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Mr. Sourav Sen
Managing Director, Eirich India Pvt Ltd.

Q-1. How has your tie up with your foreign counterpart helped you to substantiate your business activities in India?
Ans. Eirich India is a 100% subsidiary of Maschinenfabrik Gustav Eirich based at Hardheim in Germany, Maschinenfabrik Gustav Eirich, founded in 1863, is the Pioneer and Market leader in Mixing and Granulation Technology for over last 100 Years. 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 preparation across application segments from simple firebrick clay refractory mixing to high end vacuum mixing technology for Foundry and Li-ion battery.

Think Global and Act Local is Eirich’s central theme in all actions in delivering products and services to customers across geographical markets. Eirich is present in 14 countries globally with its own organization. In India, Eirich completes 20 years of successful presence in this year. Local presence with global brand has helped Eirich India take leading positions in the country.

Q-2. What is the USP of the mixing technology offered by Eirich to the Indian market and which are the core industrial segments where they are highly used?
Ans. With its unique Intensive Mixing Technology, Eirich mixers offer various 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

Eirich enjoys market leading position in several Industrial segments e.g., Steel & Metallurgy, Refractory, Foundry, Ceramics, Building materials, Lead Acid and Li-ion Battery, to name a few. With ongoing development in Infrastructure in India and with increasing expectation on higher productivity, savings in energy, EIRICH is finding growing customer interest in the Building Material industry for various recipe preparation of the newer products like Tile Joints, Dry Nano coated products, Ultra High Performance Concrete and high quality facing concrete mixes.

Q-3. Any technological processes which you consider as breakthrough technology and would like to share with us?
Ans. Effective recycling of waste in a steel plant, production of ceramic bodies by dry process, special concretes with lower water to cement ratio, energy efficient grinding of ores and minerals are some of the processes we consider to be breakthrough developments that Eirich Mixing and Grinding technologies 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. Owing to energy efficient solutions, Eirich is a member of Blue competence partner of the machine manufacturing companies in Germany.

Q-4. Which are the countries of export and what are the challenges of supplying to the overseas markets?
Ans. Eirich is a global company with presence in 14 countries in 6 continents. Manufacturing units are located in 8 countries to cater to customers in every part of the globe. Exports to countries outside India is done according to internal guidelines.

Q-5. Can you share with us your success story and other strategic growth prospects for the future?
Ans. Strong R&D, close cooperation with the customers are some of the key success factors that helped Eirich become the global leader in Mixing and Granulation technology with thousands of successful installations running worldwide across Industry segments. As I mentioned earlier, in India, Eirich completes 20 years of successful presence in this year and local presence with global brand has helped Eirich India take a leading position in the country. India offers strong opportunities for further growth to Eirich in the industry segments it caters to. To respond to growing demand for Eirich mixing technology, capacity expansion is one of the strategic topics being seriously considered at the moment.