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DAY 3

Official Newsletter of the 12th EXCON Edition

14 December 2023

Atmanirbhar Bharat initiative to transform India as a global hub for manufacturing



In a significant stride towards bolstering India's infrastructure development, the Confederation of Indian Industry (CII) organized a conference to fully unlock the potential of Atmanirbhar Bharat and how the CE industry is gearing up to leverage India's manufacturing prowess.

The conference, 'Towards Making Indian CE Industry Atmanirbhar & Global Manufacturing Hub' focused on the enhancing ease of doing businesses in India and positions the industry as an attractive investment destination.

The Guest of Honor, Mr Sanjeet Singh, Senior Advisor, Niti Aayog said, "The construction equipment industry witnessed a historic milestone last year, surpassing the 1 lakh sales volume mark for the first time last year. In the coming years, fueled by healthy momentum from infrastructure development, the industry aims to achieve a 20% increase in sales."

While India ranks among the top seven global FDI destinations, there is a crucial need to learn from the service sector's success and position the nation as a manufacturing FDI destination.

The construction equipment industry emerges as a major growth driver, propelled by government-led manufacturing initiatives. Niti Aayog's strategic focus on infrastructure development aligns with the need for bankable projects to attract investments, with an added emphasis on sustainability.

Speaking about Karnataka's growth in the sector, Ms Gunjan Krishna, IAS, Commissioner for Industrial Development & Director, Industries & Commerce, Government of Karnataka mentioned that "Karnataka has emerged as an economic powerhouse, recording a remarkable growth rate of 12% over the past decade. Bengaluru, its capital, stands as one of

the few cities globally to attract significant Foreign Direct Investment (FDI), with a reputation for excellent manufacturing capabilities.

"Notably, Bengaluru supplies 50% of machinery and hosts 40% of research and development activities in Karnataka. Karnataka's imminent fillip in the construction sector is propelled by state-of-the-art infrastructure and a strategic location," she added.



Mr Sandeep Singh, Chairman, EXCON Task Force on Atmanirbhar Bharat in his concluding remarks, underscores the need for India to touch 30 trillion by 2040, emphasizing sustainable growth and world-class infrastructure.

Karnataka's exemplary performance, particularly its emphasis on Micro, Small, and Medium Enterprises (MSMEs), positions it as a pivotal player in attracting investments to fuel India's economic ascent.

As India embarks on its journey towards economic rejuvenation, Karnataka emerges as a beacon of opportunity, showcasing resilience, strategic vision, and a commitment to sustainable growth.



BAI Conference on 'Construction Industry Issues' to educate Builders on the latest Developments





In alignment with the "Make in India" initiative, Prime Minister Narendra Modi's visionary approach to the manufacturing and infrastructure sector, the Builders Association of India (BAI), in collaboration with the Confederation of Indian Industry (CII) organized a conference addressing pivotal issues in the construction industry. The event aimed to educate builders about the latest developments, reforms, and provisions crucial to the sector's growth.

Mr S N Reddy, President, BAI, inaugurated the Conference and BAI Stall during EXCON 2023 Exhibition on 13th December.

Mr Reddy highlighted the significance of the EXCON exhibition in light of the booming construction machinery market in India and governmentsupported reforms, showcasing vast investment opportunities in the development of physical infrastructure. The conference also featured a product showcase by a representative from a member company, providing insights into their business, global footprint, and the latest technologies incorporated into their equipment.

Senior members of BAI who spoke at the conference expressed their gratitude to all the collaborators and participants across the nation and extended their sincere thanks to the esteemed speakers and organizers who contributed to the event's success.

BAI steadfastly upholds its dedication to fostering a vibrant exchange of knowledge and robust collaboration within the dynamic landscape of the construction industry. With an unwavering commitment, BAI actively contributes to the burgeoning economic growth of India, catalyzing transformative initiatives in the sector. By facilitating constructive dialogue and sharing valuable insights, BAI plays a pivotal role in steering the industry towards innovation and sustainability.







What Visitors say about EXCON



Srinath, Entrepreneur, Kolathangra, Kerala

"We have a crushing plant in Kerala. We are looking at some of the braided machines. EXCON looks like an ideal event to learn about new products and technologies."

Sonam Tobgay, Druk Chapchab Constructions, Bhutan

"This is my second visit to EXCON. Even after a decade, it is still amazing. Like before, it amazes me. And the size is massive. I am here to network and build my business and am hopeful to be very productive."

Suraj Venturkar, SMS Limited, Nagpur

"We have been at EXCON for two days. We have explored everything. All different kinds of construction equipment with different kinds of indigenization. The show is providing solutions for each and every need in the CE Industry. It is a great show."

Avani Gupta, BVG India Limited

"EXCON this year is massive and fabulous. Basically I was looking for information and there was plenty of information. With respect to the manufacturers, Pan India and even global vendors, they have come to exhibit their products. The exposure I have got and the networking opportunity is phenomenal. Wouldn't miss it for the world!"

Italy Meets India at EXCON 2023



At the Italy Meets India with the theme on Focus on the Construction Equipment Industry at EXCON 2023, presentations and talks featuring Italy and India, the successful bilateral trade, aiming to make Italy the second biggest European

partner and inviting more of India to Italy was talked about.

Highlights of the session was covered:

"The Italian Ministry opened its new Consulate General of Italy in Bangalore to cater to the southern states of India. Our pavilion at EXCON is very positive about business with India," said Mr Alfonso Tagliaferri, Consul General of Italy in Bengaluru.

"Our partnership with India has been raised to a strategic partnership and we are now collaborating in all sectors. including defense, auto,

space, technology, etc., Our economy is also doing very well and in 2022 we already broke the record with almost 15 billion Euros of bilateral trade. We aim to increase this further in the coming year. We are the third European partner of India after Germany and Belgium and intend to be the second biggest European partner of India next year," he added.

Explaining in detail the business matching platform, Mr Riccardo Honorati Bianchi, Head of Country System Initiatives at CDP, Business

Matching Platform Coordinator said, "The innovative digital tool made by CDP in collaboration with SIMEST and the Italian Ministry of Foreign Affairs and Internationalization of all interested companies, in particular SMEs."

of Foreign Affairs nternationalization of all ed companies, in rSMEs."

"Currently we have more

than 400 Indian companies already registered in the platform. In the first two years, we organized six events dedicated to India. We intend to increase the number of companies in the future," he added.

"The trade between Italy and India last year saw us record €15 billion worth of total trade. This year, in the nine months, we have already crossed 25% of this number and this is indeed promising. But what is also extremely promising is the further economic integration between the two countries. The number of Italian companies that have invested in India in 2023 has also increased substantially," he pointed out.

Mr Claudio Maffioletti, CEO & Secretary General at the Indo-Italian Chamber of Commerce & Industry, Mr Corrado Serrentino, PA, Communication Manager at UNACEA Italian Construction Equipment Association, Mr Deepak Garg, Convenor, ICEMA & Managing Director at Sany India and Mr Aniruddha Nakhawa, Hon. Secretary at Builder's Association of India (BAI), Mumbai Centre also made presentations and shared their experiences.



Round Table Session on Components for Global CE Markets



At a Round Table session on Components for Global CE Market, India's infrastructure sector and CE industry is to play a pivotal role in helping the nation realize its goal of becoming a US\$ five trillion economy. Experts and Industry leaders highlight and point out the advantages and shortfalls. Excerpts:

Mr Srivats Ram, Vice Chairman of CII Tamil Nadu and Managing Director, Wheels India stated a notable contrast exists in the raw material costs for manufacturing construction equipment between India and other countries. The government is actively addressing logistics costs through initiatives like Gati Shakti.

Being the fifth-largest auto manufacturer, India predominantly sources components locally, and there's a strong likelihood of replicating this success in the construction sector.

Mr Rajesh Bhandari, Senior Managing Director of Gates India, in turn said, While the country exports less than one-fifth of China's scale, our progress reflects a steady journey marked by an expected 8% increase in equipment manufacturing. He further mentioned that the

domestic demands of various players, including OEMs. Subsequently, a resilient supply chain should be established with a focus on tier-3 and tier-4 markets.

Mr Sitaram Ganeshan, President, Wipro Hydraulics India, in turn said, the Indian equipment suppliers industry upholds stringent standards for procuring high-quality equipment, making it

favourable for OEMs. While the workforce primarily engages in the final assembly stage, the essence lies in manufacturing technologies. To facilitate this, the government's role should extend to providing land and streamlining regulatory processes.

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BKT displays 6.4 MT tire at EXCON 2023

Mumbai based Balkrishna Tires (BKT) displayed the largest tire - 5065R51 by weight at EXCON 2023. The tire weighs 6.4 metric ton. They also displayed rubber tracks produced by BKT in India for the first time at EXCON.

"We are the only rubber track producer in India, not only for agriculture industries, but also for the construction equipment," said Mr Ashok Chhajer, Senior Manager, Senior Manager, OE Sales, BKT Tires.

"Besides this tyre, we have also displayed our rubber tracks produced by BKT in India for the first time. We are the only rubber track producer in India, not only for agriculture





industries, but also for the construction equipment. For the mining sector, we anticipate a huge demand for large earth movers," he added.

"For the mining industry, the most suitable tyre - 3700R57 meant for 190 tonner dump truck is also displayed," he stated.

The specialty of these tyres are they are all steel radial. Incidentally, BKT is the only producer of large OTR tyres with full steel construction.

Electric Excavators Light up the Future at the Tata Hitachi Pavilion at EXCON 2023



HOLE IN INDIA

Tata Hitachi, a frontrunner in the construction equipment industry, inaugurated its pavilion at EXCON 2023 (Largest Construction Equipment exhibition in South Asia), under the theme: "Aao Kartavya Nibhaye, Chalo Desh Banaye."

Leveraging the platform of EXCON, this theme reinforces Tata Hitachi's commitment to fostering a sense of duty and collective responsibility towards nation-building through technologically advanced machines and innovative solutions.

In line with it senvironmental sustainability, Tata Hitachi displayed technologically advanced futuristic electric machines that included the ZAXIS 55U-6EB (Electric Battery) and India's first indigenously developed E Electric concept mini excavator.

Also, on display were ZAXIS 140H ULTRA, Ex130 PRIME, EX70 PRIME with AC cabin; SHINRAI PRO 49HP and SHINRAI POWER-4 four-wheel drive backhoe loaders; the country's only Hydrostatic Wheel Loader TL340H PRIME; 5-Tonne Class Wheel Loader ZW225; and other EX Series and ZAXIS Series range of Hydraulic excavators. Tata Hitachi's support solutions on display will include a range of attachments and genuine spare parts, and array of service offerings.

Tata Hitachi's presence at EXCON 2023 reaffirms the company's position as an industry leader dedicated to driving innovation and shaping the future of construction equipment by introducing cutting-edge technology, innovative solutions, and sustainable practices.



Komatsu and L&T showcases newly launched Komatsu PC81 and Komatsu PC136 at EXCON 2023

During the second day of Excon 2023, Komatsu India (KIPL) and Larsen & Toubro Limited demonstrated their latest hydraulic excavator models, the Komatsu PC81 and Komatsu PC136. The event provided a platform for these organisations to showcase their technological advancements and service capabilities to a distinguished audience.

Introducing these newly launched models is a testament to their commitment to innovation and focus on delivering top-of-the-line products to their clients.

Komatsu PC81 combines innovative engineering, impeccable quality, and unmatched operational efficiency. In the bustling construction world, where productivity, durability, and performance are paramount, the new Komatsu PC81 hydraulic excavator stands tall. "Built Tough" is the embodiment of what this machine represents.

The PC81 showcases Komatsu's commitment to innovation and superior quality, built to deliver sustained profitability over the long term. The Komatsu PC81 doesn't just claim efficiency; it proves it. With a fuel consumption that's 10% lower, it ensures that you save money with every scoop.

This is complemented by a specially engineered 'More Efficient' (ME) bucket, which assures high productivity and further contributes to reducing fuel consumption, thus delivering the lowest excavation cost per cubic meter of material handled.

The other machine featured was the Komatsu PC136, a groundbreaking entry in the 13-ton hydraulic excavator segment. With KOMTRAX, you can keep an eye on your equipment 24/7. This revolutionary tracking system lets you monitor your machine from anywhere and offers insights into the machine's operational hours, streamlining maintenance and location planning more than ever. KOMTRAX, coupled with the L&T Vishwas machine care programme and EquipCare, are designed to deliver peace of mind to customers.



CEO Interview

"I am very bullish on India."

In an interview with Mr Rajesh C Bhandari, Managing Director, Gates India, he discusses their product lineup, the Indian Construction Equipment (CE) Industry and why he is bullish on India.

How is the growth of CE Industry in 2023 and what is the outlook for 2024?

The CE Industry is seeing good growth across all segments i.e., earthmoving, material handling, and road construction equipment. Though we may expect an impact due to elections, we still expect it to be a growth year with strong tailwinds.

How much of an impact has the Make in India program made in your company? Has the imports of machinery and materials come down drastically or is it negligible?

The Make in India program is showing results for both the domestic and export markets. Earlier CE revenue used to be from domestic sales only but now we see a jump in exports too.

China's economy is slowing down even as we speak and yet India is yet to utilize this opportunity. What can be done to tilt in India's favor?

I am bullish on India and we are doing everything right. The GDP and CE growth are as per expectations and we shall see the results for the action taken earlier shortly.

What steps the Government should take to promote the growth of the CE sector?

The Government's insistence on implementing BS V is a forward-looking



step. This will make the Industry produce equipment that can be sold anywhere in the world. Similarly, the PLI scheme once approved will further make the sector competitive and attract investment.

How important are the components sector for the growth of CE industry?

Components play a critical role in the successful performance of equipment. Exports of CE are still growing but components are getting exported in large numbers. Indian components manufacturers are meeting global standards and hence can serve the global CE markets. We need to continue to forge ahead

and meet the volumes of the Auto component industry.

Any new technology or product to be launched at Excon 2023?

Gates is a technology leader using innovation in material science to produce lighter, more flexible, durable, and efficient products. This year Gates has brought its core strength as the theme for EXCON - System Solution Provider. Gates offers a total solution for power transmission and Fluid Power that is on display at Booth A4, Hall 2.

What are you expecting by participating in CII Excon 2023?

Though we are a popular brand, many customers would like to know more about us. EXCON is a great platform to meet our existing customers, share new developments and also meet prospective customers. All this is possible only at EXCON.

"We are very excited to be a part of the Make In India program..."

ARX, a new entrant to the CE industry has in the past three years collaborated and signed up with International companies to offer their machines in India while pursue Make in India machines under the brand name ARX and Indital. With a heavy order book on hand, ARX intends to acquire companies and expand in select markets.

More details on this will be announced soon says Mr Amarnath Ramachandran, Managing Director.

How is the growth of the CE Industry in 2023 and what is the outlook for 2024?

ARX is a new entrant in the CE business with operations commencing from 2020. We have developed four types of graders of which three have completed prototypetesting and are now in the pilot batch stage. Additionally, a dust suppression sprayer and a rotary cum DTH blast hole drill have also been developed.

The 1st quarter may be a subdued quarter due to elections and the change in emission norms. Otherwise, we are very excited to be a part of the Make In India program.

How much of an impact has the Make in India program made in your company? Has the imports of machinery and materials come down drastically or is it negligible?

ARX is an Indian company. All our machines in the ARX and Indial range are designed and Made in India.

Sustainability and skill Development in the CE industry. How important are these in the current business environment?

The sustainability and skill development part in the CE industry is at an interesting phase.

The technology can swing towards clean diesel engines using Hydrogenated Vegetable oils, LNG or CNG, Diesel Ethanol mix, or Hydrogen fuel engines. The other way would be Hybrid or fully electric.

At ARX, we are working on switching to a hybrid solution to improve the machine's footprint. It does feel a little strange though to be talking about the carbon footprint of a machine involved in coal mining.

What are the challenges impacting the growth of the CE industry?

The challenges are numerous. One has to invest in testing and



validation and statutory certification on alterations for machines to adhere to new emission norms.

We also have to be ready to react fast if technology moves in any particular way.

What steps should the Government take to promote the growth of the CE sector?

The Government needs to keep up its spending on infrastructure. This and a good industrial environment where in we have a good employable base of engineers and technicians to ensure that we have a good quality of work.

How has the journey been after the ARX tie-up with Kalmar-Cargotec group of Finland and with HIAB for the defence sector?

Our tie up with Kalmar-Cargotec is going well and have been very supportive. We have a large order for various types of forklifts, empty container handlers, and reach stackers in the pipeline. This makes for a very healthy order book.

Our tie-up with Hiab for government business operations is also going well. We are working with VRDE and other labs of DRDO for defence applications. Additionally, we are now in the process of finalizing a tie up for the sales and service rights for HIAB commercial cranes as well.

To which markets are you now exporting your machines?

Exports for the ARX range of products will commence in 2025-26.

Are there any other tie-ups you would be announcing at EXCON 2023?

We are currently working on a large acquisition and a couple of tie-ups in Europe and Turkey. We will make announcements after the completion of the same.

"India shortly becoming a \$4 Trillion economy makes it a very attractive market."

In an exclusive interview with Mr T R Bharathan, Chief Advisor, Puzzolana Group, he spoke on Puzzolana, its products, and the Indian CE Industry in general. Puzzolana under his guidance has not only seen unprecedented growth but also pioneered numerous industry innovations. In a conversation with Bharathan, he highlighted the journey, the challenges, and the future growth for Puzzolana.

The CE Industry in 2023 has been witnessing tremendous growth. What is the outlook for 2024?

The Aggregate and Concrete Industry has seen good growth. The demand for our Crushers in 2023 has seen a 30% growth. There is a possibility of a slowdown before the Lok Sabha elections in 2024 but we are confident the demand is likely to pick up after that.

Many companies have embraced The Make in India program. How has it been for Puzzolana?

Puzzolana is the first company to develop Cone Crushers Indigenously. We have always been a 'Make In India' product supporting import substitution policy in the domestic market.

How attractive is India as an ideal manufacturing destination?

With the trade war going on between the West and China, OEMs are shifting to countries like India. Also, China's GDP is going down whereas India is a nearly \$4 Trillion economy which makes India an attractive destination.

How is the Industry tackling the skills and training issues?

As a member of the Infrastructure Equipment Skill Council, we have a long way to go to develop Skilling in the CE Industry. Just like a license for drivers as per the MV Act, we need to ensure Operators are well-trained to handle Equipment. We have made representations through IESC to the Ministry of Skill Development to have some sort of certification or licensing in place for operators. This further needs to be



incorporated in the tender documents and will also help equipment to be well maintained and further ensure the safety of operators.

What are the challenges impacting growth of CE industry?

The emission norms are not clearly defined for upgradation and even the timeline issued for upgradation by the GOI has not gone well with the industry.

What steps the Government should take to promote growth of the CE sector?

The leasing & rentals in India have not seen real growth when compared to the developed countries. Also, the Government needs to encourage this sector for the growth of the CE. Further, the PLI Scheme for the CE industry has not been announced and is still not seen as a priority industry.

Any new technology or product to be launched at Excon 2023?

Puzzolana is moving towards using AI, Machine Learning, and Telematics for our Crushers which will be launched at EXCON apart from environment-friendly Electric Track Mounted Crushers.

What other markets are you planning to expand into in the coming year?

We have a strong overseas presence in ASEAN countries like Indonesia, Malaysia, Bangladesh, Cambodia, USA, Africa, and Middle East.

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