comprehensive manufacturing set-up, product design and customization center, sales, service,

storage, logistics & full fledged R&D centre. The products manufactured at the facility are Concrete machines, road machines, excavation machines and hoisting machines.

In a conversation with CE&CR during Excon 2011, **Mr. Rajesh Kawoor, Vice President Sales, Sany Heavy Industry India Pvt. Ltd**, reveals sany's expansion plans and vision with respect to India.

### On Product Display

In earlier excons, we used to introduce products suitable for Indian markets out of our existing range of capacities imported from China. This time we have redesigned the products to make them more suitable for Indian markets from the product capacity point of view. For example we have come up with a 40m Boom Pump which is being launched in India for the first time. Then we have launched batching plant suited to Indian markets. We have also launched 300 T crawler crane. Earlier we were selling 250 T crawler crane, but as per Indian requirement we have come up with this 300 T crawler crane.

### On Commitment To Indian Markets

Looking at the global economic scenario, we feel that developed countries are already having lot of infrastructure and India is

lagging in infrastructure. Indian Government has taken lot of initiatives to develop the infrastructure and we expect that to grow in future. What has happened in China 20 years back will happen in India now and that is why we are more focused on India. Previously, Sany was only catering to the market in China and now it has decided to go global and this is the first plant outside China because the people there see the infrastructure in India growing like that in China. That is the reason we are more focused on India.

### On Expansion Plans

As per our expansion plan, in next 4-5 years, we are planning to set up another facility with much higher capacity than what we already have. Right now, our Chakan concrete equipment plant is already operational and now we will be going in for the crawler



crane manufacturing and excavator manufacturing in the same facility which will be operational in the next 6 to 8 months. We have plans for two more plants in the same location. The construction has yet to start. These plants will be operational in next two years. Infact we are looking at double the area of what we have now. Right now we have 80 acres and we are looking at around 150 acres around Pune for a new factory where we will be bringing all the different products we have like port equipment, road equipment, which we have not started manufacturing in India yet.

#### **On the Practicality of Government's Ambitious Infrastructure Development Plans**

The mismatch is bound to happen in any part of the world and we see that the difference here is much more than the developed countries. But the fact remains that in India, there is a strong need for infrastructure development and hence there is the need for all kind of infrastructure equipment. Moreover, from India, we will be catering to Asian countries, Middle East and China. So

even if some mismatch is there, the adjustments have already been calculated.

#### **On Excon**

For last six months the mood in the industry had been pessimistic, however, some positive changes were noticed during last one month. Excon has happened at a right time and everybody is expecting market to improve by January 2012. Excon is one of the first shows in India; dedicated exclusively to equipment manufacturers and component manufacturers, otherwise, all other shows were combined with building materials and other components of the industry. Hence the show is fully focused on construction equipment and the visitors we get here are truly genuine customers who are really looking forward to good quality equipment. We are lucky to have got such a platform in India. Even for new manufacturers, this is a very good platform to introduce themselves and their products to Indian market