

“Our USP is our after sales service”



Uncompromising Quality, internationally accredited technologies and customer convenience is the edifice for the phenomenal success of Jaypee India. It delivers products that promise quality and also stand the test of time. “Trust in your innate abilities coz you can do more than you think you really can....” says **ADITYA MEHTA**, Director, Jaypee India Ltd in an interview with **LOVINA KINNY**.

Can you brief us on the company’s association with KRB?

Jaypee India have 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.

Tell us something about the company, its manufacturing facilities, their locations, business areas, its product range as related to construction and applications?

We are the pioneers of the manufacturing reinforcing bar bending and cutting equipment in India. 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, qualified professionals we provide optimal engineering solutions meeting client requirements. We have built 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.

The company has manufacturing facilities in Howrah, Kolkata, and in Taloja, Navi Mumbai where we have a dedicated R&D wing to facilitate advances 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' 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.

To meet the increasing demand the major players are focusing on the capacity addition? What is the scenario at your end?

We are setting up a new 45000 sq ft manufacturing unit in Howrah. This will enhance our capacity by 30%.

What are the various products designed and manufactured by the company keeping in mind the industry requirements?

Today, we are counted as the renowned manufacturer, exporter and importer of wide range of construction machinery and allied products. Our range of products in Rebar processing equipments 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 equipments.

What is the USP of Jaypee especially when it has to compete with other players in the same sector?

Our USP is our after sales service. We focus more on the quality of the product and not on quantity. The company employs the best of talented professionals and technicians for after sales services. All the machineries require regular and professional maintenance to avoid breakdowns. Jaypee not only provides rapid repair service but also supplements it with training services.

What have been the company's recent products

launches and the market response to these new products?

The company's recent launches include Bar Decoiling machine and Scrap straightening machine. Both are material saving machines thus minimizing wastage. We have received tremendous response from the market.

Indigenization of new technologies and processes require prime focus on R&D and regular upgrading of manpower expertise including induction of new talent. What priority is assigned to these in the company to facilitate this at the workplace for optimum utilization in Indian conditions?

The company believes in expanding its horizon and bringing the most under its fold. Incessant R&D and a dedicated workforce both in Kolkata and Mumbai have helped Jaypee India to carve a niche in the field and spread its sales and service network.

What is your company's future business strategy to cash in the infrastructure boom in India?

The future plans for the company are outlined in a way so as to provide our customers with new innovations and user friendly products that makes a perfect balance between quality, price and utility.

This includes a new R&D wing in Kolkata, new manufacturing plant in Howrah and dedicated training centre for Operators of construction equipments.

Setting up a new manufacturing unit will enhance the production capacity, working on small cost effective models to have our grasp over the market even stronger.

