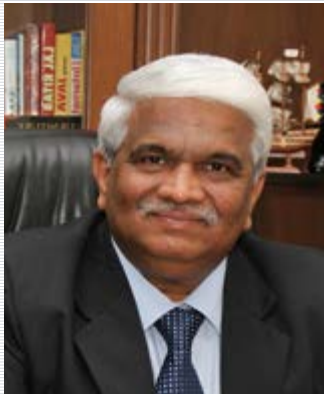


Launch to further strengthen the position of Yale - Maini in the growing Indian forklift truck market



S A Mohan
CEO, Maini Materials Movement

Yale - Maini showcased its new diesel forklift truck at the recently concluded CeMAT exhibition held in Delhi. **S A Mohan, CEO, Maini Materials Movement** spoke exclusively to **Prasun Choudhury** about Maini's new diesel forklift, the research and hard work that goes in launching a new product

Tell us about the new diesel forklift?

The new diesel counterbalance forklift truck is an addition to the Yale - Maini co-branded range of material handling equipment, which we launched at CeMAT 2014. We have strategic alliance with NMHG, USA to manufacture and sell Yale branded equipment in India. This truck is available with efficient, quiet, clean running engine. The range consists of GDP20UX (2000 kg) and GDP30UX (3000 kg) with 3.1 L engine which is ideally suitable for all standard applications.

How different is Maini forklift as compared to the forklifts available in the Indian market?

The truck comes with ergonomically designed operator compartment and the familiar automotive layout enabling the operator to work comfortably, reducing tiredness during handling operations. The simplicity of the components and specification makes its servicing quick and easy. The use of proven, high quality, robust components, efficient filtration and excellent cooling results in reliable operation and lower wear and tear.

What kind of research work did you do before launching this product?

We already are a known brand in the electric forklift segment in India. The idea of venturing into the diesel forklift category was to accentuate our comprehensive solution

efforts for intra logistic applications and complete our product portfolio. The launch of this new Yale Maini truck in 2 ton and 3 ton variants would help us further strengthen our position in the growing Indian forklift truck market.

How important is it to keep updating your product line?

'Customer focused innovation' backed by outstanding service delivery' has been our mantra since inception. 'Customer first approach' drives our R & D initiatives, innovation and up gradation of our product portfolio.

We have launched several new products this year, starting from eight ton Industrial Tugger,



Wheel Chair Buggy, Yale Maini Reach Truck and the recent launch of Yale Maini diesel forklift truck. Armes Maini, a leading brand in industrial storage systems also forayed into offering the next level of automatic storage solutions with the launch of Vertimag.

Are you launching any more products in 2015?

Under Armes Maini, we would be introducing futuristic warehousing solutions in form of Flexy - satellite for storage, Heavy duty

mobile racking systems and more for Indian market. Furthermore, product development is a continuous process at Maini and our offerings undergo constant adaptations to meet the challenging requirements of our clients and industry at large.

How important is the logistics and warehousing sector for the growth of material handling companies in India?

Warehousing forms a very important link in the current logistics value chain as it constitutes over 20 per cent of the total logistics market. India's warehousing and logistics sector is expected to be a catalyst for economic growth. Currently, the material handling industry is also growing annually at 10 per cent. With the increasing trend of consumerism, the demand will compel the need of smart warehouses in the ecommerce industry and hence will require advance MHE to achieve the same. The entry of International players into the Indian Market has also widened the scope of warehousing and intra logistics. The anticipatory introduction of the Goods & Service Tax (GST) and abolition of all indirect taxes as a fiscal reform by the Indian Government will hopefully open channels for consolidation of small warehouses, therefore, revamping the national warehousing network.

The current infrastructure in India is largely inadequate and unorganised, causing huge losses and stock-outs. Adoption of Omni- channels, transforming smaller cities to mega demand centres and the need for late customisation will increase the strategic roles and responsibilities of warehousing and material handling solutions. In order to meet the expectations of the end users and create a value proposition, infusion of advanced technology is essential.

Yale & Maini launches next gen diesel forklift truck at CeMAT 2014



In a push to drive the industry forward by bringing more sustainable and greener technologies to the market, Yale and Maini Group announced the launch of a new diesel counterbalance forklift truck, for the Indian market at the recently concluded CeMAT 2014 held at Pragati Maidan.

The new trucks are available with efficient, quiet, clean running engine. The range consists of GDP20UX (2000 kg) and GDP30UX (3000 kg) with 3.1 L engine which is ideally suitable for all standard applications.

The ergonomically designed operator compartment, the familiar automotive layout enables the operator to work comfortably, reducing tiredness during handling operations. The simplicity of the components and specification makes servicing quick and easy.

The use of proven, high quality, robust components, efficient filtration and excellent cooling results in reliable operation and lower wear and tear. Thus, reduces service and maintenance requirements and costs.

S A Mohan, CEO, Maini Materials Movement, said "The Maini group 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 and very narrow aisle equipment and the manufacture of the RCF series and MR series in India."

Rajesh Wazarkar, MD, Yale, India also said, "This unique partnership between two of the most innovative and strong forces in the field of material handling solutions brings the Yale range of products to all operators of materials handling equipment in India."

The launch of the new diesel forklift truck will further strengthen the position of Yale and Maini in the growing Indian fork lift truck market.

Bitzer presents innovative technology at India Cold Chain Show

Leading company, Bitzer presented application-specific compressor solutions for the Indian refrigeration and air-conditioning sectors at India Cold Chain Show recently held at international trade fair.

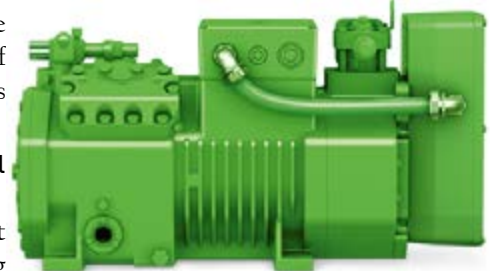
Refrigeration and air-conditioning technology is very important in India," said Rob de Bruyn, Managing Director, Bitzer Refrigeration Asia. "In vast regions of India, which is second only to China in terms of population, the climate is sub-tropical or tropical. Intact cooling chains are therefore crucial for transporting fresh food to its destination. With the reliability and quality of Bitzer, we will be able to provide a great deal of support to the people on site whilst benefiting from the opportunities for growth in India," he added.

Infinitely adjustable cooling capacity – Ecoline Varispeed Ecoline Varispeed reciprocating compressors offer high cooling capacity and reliability, as well as excellent energy efficiency. With their internal frequency inverters, the speed control can be infinitely adjusted to suit the operating conditions perfectly. This minimises suction pressure fluctuations and cycling rates, which in turn reduces operating costs. It does not require regular maintenance or a fan as the suction-gas-cooled operating elements ensure that the temperature of the electrical components remains optimal.

Efficient: Orbit scroll compressors

Efficient, reliable and best suited to air-conditioning systems and heat pumps

– this is the series of Orbit scroll compressors from. They offer a high isentropic efficiency and are highly energy-efficient under both full and part-load. Orbit compressors are available in two case sizes, the Orbit 6 and Orbit 8. The displacement of the Orbit scroll compressors ranges from 20 to 77 m³ per hour (50 Hertz). Other advantages of the series are their low sound levels, wide range of applications and the innovative oil management system BAHT. The patent-pending Bitzer Advanced Header Technology (BAHT) is designed for scroll compressor tandems and trios and makes it easier to combine even or uneven compressor sizes in a parallel circuit in air-conditioning and heat-pump systems.



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