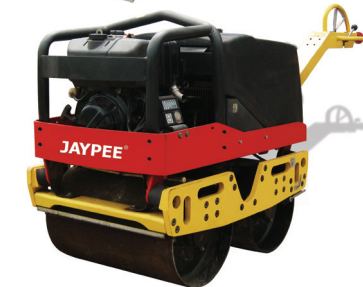


“It’s important for brand promotion and marketing”

KUMAR MEHTA, Director, Jaypee India, talks about his plans for bC India 2013.



**Stall No.
H2 Q8/R05**



A brief on your company’s product portfolio...

Jaypee is the manufacturer and exporter of a range of construction machinery and allied products. Its rebar processing equipment include bar-bending machines, bar-shearing machines, bar de-coiling and straightening machine, portable-cutting machine, radius-bending machine, manual stirrup bending machine, and spiral bender. Apart from this, its range of products include Batch Mix Plant, Concrete Mixer, Vacuum Dewatering System, 10/7 Mixer, Reversible Drum Mixer, Needle Vibrator, Plate Compactor,

Vibratory Roller, Trench Rammer, Mini Dumper, Passenger Hoist, Builder Hoist, Suspended Platform Hoist and Multifunction hoist.

What is the USP of your products?

The main USP of the machine would be that they are cost-effective, innovative and have longer life. The company boasts of a dedicated team of 24/7 after-sales service.

What is best on offer from your company at bC India 2013?

We would be showcasing the best machines of the industry. We would

launch new products like Passengers hoist, Vibratory Roller, displaying machines like De-coiling machine, Rebar processing equipment, Auto stirrup Bender and Shearing line at bC India 2013. And moreover we would run all these machines on the spot, I am sure these demonstration would help the clients a lot.

What is your expectation from bC India 2013?

bC India 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. 