



## Jaypee-Pioneers in Bar Bending & Cutting Equipment Manufacturing

*Established in 1982, Jaypee India has been constantly upgrading its portfolio with diverse offerings. Its brand Jaymac is probably the best known brand in bar-bending and cutting equipment. Jaypee India has recently partnered with KRB, one of the four largest manufacturers of bending and cutting equipment and with the new partnership in place, we will be looking forward to be the first company in India to manufacture Automatic Equipment in the rebar processing segment. With a new manufacturing facility being setup in Kolkata we, are looking forward to enhance our capacity by at least 40%, says Mr. Aditya Mehta, Director, Jaypee India Ltd in an interview with NBM&CW.*



**Please introduce Jaypee India to our readers, its evolution since 1982. How the journey has been to become a leader in construction and engineering by winning customers Trust. What have been its business areas?**

Jaypee India has laid the foundation of manufacturing bar bending and cutting equipment in the country. "We are the pioneers of manufacturing bar bending and

cutting equipment. Our brand Jaymac, is probably the best known brand in bar bending and cutting equipment segment.

Since its inception in 1982, Jaypee India has constantly upgraded its portfolio with diverse offerings, challenging projects and impressive clients. Our reputation is built on technical expertise, professional approach and commercial integrity. With a

dedicated team of dynamic, and qualified professionals we provide optimal engineering solutions meeting client requirements. We build long-term, successful partnerships with our clients based on mutual trust and respect.

With over 28 years of expertise, we understand the challenges in the manufacturing process and the opportunities to improve productivity. We have achieved great success by empowering every user in the enterprise with the tools to benchmark, automate and improve performance of their manufacturing tasks.

Today, we are counted as the renowned manufacturer, exporter and importer of wide range of construction machinery and allied products. We are also a leading OEM service provider with ISO certifications. With the consistent efforts of our advanced R&D unit, we have introduced several new models, innovative designs, and improvisations in our range of products.

**Tell us about company's manufacturing facilities, their locations, technological and**

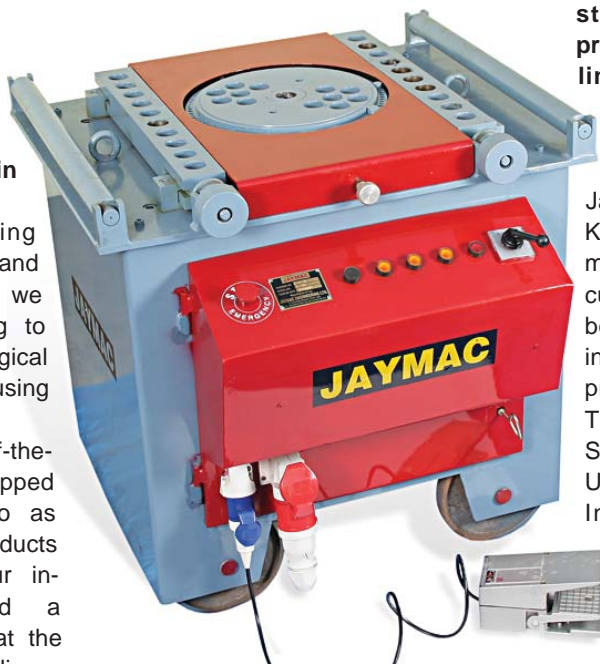
**engineering assets to provide vast and exhaustive range of products and its complete product lineup available in the country to serve all major segments in construction equipment.**

Jaypee has manufacturing facilities in Howrah, Kolkata, and in Taloja, Navi Mumbai where we have a dedicated R&D wing to integrate advanced technological changes, and modifications, using state-of-the-art-equipment.

The company has state-of-the-art-infrastructure facility equipped with modern technologies so as to provide top-notch quality products to its esteemed clients. Our in-house design unit and a manufacturing unit ensure that the products are made in compliance with international standards. The design unit creates innovative and customized designs, as per clients' requirements specifications. The manufacturing unit is equipped with various advanced manufacturing machines that allow the company to stay ahead of its competitors by offering unmatched quality of products.

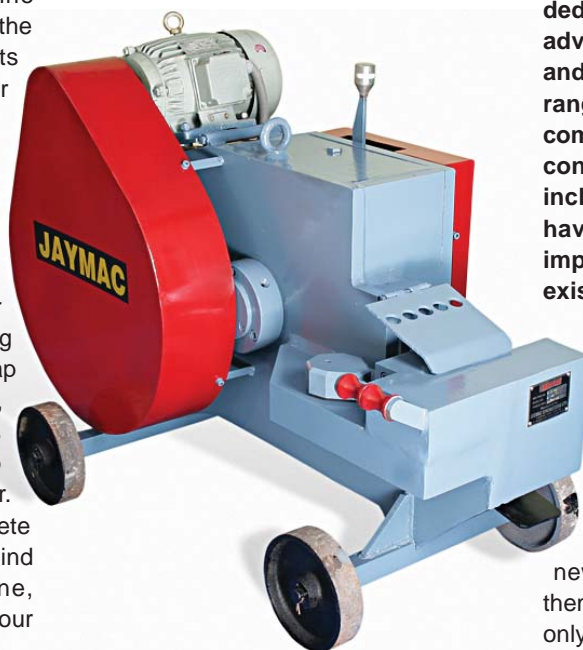
We are using CNC Jig Boring Machines, CNC Milling Machines and numerous hi-tech machine tools which help us achieve the desired production requirements whilst keeping the quality at par with International standards.

We have a wide range of construction machinery and allied products in our product portfolio. Our range of products in Rebar processing equipment are Bar Bending Machines, Bar Shearing Machines, Bar Decoiling and Straightening Machine, Scrap Bar Straightening Machine, Portable Cutting Machine, Radius Bending Machine, Manual Stirrup Bending Machine, Spiral Bender. Besides, Batch Mix Plant, Concrete Mixer, Mini Dumper, Walk Behind Vibratory Roller, Tower Crane, Passenger Hoist, etc include our



product range in Concrete processing and Material handling equipment.

**We understand that recently you have entered into an agreement with KRB, one of the four largest manufacturers of bending and cutting equipment for upgrading your product line in rebars processing equipment. How do you look at this new collaboration**



**strengthening the marketing prospects of your existing product line? What market share the company expects to garner through this new venture in the next two-three years.**

Jaypee India has partnered with KRB, one of the four largest manufacturers of bending and cutting equipment and together will be promoting steel service centers in India with primary objective of providing readymade steel at site. The concept of the Compact Rebar Shop, brought by KRB Machinery, US, in association with Jaypee India Ltd, is sure to make construction practices more efficient, speed up work and bring down wastage of steel to the bare minimum. Our technical collaboration with KRB ensures the use of latest international technological developments for our existing product line and introduction of a large portfolio of Automatic equipment. With this new partnership in place, we will be looking forward to be the first company in India to manufacture Automatic Equipment in the rebar processing segment.

**The company is endowed with a dedicated R&D wing to facilitate advanced technological changes and modifications in its product range as per needs. What are company's milestone technological contribution through its R&D wing including new products launches having innovative designs and improvisations incorporated to its existing product range?**

The company's recent launches include Bar Decoiling machine and Scrap straightening machine. Both are material saving machines thus minimizing wastage. The industry has given a tremendous response to these new offerings as they provided them with substantial savings not only for their company but even for

the economy by remarkably reducing the wastage of steel at site.

**How do you envisage the emerging market in the country following Government focus on infrastructure development as related to construction equipment, your existing and future market share to consolidate your position in the market?**

The economy has shown a significant amount of growth rate and a large portion of the growth rate has been contributed by the construction industry. When we see high growth pattern in the construction industry we perceive a threefold growth in the equipment

industry. Such expansion can only be met by enhanced production levels, which we are well poised for.

**A word about company's focus on HRD and market development programme to take its sales to a new level of performance, including strengthening its customer-oriented services and ensuring timely delivery of products and services in the process.**

Our USP is our after sales service. We focus more on the quality of the product and not on quantity. The company employs talented professionals and technicians for

after sales services. Jaypee not only provides rapid repair service but also supplements it with training services.

**How would the company look to its future in the next 3-4 years to take advantage of emerging business opportunities including plans for expansion and diversification towards achieving newer heights?**

With a new manufacturing facility being setup in Kolkata, we are looking forward enhance our capacity by at least 40%. This would be supported by a wide array of dealer network which would provide the requisite sales and service support to our clients.

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