

INTERVIEW



With launch of new telematics system, DigiSense by Mahindra group, our equipment would soon be loaded with advanced technology to track performance on real-time

says **Mr. Sachin Nijhawan**

Vice President and Business Head - Mahindra & Mahindra Ltd

in an interview to **Infrastructure Line**

Q-1. What has been the role played by Mahindra in the overall growth of the indigenous Backhoe loader segment in India through its vast range of Backhoe Loaders offered to the Indian market?

Ans. Mahindra and Mahindra's strong R&D department of over 2000 engineers and with its decades of experience in engineering products that last long and provide great value, has made us attain a feat of developing a truly Made in India backhoe loader without any overseas collaboration. Mahindra & Mahindra's engineers have studied all the applications of construction machinery in India and designed Mahindra EarthMaster to meet the toughest duty needs of Indian contractors. This has been duly backed by not only the state-of-the-art manufacturing facility and processes, but also the rigorous testing schedule. All our products and services have been designed keeping in mind the requirements of developing markets to provide optimal solution.

Q-2. How do you expect the market to shape up for the backhoe loaders through 2017 onwards?

Ans. The construction equipment sector in India is growing at a scorching pace, driven by the huge investments being made by the government and the private sector in infrastructure development. In fact, the overall Indian construction equipment market is expected to grow by a CAGR of 6.2 per cent backed by infrastructure spending estimated to be about 10 per cent of GDP during the 12th Five Year Plan (2012-17). At present, this construction equipment sector is mainly dominated by backhoe loaders (more than 40 per cent of total demand) but broad-based growth is expected across products, with each segment expected to see growth. Particularly, the demand for backhoe loaders is expected to grow as it is a versatile machine and can be employed for numerous applications at the job site. Further, factors such as decreasing availability of manual labour and increased demand for mechanisation are expected to provide a boost to the growth of backhoe loaders in particular and construction equipment sector in general.

Q-3. Are you looking to launch any new variants to

you existing product portfolio?

Ans. Mahindra Construction Equipment has always strived for giving the best to its customers as one of the prominent player in Indian Construction Equipment segment. We believe in providing disruptive products and services which would not only be category creating but enable our customers to break free from traditional equipment. To capitalize on the India growth story and being serious player in the business, we would be soon introducing a slew of innovative products not only in earthmoving category but in other segments of construction equipment sector. We would offer enhanced value proposition and live by our philosophy of ensuring customer delight, which has always been our core as Mahindra Group.

Q-4. Can you share with us your success story and other strategic growth prospects for the future?

Ans. Innovation is order of the day and we believe to provide the products and services which help the industry to rise. Mahindra Construction Equipment has always strived for giving the best to its customers. It is for the same



reason that we came up with the backhoe loaders after 4 years of research and over 20,000 hours of machine testing which offers best-in-class fuel efficiency (4.5* litres per hour).

In fact, when we entered the Construction Equipment industry with our backhoe loader - Mahindra EarthMaster, it had many first. We were the leader to provide telematics for remote care and joystick for ease of operation in the traditional backhoe loader segment. With

launch of new telematics system, DigiSense by Mahindra group, our equipment would soon be loaded with advanced technology to track performance on real-time.

Further, with better technology and design enhancements, our equipment is able to lower lubricant refilling requirement with extended service intervals, thus reducing the overall maintenance cost and improving total cost of ownership.