



With its unique Intensive Mixing Technology, Eirich enjoys market leading position in several Industrial segments in India and other markets e.g., Steel & Metallurgy, Refractory, Foundry, Carbon, Building materials, Agrochemicals, to name a few

Mr. Sourav Sen
Managing Director - Eirich India Pvt Ltd

Q-1. Tell us Eirich's journey in India so far.

Ans. Eirich India, the Indian subsidiary of the over Euro 180 million Eirich Group, has been in operations for the last 24 years and is a supplier of machines, plants and services for mixing technology, granulating/pelletizing, drying and fine grinding.

Eirich has full-fledged operation in India from Sales and Service to Engineering to Manufacturing to Project management. Local presence with global brand has helped Eirich take the leading positions in the country.

As part of our Global Strategy and long-term commitment to Indian customers, Eirich India has just commissioned its new state of the art manufacturing facility at Chakan in Pune which is in operation since July this year.

Q-2. What is the current roadmap for the Chakan plant?

Ans. Eirich's state of the art facility at Chakan in Pune was commissioned on July 5 this year. We have completely moved our operations from Mumbai to Chakan and the new plant is now up and running for the last 3 months.

EIRICH enjoys a strong market position for its unique mixing and processing technology in various industry segments such as steel & metallurgy, refractories, ceramics,

agrochemicals, foundry, battery, carbon and many more. Whatever products we had been producing in Mumbai, we are going to produce from Chakan now. Since Chakan has a much bigger capacity, we can produce more machines per year and we are also going for new models leveraging our newly built state of the art facility.

New including higher capacity mixer models e.g., R24, RV16, RV12 that we plan to produce from Chakan, will help us expand our product range giving customers a wider option.

Eirich India will also be able to supply to overseas markets with parts and complete machines through a strong network of EIRICH Group companies spread across 13 countries from 2024 onwards.

Q-3. Over the years, Eirich has enhanced its focus on R&D. Tell us, how does this help your company gain a competitive edge?

Ans. Strong R&D combined with close cooperation with the customers across Industries worldwide, has helped Eirich constantly develop Mixing technology and solutions to cater to demanding need of material preparations across application segments from simple firebrick clay refractory mixing to high end vacuum mixing technology for Foundry and Li-ion battery.

Mixing and Granulation technologies developed for

effective recycling of waste in a steel plant, production of ceramic bodies by dry process, special concretes with lower water to cement ratio are some of the recent breakthrough developments that Eirich R&D have contributed with to the industry globally by reducing consumption of precious natural resources and savings in energy requirement required in processing various raw materials.

Q-4. Which industries Eirich serve in India and what are the special 'USP' for Eirich

Ans. With its unique Intensive Mixing Technology, Eirich enjoys market leading position in several Industrial segments in India e.g., Steel & Metallurgy, Refractory, Foundry, Carbon, Building materials, Agrochemicals, to name a few.

Eirich mixers offer various unique advantages to its customers which are:

- Homogeneous and consistent mix batch after batch even with additives less than 0.5%
- Energy efficiency
- High flexibility to cater to various operating parameters depending on the recipe requirements

Q-5. How optimistic are you about the India market? Is further expansion on the cards?

Ans. Continuation of higher Capex allocation in Infrastructure projects, affordable housing etc. will help demand for Eirich

Mixing technology from segments like Steel and Mining, Refractory, Building materials grow further in the years to come. Current PLI scheme for Lithium-ion cell manufacturing will encourage local manufacturing of EV cells which is still dominated by other countries.

In addition, Eirich TowerMill, a vertical agitated media mill, has been receiving strong interest for grinding and regrinding in the beneficiation plants of various minerals like Iron Ore, Cu, Pb/Zn in last few years. This segment is also expected to offer very positive demand growth in next few years and beyond.

New state of the art facility commissioned in Chakan in July this year is capable to cater to growing demand across industry segments for the foreseeable future. We will continue to serve our customers across regions from Eirich Chakan facility.

Q-6. What has been your contribution to this industry vertical and where do you foresee yourself in the coming next three years?

Ans. Eirich has made a special contribution to the DI Pipe industry by helping the manufacturers prepare high quality cement bonded (lined) pipes with lower cement consumption up to 6% than the conventional mixer since the bonding consistency is significantly better in unique Eirich Mixing technology.

Eirich supports the Concrete industry by standardizing concrete material preparation by achieving constant and lower water cement ratio with higher strength.

Further, Eirich mixing technology can be effectively used to produce a colored building product for exterior surface like colored wall care putty / cement a cost-effective alternative to exterior painting.

With all above benefits and growing investment in Infrastructure development and urbanisation initiatives, Eirich expects stronger demand from various applications within Building materials industry in next three years and beyond.

Q-7. In view of the climate change concerns globally, what role does Eirich play in helping the industry achieve sustainability mission?

Ans. Sustainability has been in the DNA of Eirich group. Eirich, a member of the Engineering Industry Sustainability Initiative in Germany, contribute to the mission of lowering of overall carbon footprint with its highly energy efficient machines. Further, through higher yield and lower waste generation, Eirich helps customers worldwide reduce energy consumption to a large extent.