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Mr. Puneet Vidyarthi
Brand Leader - CASE India

Q-1. What are the special preparations being made by Case Construction in the forthcoming Excon event? Any special launches in the event?
Ans. EXCON 2019 is the largest construction equipment trade fair held in South Asia. This year we are hoping to witness greater number of exhibitors, participants and industry veterans to participate as compared to last edition. 2019 edition is anticipated to be a special one as it marks the revival of the Indian CE industry and our preparations are on in full swing. CASE will be showcasing its entire gamut of products at EXCON 2019 and we expect the same would draw visitor’s attention to our booth. CASE is planning some exciting launches in this EXCON but the same are under wraps as of now, request you to please visit our stall OD75 at EXCON 2019.

Q-2. How has Case been able to sustain so long in the highly competitive market and what is your cutting edge over your competitors in the current scenario?
Ans. We, at CASE India, always endeavor to provide the latest and most advanced products to our customers. In order to tackle the issue of skilled manpower, we have set-up dedicated training centers that host training programs all-round the year for operators and customers to constantly keep them updated with the latest practices and techniques. Moreover, to ensure better maintenance of equipment, CASE India has a centralized toll-free customer care number where one can call for after-sales services, thus minimize downtime and maintain production schedules. For the ease of customers, we have also introduced the customer version of service mobile app using CASE eSeva where customers can directly reach us and the response time can be tracked. CASE India ensures that the problem raised is responded within 8 hours and solved within 24 hours after the registration of the complaint.

CASE India’s range consists of the latest technology ensuring safety and fuel efficiency in the machinery. Its latest upgrades include CASE’S PRO series equipped with revolutionary EAGLE EYE telematics solution for enhancing the performance and efficiency of the machine. Motor grader with advanced engine and hydraulics to increase the machine’s durability. Crawler dozer with proven hydrostatic transmission to deliver maximum pull and push power during turning unlike mechanical transmission offered on dozers by the competitors.

Q-3. How has your continuous investment in R&D helped you to stay ahead even in difficult market conditions?
Ans. Our R&D team constantly endeavors to develop clever innovations to make equipment more fuel efficient, and brings in latest technologies and solutions for better performance and comfort. One such testimonial to our approach is - The PRO Series which is also equipped with CASE’s revolutionary advanced EAGLE-EYE-TELEMATICS solution fitted with 'Geo-fencing' for enhancing the performance and efficiency of the machine. This Asset Monitoring System gives the freedom of machine monitoring and remote diagnostics alerts at the click of a button on a mobile or desktop computer.

These solutions further help understand signals and patterns to deploy real-time solutions, cut costs, prioritize preventative maintenance and prevent unplanned downtime.

Q-4. What has been the contribution of Case in the successful execution of the Make in India initiative?
Ans. Make in India is an ambitious project of the Indian government. Our testimony to this project/policy is CASE India’s manufacturing plant based in India. It operates at Pithampur Indore (Madhya Pradesh) where CASE India produces its world-class compactors and loader backhoes range for Indian market as well for exports to various countries.

From CASE’s Pithampur plant, products are being exported to the markets of Africa, South East Asia, Russia, Sri Lanka, Bhutan and Middle East countries. The plant has recently been certified Bronze Level in the World Class Manufacturing (WCM) program. WCM is one of the global manufacturing industry’s highest standards for the integrated management of manufacturing plants and processes. The Pithampur facility serves India’s road and infrastructure sector and exports its products to some 30 markets. As a result of this local manufacturing expertise, the CASE brand has been India’s market leader in vibratory compactors and a leading player in loader backhoes for over 25 years.

Along with the manufacturing facilities, we have 74+ dealerships across India and one dedicated company owned showroom CASE NCR in Delhi NCR region for direct dealing and networking with clients. With efficient mapping of expansion plans in the Indian market we aim to establish our footprints with maximum dealerships across India.

Q-5. Can you share with us your successful business mantras and where do we see Case Construction in the next 5 years?
Ans. CASE India is customer centric, believes in helping and building the communities and ultimately the nation. At CASE India we believe in consistently working on following aspects, customer feedback implementation and quality production, to develop safer and environment friendly machines, Mapping value, zero-defects and proper testing. We firmly believe in delivering our state-of-the-art machineries for best-in-class which our customers deserve.

Our focus has always been towards R&D, technological innovation and meeting customer needs. They will continue to be our focus even five years down the line. In due course, on product development front, we anticipate to implement telematics into other machines. In terms of policy support, we are hoping that the project approval process continues with the current speed with minimal change in policies, irrespective of whoever comes to power.