

WE WILL GRAB THE MARKET SHARE WITHIN A SHORT PERIOD

JAYPEE INDIA LTD HAS ALWAYS BEEN AT THE FOREFRONT IN UPGRADING ITS PRODUCT PORTFOLIO WITH DIVERSE OFFERINGS AND CHALLENGING PROJECTS. KUMAR MEHTA, DIRECTOR, JAYPEE INDIA LTD, SHARES IN DETAIL ABOUT THE EXISTING AS WELL AS NEW PRODUCTS TO BE SHOWCASED AT THE COMING EXCON EVENT

What are your company plans concerning participating in the forthcoming EXCON to be held in Bengaluru?

Excon has always been an excellent international platform to showcase Jaypee products. We hope that this year the experience also turns out well. However, the event is not exactly a selling platform for the company. It's more important for brand promotion and marketing.

Jaypee will launch its new product range: Light Concrete machinery at EXCON 2013

What are the products that the company will be showcasing this year?

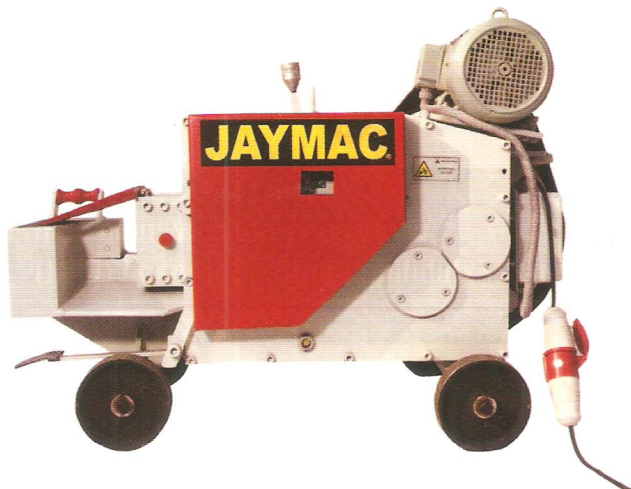
Products that we will be showcasing in Excon along with new products are:

- ▶ Bar Bending Machine B42
- ▶ Bar Shearing Machine C52
- ▶ Bar Shearing Line Machine
- ▶ Bar Decoiling Machine ST 14
- ▶ Radius Bending Machine RB 36
- ▶ Walk Behind Vibratory Roller VR 6500
- ▶ Passenger and Material Hoist PMH 100
- ▶ Multifunction Hoist MFH
- ▶ New Vibrator Machine

Visit Jaypee's
Stall No-707 of
Hall 3-Lower
Level, at Excon
2013.

Any new products and services expected to be launched at this important CE meet?

We have launched new products at Excon. This time, how-



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ever, we are to exhibit our new Multifunction Hoist. We are to also launch our new product range: Light Concrete machinery, which comprises of: HF Concrete Vibrators, HF Converters, HF Vibrators with inbuilt Inverter, Shoulder vibrators / Eccentric shaft portable vibrator.

Jaypee plans to serve Indian and overseas customers with the help of Jaypee Italia S.R.L., Italy, a sole subsidiary unit of Jaypee India. With this Jaypee will bring lot of value to the end users, and will become a One-Stop-Shop for supplying quality products.

With help of Italian technology and Jaypee's dealer and customer network in India and abroad, we will definitely grab the market within very short period of time. And we are optimistic about receiving good response from the market like always.

What are the key features and application areas?

Latest in hoisting solutions by Jaypee the MFH series is a multi-functional equipment for all your hoisting needs. The hoist can be used for carrying concrete and also finishing materials such tiles, fittings etc. With an optional rebar carrying attachment, users can now eliminate the need for installation of tower cranes at site.

What are its advanced features?

Its several advanced features are:

- ▶ Controlled lowering
- ▶ Phase failure and reversal protection
- ▶ Broken rope safety device and emergency brake
- ▶ Slack rope limit switch
- ▶ Emergency stop switch
- ▶ Drive motor thermal overload protection