



Built to Scale: Super Hoze Powers Up for India's Next Infrastructure Chapter

As **bauma CONEXPO INDIA** opens in Greater Noida, one of India's largest hydraulic hose manufacturers arrives with a new operations chief, a first-of-its-kind data-centre cooling line, and a sharpened Make-in-India promise

For a company that earned its name one metre of safe, reliable hose at a time, Super Hoze is now moving at speed. The flagship hose business by **Promotors of Dabur India Ltd.** — established in 2005 and long recognised as one of India's largest Hydraulic hose manufacturers — has widened its footprint well beyond where it began. From its plant in Baddi, Himachal Pradesh, it has scaled into hydraulics, high-pressure spiral hose and large-bore industrial lines— serving cement, steel, mining, oil and agriculture nationwide. Quality systems benchmarked to SAE, ISO, EN & DIN standards now position it to serve customers who need far more than hose off the shelf.

A new hand on operations

Leading this next phase is Super Hoze's newly appointed Chief Operating Officer, Naren Mukund Joshi, who brings over 26 years of experience in after-sales and service operations across commercial vehicles and

construction equipment. His mandate is clear: scale output without diluting quality, shorten lead times, and turn Super Hoze into a genuine engineering partner for OEMs rather than simply a supplier of bare hoses.

Launching the DC cooling line

At the show, Super Hoze unveils its entry into data centre (DC) cooling hose — a line purpose-built for the liquid-cooling systems now essential to India's expanding data-centre and high-performance computing infrastructure. Engineered for the pressures, temperatures and cleanliness these systems demand, it marks the company's move into one of the most technically exacting fluid-conveyance applications in the market.

From bare hose to complete assemblies

Equally significant is how Super Hoze is going to market. Already a contract manufacturer for many of the industry's major



“Super Hoze is aiming to become a one-stop solution partner for OEMs across all segments- not just bare hose, but complete, ready-to-fit assemblies for every equipment's requirement.”

- Naren Mukund Joshi
COO - Super Hoze Industries Pvt Ltd

hose brands, and a long-standing bare-hose reel supplier, the company is now converging these strengths into a single offering: fully engineered hose assemblies — cut, crimped, tested and ready to fit. That capability spans construction equipment OEMs, agricultural equipment OEMs and air-conditioning (AC) hose for commercial vehicle OEMs, all backed by its spiral hose range. Manufacturers gain a single accountable partner for the finished, application-ready component — and a leaner, faster supply base.

A Make-in-India partner for India's data-centre journey

The boldest statement is Super Hoze's ambition to be a Make-in-India solution partner for data-centre liquid cooling. Today the critical components of a DC cooling loop — hoses, manifolds and universal quick-disconnect (UQD) connectors — are almost largely imported, carrying high costs and long, unpredictable lead times.

Drawing on its proven strength in big-bore spiral and industrial hose, Super Hoze is building an indigenous solution engineered and made in India — replacing costly imports and standing beside the country's data-centre operators on their cooling journey.

SUPER HOZE AT A GLANCE

Founded: 2005 — flagship hose business By **Promotors of Dabur India Ltd.**

Manufacturing: Baddi, Himachal Pradesh

Position: One of India's largest Hydraulic Rubber hose manufacturers

Product range: Spiral hose, Hydraulic, industrial large bore, automotive, AC hose, Fuel hose, Carbon free hose etc.

Standards: Meets and exceeds SAE, ISO, EN & DIN

New at bauma: Make-in-India complete OEM assemblies for Construction, Agriculture & Commercial Equip. OEM DC cooling solution