

Maini Express – Driven by Technology and Innovation

Maini and Yale are delighted to announce the launch of Maini Express-A next generation customer engagement initiative.

Maini Express is a mobile experience centre showcasing comprehensive material handling and warehousing solutions. It is a First-in-the-industry campaign, primarily to help customers choose the right material handling equipment & storage solutions for increased efficiency and productivity at their warehouses and manufacturing facilities.

Maini Express was unveiled on 24th August 2015 at the Hero MotoCorp - Gurgaon Plant by Mr. Vikram Kasbekar - Head of Operations & Supply Chain, Hero MotoCorp Ltd and Sandeep Maini - Chairman, Maini Group. S A Mohan - CEO, Maini Materials Movement, Rajesh Wazarkar - MD, NACCO Materials Handling Group (NMHG) India, Kiran Shetty - TM, Indian Subcontinent, NMHG India, the Senior Management Team from Hero MotoCorp Ltd. and the Sales & Marketing team, Maini Materials Movement were present at the launch.

Sandeep Maini, Chairman - Maini Group commented " We intend to go to our customers rather than the customers coming to us and convey what we offer in terms of solutions, technology and what the future holds in material handling and warehousing sector."

"This will further strengthen the position of Yale and Maini in the growing Indian

material handling industry and touch base its key influencers and B2B accounts. We hope for increased engagement with the



customers through the mobile experience centre and position Maini Materials Movement as a complete solution provider in the material handling space"said S A Mohan, CEO - Maini Materials Movement at the launch event.



Material Handling
Equipment Demos



Special Spot
Booking Deals



Comprehensive
Warehousing Solutions



Post the launch in Gurgaon, the Mobile Experience Centre is geared up for an all India campaign covering more than 50 cities and 200 + industrial hubs to provide an exclusive “touch and feel” experience of Maini comprehensive Material Handling & Warehousing solutions. The highlights of this initiative are the range of products on display for demonstration: Stacker, Electric Pallet Truck, Tow Truck, Hydraulic Hand Pallet Truck and Yale Electric Forklift Truck. Visitors can avail special spot booking deals. Maini Express is an excellent platform for not only the decision makers but needless to say the users interface, for exploring right material handling and warehousing solutions.



About Maini Materials Movement Private Limited

Maini Materials Movement Private Limited (“MMM”) is a premium brand in material-movement and in-campus electric mobility solutions. A culture of innovation, thought-leadership and quality-focus defines us. MMM solutions range from Hand Pallet Trucks, Battery Operated Pallet Trucks, Platform Trucks, Manual & Electric Stackers, Goods & Scissor lifts, Tow Trucks, Dock Levellers, Forklift Trucks, Reach trucks ,Order Pickers, Flame proof Trucks, Industrial racking, Bolt less shelving systems ,Mezzanines and in-campus electric buggies to help you achieve high level of space efficiency and Manufacturing Productivity.

Maini Materials movement has a strategic alliance with the NACCO Materials Handling Group (NMHG), USA for the sale and marketing of the Yale brand of counterbalance fork lift trucks, reach trucks, order pickers, very narrow aisle equipment and the manufacture of the RCF series and MR series in India. For more details on Material Handling Solutions, please visit www.mainimaterials.com or mail us at mtrlsmov@maini.com

