

OUR CUSTOMERS ARE THE LADDER TO OUR SUCCESS

Since its inception in 1982, Jaypee India Ltd has constantly upgraded its portfolio with diverse offerings, challenging projects and impressive clients. They have built their reputation on technical expertise, professional approach and commercial integrity. **Kumar Mehta**, Director, Jaypee India Ltd, speaks to **EPC&I** about the need to innovate in the Indian market and their expansion plans.

Jaypee India has, today, become an established name in the construction equipment business. How has been the journey so far?

Jaypee India Limited is a one-point solution provider for construction engineering industry. With over 30 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.

Since its inception in 1982, Jaypee India Limited 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, 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.

We, at Jaypee, believe that the sky is the limit for success, but trust that it is our consumers who are the ladder to our success. Thus, it has always created a bond of trust with the clients.

Jaypee launched an advanced suspended platform hoist for Indian market recently. What has prompted you to launch this product?

There has been an increase in the construction of hi-rise buildings across the country, with more and more buildings coming up with aesthetically challenging facades. This has resulted in manifold increase in



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demand of equipments to speed up the construction process and also maintain the aesthetic value of the buildings. Suspended hoist is a logical answer to a lot of difficulties that are faced and the investments involved in using scaffolding material to do jobs which can easily be done by a temporary installation.

So, with the introduction of this product line, are you eyeing for any new segment?

We are looking at service related industries, such as painting contractors and maintenance companies, which can use the product to speed up their work.

Would you throw light on the features, applications and advantages of suspended platform hoist?

Jaypee now brings to India the most advanced suspended platform hoist, with features like anti-tilting safety lock model for rope breakage, advanced Electrical control system, high quality steel wire rope and optional overload sensor. Keeping up to its standards, Jaypee is now extending its range from the already available range of products. Jaypee's Suspended Platform Hoist comes with the best features and can be used for:

- ▶ Decorating and construction of the external wall of high-rise buildings.
- ▶ Repairing, checking, maintenance and cleaning for the external wall of the high-rise buildings.
- ▶ Construction, repairing and maintenance for large scale projects, such as large tank, chimney, dams, bridges.
- ▶ Welding, cleaning and painting for large ships.



► Installing billboard for the high rise buildings.

Considering the wide range of products on offer, how do maintain the quality of such huge range?

We have a separate production team for each range of products, and every team is treated as separate operating company with its own agendas. Even

the brands for each range are different making them operate as separate units operating under one mother brand.

Briefly tell us about your production capacity and facility?

Our major manufacturing facility is near Kolkata, which gives us a location advantage for sourcing various raw materials. Spread over an area of 10

acres, the facility provides for in-house manufacturing and testing facilities.

What sort of expansion plan you have to support your target achievement?

We are setting up an integrated forging unit along with CNC machine tools to further increase the quality of our products and increase our production capacities.

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