



**We are bringing new products because we are seeing new opportunities to cater to the demand of customers, who are becoming more deserving and demanding**

**says Mr. Shalabh Chaturvedi**  
Head Marketing - CASE INDIA

in an interview to **Infrastructure Line**

**Q-1. Can you elaborate on the equipment offered by CASE to the road construction and infrastructure segments in India?**

**Ans.** CASE India is known for its world class products which are made to cater to every difficult condition and operate in demanding situations.

The company provides highest quality products and advanced transformative technology that aids in completing a project faster and more profitably. The company offers a complete range of Vibratory compactors-1107EX,1107EX-D,1107EX-PD, tandem vibratory compactors-450DX, 752, backhoe loaders-851EX, 770 EX,770 EX, 770EX Magnum, motor graders-845B VHP, 865B VHP, crawler dozers-L series 1150L, 1650L,M-series crawler dozers-2050M,skid steer loaders-SR 130.These equipment are

constantly upgraded to fit to the latest CASE machines.

**Q-2. How are the preparations going on for Excon? What are going to be the special launches in this edition of Excon?**

**Ans.** EXCON is the most anticipated and sought after event in the CE industry in entire South Asia. 2017 edition is anticipated to be even more special as it marks the revival of the Indian CE industry and our preparations are on full swing.

CASE will be showcasing its entire gamut of products being currently offered in India. CASE is also planning some launches in this EXCON but same are under wraps of now, request you please visit our stall OD3 at EXCON 2017 and ask yourself the industry experts.

**Q-3. The demand in India is on a higher note for which**

**main product? i.e Rollers or Dozers? Are the equipment made suited to the Indian topographical conditions?**

**Ans.** There has been growth both in the vibratory compactors as well as dozers in India because of the infrastructural and mining work taking place in India. Vibratory compactors are more in demand for road infrastructure development, whereas dozers are in demand in both road infrastructure and mining sector. However, the overall demand in India is slightly higher for rollers. India is a land of diverse topographical conditions and CASE equipment's are made to serve in different terrains of country and are equipped to be used in any climate condition.

**Q-4. How has been the GST implication on this segment of Case and what are your likely forecasts for the same?**

**Ans.** Talking about the road

construction sector, the road construction equipment have been put in a higher tax bracket of 28% which will affect the industry in one way or the other. GST aims to bring one uniform tax across the country, eliminating several layers of tax collection. Any massive change such as this is bound to have some hiccups in the beginning due to different levels of understanding among the customers from different segments that are impacted differently with the change in tax. However on a macroscopic scale this will result in a much more business friendly environment with the enlargement of a homogenous market across India. Summarily we have a positive outlook towards this reform and its consequent impact on Indian Infrastructure Development.

**Q-5. Can you share with us your strategic plans for the**

**coming 3 years with special reference to the current market conditions in India?**

**Ans.** Sentiments are becoming even more positive as time passes by; the long term outlook for the Indian market is very promising with huge potential. We expect significant growth and are positive in terms of increase in volume for the next year. Hence, we are bringing new products because we are seeing new opportunities to cater to the demand of customers, who are becoming more deserving and demanding.

We have a complete family of construction equipment products. And, with the market evolving, we offer our support by using our skills and expertise at their best. With the way we see governance, we are quite confident and optimistic on the growth. In coming years we shall reap the benefit and customers should take the advantage.