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Mr. Kenji Kawamoto
Managing Director - Mitsubishi Heavy Industries - VST Diesel Engines Pvt Ltd

Q-1. What are the special preparations being made by Mitsubishi Diesel Engines for the forthcoming Excon event?
Ans. The complete engine lineup will be showcased with some of applications where our engines are quite popular. Also, we have planned to display S4L2 Turbocharged engine power pack assembly, which is newly developed for Exports but also available for Indian market.

In addition, all aspects on the stall design & space also meticulously being taken care to reflect Mitsubishi Heavy Industries Group's core value 'Move The World Forward'.

Q-2. How were the last 2 quarters for MVDE?
Ans. There was an anticipated degrowth from exports, considering new emission norms and the transit period in US & Europe. But the downtrend in domestic was more drastic as multiple issues crippled the industry such as pre & post election woes followed by monsoon delay and liquidity crisis. Some momentum is expected in third quarter with festival sentiments & monsoon spread.

On the positive side, we were busier last year in rushing production to cater the orders beyond our capacity. So now we are working internally to optimize our resources to be prepared for the new projects which are in development phase.

Q-3. Can you share with us your success story?
Ans. Today, Mitsubishi Diesel Engines is a leading outsourcing engine brand in Indian orchard tractor industry & most preferred when comes to export of such tractors to developed countries like USA & Europe. Also we are quite popular in premium excavator segment, though we do import the engines from Japan for this segment.

If we look at our start in 2007, we have come a long way.

Diversification always helps to sustain our business. While tractor is key segment in domestic, Light Towers, Generators & Marine are the popular export markets that keep us busy. We are able to balance between export and domestic, and among applications. It is also a proof that our engines are quite compatible and adaptable to any off road application and can withstand tough operating conditions across the world.

Q-4. Do we not see much of your engine range in Indian construction machinery. Why?
Ans. The Indian construction equipment market is still dominated by backhoes followed by medium & heavy duty excavators. Equipment like Mini Excavator is still niche where our engines can cater. We manufacture engines in the range of 50HP which is ideal for compact machines.

Having said, with Govt. focusing on urbanization and smart cities, market for compact machines may grow at faster rate than rest. Because these machines will be always handy in confined Indian cities. Already there are many OEMs (Original Equipment Manufacturers) who started offering more imported models than before, and will look for local manufacturing when market grows. With our established presence in India & business size in Tractor segment, OEMs can have the advantage of our competitiveness.

Q-5. What is the key differentiator, especially when someone opt to use Mitsubishi Diesel Engine from India?
Ans. Mitsubishi Diesel Engines are globally appreciated for its quality and reliability. In addition our solution based offering ensures customers select the right product. We have our design & application engineering team located in India that customize the solutions according to each and every customer's local needs. Also each engine model is emission certified for various power options and readily available for selection.

Further export emission norms are also taken care in India with support from an exclusively dedicated team from MHET Japan. So OEMs can have advantage of making their product ready for both India & Export at same time with same power train. Not to mention about the spare parts & service backup which is available locally, like any other Indian based engine manufacturer.