



## Boom Pumps Are The Future Of Concrete Construction

SCHWING Stetter India is a 100% subsidiary of SCHWING Group of companies, an 850-million Euro German Concrete machinery manufacturer. SCHWING Stetter is a pioneer in manufacturing equipment for concrete preparation, placement, transportation and recycling. SCHWING Stetter (India) Private Limited manufactures concrete batching plants, transit mixers for transporting readymade concrete to construction sites, pumps and concrete placing booms and recycling plants. It caters to infrastructure developers and also acts as an OEM supplier to various cement companies who offer Ready Mix Concrete. SCHWING Stetter has its manufacturing units in 11 countries including Germany, Austria, USA, Brazil, Russia, China, Ostrava, India, sales and service centres in France, Netherlands, Austria and Sweden as well as representations in more than 145 countries worldwide.

SCHWING Stetter India, unveiled 19 new products in ready-mix concrete technology: concrete mixing equipment, truck mixers, concrete pumps as well as boom pumps at EXCON 2011, Bangalore. The new products were unveiled by Mr. Anand Sundaresan, Managing Director, SCHWING Stetter India, and Mr. V.G. Sakthikumar, Chief Operating Officer, SCHWING Stetter India. During the show CE&CR editorial team interacted with **Mr. Anand Sundaresan**, to get an insight into the new launches. In a candid interface with our editorial team Mr. Anand revealed some interesting facts about Schwings journey in India so far.

### **CE&CR: Please guide us through Schwing's vision behind the launch of NIMO**

**A.S.:** We introduced Nimo taking into consideration the specific problems which the Ready-Mix companies, contractors and other customers were facing in our country. To start with, if I talk of the ready-mix companies, especially in the metro cities, when they want to supply concrete, if they take the normal trucking services, i.e., about 6cu.m truck mixer, they are not allowed to come inside the city area during the day time, because it is a heavy vehicle and there are lots of restrictions about bringing in the vehicle to the site area. So, if you want to do some concreting work within city, then the window for concreting available is only from 8 pm to 7 am. This imposes limitations on the progress of work. Due to

its light weight, Nimo, can be used during the day time. This mixer, which can be mounted on a 2 axle truck chassis and which can carry about 3 cu.m of concrete can get an easy entry during the day time. Hence the concreting work need not stop during the day time. Moreover, it can be easily maneuvered through narrow lanes in urban areas. So the window available for concreting companies is now 24 hrs. The Ready Mix companies can add this vehicle to their fleet for a balanced combination of light and heavy models.

In the case of bridges and flyovers, the segments are pre-casted at some other place and then brought to the site. This means that major concreting work is done at the factory site, but still, some amount of concreting is required at the site for finishing, joining

### **Products Launched During Excon-2011**

**SP1000** - The Smallest in SSI range will be launched primarily to meet the requirements of Construction Companies who are in the threshold of mechanization of concrete from manual placement to pumping.

**SPL 1000** - A Truck Mounted Pump suitable for Ready Mix Concrete operation to meet the demand of small concrete customers. This pump eliminates the cumbersome towing process on the pump which was responsible for accident involving concrete pump. This Pump also can carry 50 Mtr. Pipeline.

**SP1400HD** - This pump is launched to meet the requirements of Ready Mix Companies and Construction Sites which needs higher output of concrete to speed up their construction activities.

**SP1800HD** - This Pump is a variant of SP1800 with higher volume output meeting the demand of customers to increase the speed of construction.

**SP2800** - 145 KW Engine and 160 bar concrete pressure is ideally suitable construction sites involved in High-rise construction of a height of around 200 Mtrs.

**SP3600** - This Twin Circuit 160 bar pressure valve is ideally suitable for Concrete Sites beyond 200 mtrs height and comes in aesthetic aerodynamic design is the new design will be dedicated for all Models Trailer Pumps in the future.

**TSM 30.14** - This self-propelled shotcreting machine is meant for Tunnel Construction for Transportation, Rail, Road etc., Also will be primarily useful in hydro-power construction. The machine comes with Chemical Tank and sturdy boom and compressure can be given as an option.

**S20** - S20 with 20 mtrs Boom is ideally suitable for Bridge construction. The RZ Boom is suitable for opening the boom in a space with a height restriction and ideally suitable for Tunnel lining.

**S43** - S43 is mounted on 4 Axle MAN Truck comes with 5 boom section giving flexibility for the Users. This is the biggest boom mounted on 4 Axle Truck in India.

**SPB25** - This product is launched to meet Separate Placing Boom with the flow climbing mechanism to meet the increasing demand in high-rise construction.

**NIMO** - This 3 Cum Mixer is to meet the requirements of small construction Jobs.

**AM6SH C2** - This product with higher volume ratio gives the customer opportunity to carry marginally more concrete and also the water Pump has been eliminated with the pressurized pumping arrangements.

**AM10SHC** - 10Cum on 4 Axle Truck is the biggest in the Country on rigid Truck Chassis.

**CP18 on Truck** - CP18 on a Rigid Truck with Hydraulic self erection is the latest innovation of Mobile Batching Plant meets the Batching requirement in many remote conditions comfortably.

**CP30 for Pre-cast** - This Plant with Planetary Mixer comes in all 3 versions Star, Compartment and Inline. We will be exhibiting this CP30 Pre-cast version in the Inline Pump.

**MO.75/M1 T** - The Twin shaft version in the Mobile Plant in 0.75 and 1 Cum category is ideally suitable for frequent shifts and to meet the requirements of Customers with the orientation of Twin shaft.

**H1 and H1.25 Conveyor Version** - This Plant is most optimized in design and Twin shaft Mixer in Horizontal Plane with the Conveyor Batching and Feeding suitable for sites when space constraints and Projects to the long implementation period.

**M2.5** - This Plant is suitable for Road, High-rise Projects and Heavy Construction. This is the biggest machinery in the Mobile Version which requires no foundation. Preserves the Environments and Saves 20% of Plant cost for the Customers.

**Stetter Cooling System** - A working plant model will be exhibited to demonstrate the capability of our group - Temperature Controlled Concrete. This Plant is both for Chilled water and Ice can be used.



and other small jobs. Hence big vehicles can be avoided in this case and the small amount of concrete required can be carried in small vehicles like NIMO.

Many hydroelectric projects are coming up in India where tunnels are required to be constructed. Lot of concreting work is required to be done inside the tunnel. If we look at the size of the tunnel, probably it will not be more than 5m. This vehicle can easily get inside. It is easily maneuverable inside. Also for canal lining, where the concrete requirement is not much and the roads are not suitable for heavy vehicles, NIMO can be used.

If we look from end user point of view, everybody today has become conscious of the quality of concrete being used for their homes and that way the quality of concrete offered by Ready Mix Companies is the best. Now the problem is that the Ready Mix Companies won't offer you concrete in small amounts. Either you have to do away with the idea or pay for the minimum investments required which is not an economical solution. With machines like NIMO, the Ready Mix Companies can offer you concrete in relatively smaller amounts. Hence, the product has got unique applications in a wide variety of situations.

***CE&CR: Tell us about the other products launched***

**A.S.:** In all we have launched 19 products (including NIMO) this time. All the products are the result of our close interaction with the customers. We keep on interacting with our customers to have a clear idea of what they are looking for and what modifications they require to be done with our existing products so that they are able to do the concreting work in a much simpler and easier way. Out of the 19 products launched, only two products have been imported from Germany, all other products have been designed and manufactured in India. The credit goes to our design and production team, ably supported by our parent company which has experience of 75 years in designing innovative products,

***CE&CR: What is the reason behind Schwing's such high level of commitment towards Indian market?***

**A.S.:** We started in India in the beginning of 2000 and during these 11 years we have grown tremendously. We started with only 27 people and today we have about 1900 people working in our company. Our turnover at that time was like pocket money for our

## EXCON 2011 - SHOW ROUND UP

parent company and today we are contributing around 27 percent of group turnover. The most important thing is that, our parent company noticed the level of acceptability of its products in India. Since, the entire team was from India, we could connect well to the local needs. Our parent company noticed our commitment and dedication. They saw us growing and improving and enhancing the reputation of Schwing group in India and practically we have been growing at a CAGR rate of 45% for the last 11 years. From a turnover of 9 cr in 2000, we have come up to a turnover of 950 cr in 2010-11 and we are looking at a turnover of 1150 cr in 2011-12. Looking at all these figures, India is definitely a very important market for Schwing Stetter as a group.

**Our motto was to scale up the level of mechanization in India and we are happy with what we have achieved. I feel very proud to say that we were the first to introduce complete change in concrete construction activity in India.**

### ***CE&CR: What do you think about Excon as a platform for Construction equipment Industry?***

**A.E.:** Almost upto mid nineties there were very few manufacturers of construction equipment in India. After liberalization, as the economy opened up, it became possible to set up majority stake joint ventures and 100% subsidiaries in India. So, with Indian Governments growing thrust on infrastructure development, many international manufacturers of construction equipment came to India and there arose a need to showcase the strengths and capabilities not only to the contractors but also to the policy makers. So, the manufacturers approached CII for a show exclusively dedicated to construction equipment manufacturers which eventually lead to Excon.

Excon is a very important event for us. We really wait for this event wherein we bring in our new products, new innovations and new developments and showcase them. We are trying to build in India in 20-30 years what developed countries have build in 70 years. For that mechanization is extremely important. Excon is a very good platform to bring in to the notice of not only the contractors but also the policy makers in Government that these kind of equipment are now available and made in India. We want to tell them that now they can have German products at Indian price.

### ***CE&CR: Please lead us through Schwing's journey in India***

**A.S.:** As I said we started here in middle of 1999, we were in rented premises at that time, subsequently we shifted to our own premises and in November 2001 we started the construction of our factory in an industrial area in Chennai. Practically, the production started from 2002 onwards and soon we felt that the acceptability of our products was increasing. The reason for this was that most of the major contractors knew our company and products, because they had used our products whenever it was possible to import them under World Bank aided projects and Asian Development Bank aided projects. Many of the big contractors like Larson and Toubro, ECC, Gammon also worked abroad in Middle East, Russia and other countries where our equipment were used. They were quite familiar with our equipment and hence the acceptability was immediate which brought in lot of advantages to us.

Secondly, our focus was to localize as much as possible without losing the sight of quality. So, we started localizing the product and were able to bring down the cost of our equipment, substantially. Just to give an example, when we started in India, the first batching plant that we supplied to Larson and Toubro was a 30 cu m batching plant which was fully imported from Germany and costed them around 75 lakhs and today after 10 years, the same plant with much better control system costs around 45 Lakhs. In this way even with so much of increase in raw material cost we achieved around 60% reduction in cost. By bringing down the cost of equipment, we were able to increase our customer base. We brought down the cost but we didn't keep the money with ourselves. We didn't want to create entry barriers for us through huge margins. We knew that we cannot grow by keeping our margins high. So we decided to pass on the benefit to our customers so that they could afford more and more equipment. Our motto was to scale up the level of mechanization in India and we are happy with what we have achieved. Today our main strength is cost competitiveness.

### ***CE&CR: In addition to cost competitiveness, what others factors make you stand taller among your competitors?***

**A.S.:** Our motto is 'customer first'. We are absolutely focused on customer. Complete customer focus is our USP. We bend our backwards to see how we can help our customers flourish. The first thing that comes into our minds when a machine breaks down is to somehow help the customer out and to put the machine back into operation. We are concentrating a lot on our after sales and

service network. Today, we have spare parts depot in 29 different locations and service availability in 33 locations in India. We don't deal through distributors and dealers. We have our own engineers and sales staff which has resulted into a much more closer bonding with our customers. The customer's voice is directly entering into our ears without getting filtered through any intermediary which is very important to understand the needs of the customer.

**CE&CR: How do you keep connected to the needs of your customers?**

**A.S.:** Our sales people and service people who are in the field keep on getting feedback about engineering changes requirement from

our customers and they pass on the feedback to our design team. The design team analyses the feasibility of the changes on various parameters and try to implement it as far as possible.

**CE&CR: Which of your products is personally your favorite?**

**A.S.:** Well! It is very difficult to answer. All the products are my favorite. Personally speaking concrete pump is more close to my heart. I like this product because we started with that. Before getting into the batching plant business, you need to start with concrete pumps and we have gone through a real learning curve in India with respect to this. Batching plant requires huge investment whereas, we have introduced concrete pump to very small

contractors who were using hand mix concrete. That was the first level of mechanization which started in the concreting industry. It has grown from that to massive scale today. I feel very proud to say that we were the first to introduce complete change in concrete construction activity in India.

**CE&CR: How do you see the future of mechanized pumping in India?**

**A.S.:** The future in India will be boom pump. The reason is that in any construction activity, the majority of concreting is done in the foundation stage. The taller the building, heavier is the foundation. Using stationary pumps renders to somewhat clumsy and complicated process and involves more of manual intervention. We have to move towards boom pumps because that will lead to mechanization of concreting process in a true sense. Boom pumps have not been popular in India because of the cost involved. Leasing can be a good solution to this problem but unfortunately equipment leasing has not picked up in India. Skilled operators is another issue which we are catering to through training of operators. In fact we are running certificate courses in association with CII

