

INTERVIEW



## The objective now is to have forward integration from Forklift & equipment rentals to complete warehousing solutions or say 3PL services

says **Mr. Bhavik Mehta**

Business Head (Marketing & Operations) - Material Handling Solutions -  
Express Equipment Rental & Logistics Pvt. Ltd.

in an interview to **Infrastructure Line**

**Q-1. In the current scenario what are the challenges of hiring services offered for cranes & forklifts by Express and how do you tackle the same?**

**Ans.** Apart from challenge of finding skilled manpower for these equipment, another challenge is to educate customer about correct practices of handling the equipment safely. Unfortunately because of unorganized sector who don't understand / follow safe industrial safety practices create this habit and spoil the scenario. However, now with growing awareness about safety, environment and compliances the road forward shall be better.

**Q-2. When we talked last, you**

**were talking about moving forward towards electric equipment & Warehousing, how customers are responding to this?**

**Ans.** We are getting some fantastic response from our customers, as they are benefitting both on economic & environmental grounds, on average an electric forklifts running cost is less by 60-70% compared to its diesel peer. Warehousing services are also highly sought after, we are now thoroughly into 3PL & Contract logistics along with crane hiring & project handling. So, we are offering a complete package for material handling.

**Q-3. Which are the core industrial segments where**

**your service are highly used and is any specific type of equipment highly sought after in Indian Warehousing?**

**Ans.** We are catering to various industries and believe any industry which has large quantum of inbound logistics, can be our customer, and with warehousing since every inch of space on ground is a cost, more compact equipment with best maneuverability along with high lifting capacity is something that customers demand.

**Q-4. In the last 6 months the country has gone through two major reforms, how has your segment of industry been affected?**

**Ans.** Well, without a doubt it's for the betterment and when we

say that it's a cliché, talking of demonetization we are actually very happy as we are one of the very few companies who are following all the compliances since decades, and this now is making all those unorganized players follow the compliances, and GST will most certainly boost the warehousing business segment which is where we are focussing now. The objective now is to have forward integration from Forklift & equipment rentals to complete warehousing solutions or say 3PL services.

**Q-5. Can you share with us your success story and other strategies lined up for 2017 to be executed very soon?**

**Ans.** The success lies in the

vision, dedication & true involvement of our Directors – Mr. Ashwin Gandhi Mr. Satyen Gandhi & Mr. Rakesh Gandhi, their constant endeavour to provide complete satisfaction to customer by means of constantly enhancing the services extended and innovations adapted in technology. In last one year we have doubled our fleet of forklift & Warehousing equipment, we have added many customers also, so we shall look to consolidate and focus towards customers looking for 3PL services & warehouse management services.