



Our distribution operates on a balanced dual model: Direct-to-OEM for high-volume baseline stability, and Authorized Aftermarket Distributors for secondary fleet replacement

Mr. Naren Joshi

COO - Super Hoze Industries Pvt. Ltd.

Q-1. Beyond visibility, what measurable outcomes did Super hoze achieve at BC India, and how will these translate into concrete business gains?

Ans. At BC India, we evaluated our performance strictly on pipeline velocity, technical qualification, and commercial conversion rather than passive brand impressions:

120+ Qualified B2B Leads:
Secured active inquiries across Tier-1 earthmoving OEMs, infrastructure developers, and open-cast mining contractors.

Q-2. What is Super hoze's clear, differentiated value proposition, and why should customers choose it over established competitors?

Ans. The Indian fluid

conveyance market has historically forced fleet owners to choose between high-cost, long-lead-time multinational imports and low-reliability local alternatives. Super hoze resolves this trade-off:

Lower Total Cost of Ownership (TCO): Engineered to exceed SAE and EN performance benchmarks, delivering working lifespans equivalent to multinational incumbents at a significantly optimized acquisition cost.

Lead-Time Agility: Domestic manufacturing and inventory control enable dispatch of standard and custom hose assemblies within days, bypassing typical 8–12 week import lead times.

Engineered for Indian Operating Conditions: Elastomer

compounds specifically formulated for ambient heat (>45°C), abrasive dust, and intense hydraulic pressure impulses.

Q-3. How effective is Super hoze's current distribution model, and what are the special plans for increasing growth?

Ans. Our distribution operates on a balanced dual model: Direct-to-OEM for high-volume baseline stability, and Authorized Aftermarket Distributors for secondary fleet replacement. To scale nationwide reach, we are executing three focused expansion programs:

Regional Stocking Hubs (RDCs): Establishing strategically placed logistics hubs across major mining and construction

corridors to guarantee 24- to 48-hour order fulfillment for dealers.

Certified Crimping & Assembly Partners (CAP): Upskilling vetted regional dealers into certified assembly centers equipped with calibrated crimpers, digital verification, and factory-trained technicians.

Q-4. What is the single biggest risk to Super hoze's strategy, and what concrete steps is the leadership taking to mitigate it?

Ans. The primary operational risk is raw material price and supply volatility in synthetic rubber, specialty polymers, and high-tensile brass-coated wire against fixed-price institutional supply contracts.

Strategic Dual-Sourcing Accords: Eliminated single-

vendor dependencies by establishing multi-source supply contracts across domestic and international producers, hedging against spot-price shocks.

Raw Material Indexation (RMI): Incorporating formulaic, index-linked price adjustment clauses in multi-year OEM contracts to protect operating margins equitably.

Operational Yield Optimization: Upgraded automated compounding controls and precision extrusion lines, significantly lowering batch scrap rates and compound rework costs.

Predictive Inventory Buffers: Maintaining rolling 30- to 45-day safety stocks of critical polymer compounds and reinforcement wire based on forward OEM production schedules.