



“We guarantee first class materials, manufacturing processes and service support”



Maintaining that India is a value sensitive market, **Piero Guizzetti, CEO, MB Crusher India Pvt Ltd** avers that his company is ready to meet that challenge in terms of best product in its class when it comes to return on investment.

How is your company's overall performance through 2016-17?

We are happy of the results seen thus far. We are undertaking a qualitative and quantitative approach in terms of overall performance assessment. For us it is not strictly a numbers game. We are happy to say that in India we enjoy the same levels of leading market share that MB Crusher as a Group has globally, but we are equally happy of the work that we are doing in bringing awareness about alternate crushing and screening solutions. In the years 2016-17 we have deployed machines in most parts of the country, and this diverse reach, in various terrains and for various applications, enables us to continue finding new ways that MB products add value to our clients on site work requirements.

Tell us about the recently launched products and their winning technological features that will suit the Indian construction scenario.

MB Crusher has launched this year the S4 series for our BF90.3 bucket crusher that will be on stage at the demonstration area at Excon 2017. Produced and patented, the BF90.3 was the first crusher bucket in the world ever made. Extremely compact and versatile, it has been updated and made more powerful over the years. In particular this model has been optimised to allow an increase in productivity, thanks to a functional restyling of the internal structure; an increased options for the regulation of materials in output; a reduction in standard maintenance time thanks

to an integrated centralised greasing system.

In 2017 we've also launched the S4 series of other machines, such as the crusher buckets BF120.4, BF60.1, BF70.2 and the screening bucket MB-S14.

Our products use only the highest quality materials. This not only ensures our compatibility with all types of materials, but also extends the life of the product and hence the clients' return on the investment. Furthermore, our patented jaw crushing technology has been designed and consistently improved based on the specific requirements of the bucket crushing segment, which has a set of requirements that are very different from alternative methods of crushing. From the elliptical movement of the jaw crusher to the balance of the machine, we retain our leadership thanks to the unwavering focus that we have in our product categories.

Quality and pricing – how will you balance this equation to cater to a price-sensitive market?

Which market is not sensitive to every rupee being spent? We like to think of India as a value sensitive market. And MB is ready to meet that challenge in terms of best product in its class when it comes to return on investment. On the quality front we guarantee first class materials, manufacturing processes and service support. We use Hardox steel in our machines, our production is 100 per cent under our roof in our Italian facilities. Pricing is justifiable when as a function of your return it makes sense in relation to alternative solutions. It is important to get the customer to not only think about upfront costs, but lifecycle/ operations costs and the revenue streams being generated by the procurement decisions.

Government has announced ambitious plans for the infrastructure sector, your viewpoint.

Investment in infrastructure is nowadays a key aspect for India's economic growth sustainability and a guideline behind many policy initiatives by the Government of India. That's the reason why MB Crusher

What is best on offer from your company at Excon 2017?

MB India will participate at this edition with a very interesting news since it will organise a real demonstration area with its machine working. Our hardest, is to inform about a completely new concept of crushing, never seen before and to make people understand the great advantages in terms of savings, without forgetting the environmental sustainability which is becoming always more important for the future of our planet. Our strategy is to work always very closer to our Dealers' network, composed by well-structured partners, capable to understand the customers' needs and to sell with competence and professionalism, organised to give high qualified technical assistance.

What should draw a visitor's attention towards your booth?

We will be doing a live demo at the exhibition with different types of materials. Visitors will be able to see the strength, flexibility and output efficiency of our crushing solutions and this will be a unique and impactful way for the market to see how easy it is to save time, transportation costs and increase

decided to participate at this event. At the macro level, crushing and screening solutions are driven by the construction, mining and demolition industries. Crushing and screening is primarily considered in procurement decisions for requirements related to drainage or base materials for foundations and roads. However, with the unique utility and features of MB's product range, we are also finding new areas of application. We distinguish ourselves by being perfectly compatible with traditional requirements while also satisfying previously unmet demands via the mobility of our products and efficiency even in hard to reach areas and construction sites where space is limited.


How well equipped are you to make deeper inroads into the market?

MB Crusher Group stands ready to invest in and support its Indian market operations

revenues on site. We look forward to seeing everyone stopping by our live demo area.

Expectations

MB Crusher's presence has enabled it to establish and strengthen a relationship of trust with its customers, to whom it always pays special attention. This presence represents an important opportunity to get to know and appreciate the high quality of its products, as well as the strength with which it has managed to build the foundations that have allowed it to quickly become number one in its field. Many companies in India have already chosen the MB crusher bucket as a must-have tool for their daily operations: the demolition and roadwork sector require optimisation in recycling efforts and production of materials to be used, with the use of MB machines one also has the opportunity to sell directly the rubble and gravel obtained. There are many accounts of entrepreneurs who have realised that the profitability of the crusher bucket is comparable to, if not higher than, a regular mobile crusher, with the added advantages of easy installation, unbeatable use and applicability.

to the extent required. We understand it is a vast and competitive market. But we are ready for that challenge. We are market leaders in equally challenging emerging markets such as China, as well as in mature markets like the USA where competition is fierce. Considering that we have the largest and most comprehensive product portfolio in the market, we stand ready to satisfy all needs in India, across applications and compatible with all excavators and backhoes. We hence feel that we have only started scratching the surface and are investing in people, distribution and service network to ensure that we are ready to exceed our clients' expectations. 

 EXCON

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