

We Provide A Complete Package For Road Construction With A High Degree Of Quality And Technology



Wirtgen Group headquartered in Germany is the world's No 1, in the field of mobile road construction and rehabilitation equipment. The group of companies presents itself with its strong core brands of German origin - Wirtgen, Vögele and Hamm in Wirtgen Group's Road Technologies line of business and with the renowned Kleemann brand in the Wirtgen Group Mineral Technologies line of business. During Excon 2011, CE&CR editorial team got an opportunity to interact with - **Mr. Stefan Wirtgen, President**. In a candid interface with the team, Mr. Wirtgen revealed Wirtgen group's vision with respect to Indian markets.

CE&&CR: *Wirtgen is globally a leading manufacturer of road construction equipment. How do you plan to maintain that status in India?*

S.W.: The main factors behind the success of Wirtgen group are that we provide our customers with full package of Road Building Equipment. That means, whatever equipment a customer needs to build quality roads, he can get it from Wirtgen. Our worldwide strategy is to have a very moral plan, to have a product package backed by quality and to have a well equipped sales and service network. India is one of the fastest developed countries in the world. We have a lot of respect for what you are doing in India. Based on the fact that we believe in India, we believe in the growth and development taking place here, we believe that India needs better infrastructure and better roads network, we believe that we can contribute to that with our technology and of course, we want to be the part of developments through our investments here. We

not only have a state of the art manufacturing facility in Pune, but at the same time, we have invested heavily in sales and service network in order to be as close to our customers as possible. We believe that by developing right products, doing a lot of work with design institutes, by doing a lot of work on the application side, by doing a lot of work with our training centers, we can step by step be more successful in India.

CE&&CR: *What is the focus of your display here?*

S.W.: The focus of our display here is to bring in more technology. We have displayed lot of new machines, for example we have all new soil compactor here. We have brought two new slipform pavers with an auto-pilot system. We have introduced new technologies leading to economical paving process. Our main message through our display is that we not only have a whole package but we also have high degree in quality and technology.



EXCON 2011 - SHOW ROUND UP

CE&CR: Being a global player what connects you to the local needs of customers here?

S.W.: There is a saying, think global and act local. We are an international company knowing the world markets but still we have to understand the needs of each individual company. The major key success factor to do that is to listen to the customers and to have local people and our secret in India is to have a strong local team. We don't work with dealers. We work with our people to sell and serve the product itself. We are doing that with local people who understand the market and convey the message quickly from

"Wirtgen India started its operations in 1995. Since then we have introduced lot of new technologies in India. Surface mining is one of the first such technologies. Today, Wirtgen surface miners are widely used for coal production in India. Over a period of time we have supplied machines for many prestigious projects. For last one year we have taken a next step in India where we have invested in a factory where we are manufacturing Hamm compactors. We have tailor made the product for Indian needs while maintaining the quality of HAMM intact."

- Mr. Ramesh Palagiri, Managing Director, Wirtgen India on Wirtgen's journey in India so far.

the customer to the factory so that it can be quickly implemented. In this way, we deal directly with our customers.

CE&CR: What do you think are the important factors for success in this industry in Indian markets?

S.W.: For me, the key success factor is to bring both good things together. On one hand, the hi-tech technology and on the other hand the opportunities and possibilities we have in India in getting cost down in local production. What we really want to do is to combine the benefit of both, high technology on one side and getting that for reasonable cost on the other side and that for me is what India needs. It needs to build high quality roads for a reasonable price.

CR&CR: What Do You Think Of Excon As A Platform For Construction Equipment Industry?

S.W.: For me Excon is a great exhibition and the biggest one for the whole construction Industry in India. Looking back two years, I think, Excon has taken some great steps. It is getting bigger and bigger and the quality of product displays is getting more and more interesting. I personally believe that in Exhibitions in India Excon plays a major role.

CE&CR: How is the Industry mood at the beginning of the show and what impact do you expect from the show?

S.W.: We are looking at it from long term point of view .For me being at an exhibition doesn't mean getting immediate results. We are here with a long term perspective. We have to be at the exhibitions, we have to work with design institutes, we have to work with customers, and we have to give trainings. Doing all this on a regular basis brings results in long term. Long term goals cannot be related to a single event. It is a non-stop think storm.

CE&CR: Could you please tell us about your expansion plans?

S.W.: Long term perspective is about getting the right products, right technology, and right people. It is about opening another branch and bringing in new technology. We are here for a complete success package and not for one single decision. We have to proceed on all the related fields of activity and we have to push harder on it. We are very pleased with our team in India and with their support we are able to participate in these activities in a grand way.

CE&CR: What inspires you for such level of commitment towards Indian market?

S.W.: It is just because you are getting excited to see a country like India developing so fast. To give you an example, I had been to Bangalore a year ago and this time also, I got quite excited by the pace of construction going on here. The vision and optimism of the people here is quite inspiring. There are lots of developmental activities going on here and you want to be a part of it. It feels nice to contribute to such development. This development gives you an opportunity to bring in the latest technology for better roads.