



## Our team in India with support from global team is geared up to support for pre-sales as well as to deliver product all over the world in the same standards

**Mr. Amit Deokule**

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**Q-1. What are the special preparations being undertaken for participation in the prestigious Excon event?**

**Ans.** As you rightly said, EXCON is one of the largest exhibitions in South Asia for Construction equipment industry and prestigious one too. This year we have taken bigger booth than earlier, and this will be constructed with NORD Global guidelines. This year we are displaying our new MAXXDRIIVE XD which is with extended center distance thus suitable for many equipments in Construction & Crane industry, and this will be “Made in India”.

**Q-2. Can you provide a detailed overview of NORD Drive systems's competitive advantages in the industrial drive systems market?**



**Ans.** NORD as a company, since inception has always been customer and market focused. We focus on demands & requirements from our customers – whether this a short delivery time or optimum products or for global supplies. Our team in India with support from global team is geared up to support for pre-sales as well as to deliver product all over the world in the same standards. Right from our owners the company has always really made clear that we need to focus on the customer demands, responses and delivery best product as needed & on time.

**Q-3. In the rapidly evolving market, how does NORD stay at the forefront of technological advancement and industry trends?**

**Ans.** NORD is putting efforts to develop products as per market demands & customer requirements. Our new Maxxdrive XD range with 35% increased centre distance is a good solution for various industries including cranes. Also, we offer now IE4 & IE5 motors for India market. DuoDrive is a revolutionary integrated gear unit/motor concept in hygienic

wash-down design. It combines the high-efficiency IE5+ motor and a single-stage helical gear unit in one housing.

**Q-4. Being a global player, what are the unique challenges and opportunities that arise from operating in different international markets?**

**Ans.** NORD is a global company and all our products developed are considering global demands from customers. We currently see some issues in global markets i.e., different issues in different markets. However, we are geared up now since most of the components are available now and our electronics products have improved for deliveries globally.

**Q-5. What has been NORD's approach to Research and Development and how does it**

**result in improved solutions for your customers?**

**Ans.** NORD is continuously putting efforts to do R&D as per market requirements. Our new products like Maxxdrive XD, Duo Drive, NORDAC ON/ON+ and further upcoming products are results from the same. saving the environment incl. developing efficient products is part of our corporate policy: Environment Economic, profit-oriented development and protection of our environment and energy savings are not understood as conflicting interests but rather a common goal. For this reason, we are committed to protection of the environment and prevent environmental pollution to the best of our ability.