

"Indian Market will Give us Excellent Results"

Says, *Mr. Guido Azzolin*, General Manager, MB Crusher in an Interview with *S.A.Faridi*

Please tell us something about MB Crushers, its global presence, manufacturing facilities and their locations, product ranges and their USP and important areas of application.

MB, Meccanica Breganzese srl, is the creator and leading producer of the innovative jaw-action bucket crusher for use in demolition, road bases, pipelines, excavation, quarries, vineyard deep plowing, and environmental remediation.

The company has its headquarters in the province of Vicenza, in Breganze in the north of Italy, and was born in 2001. Today the company boasts a staff of over 300 persons

world-wide. Global presence extends beyond work sites in areas of metropolitan and rural growth throughout Europe and the Americas to emerging markets in Africa, the Middle and Far East, and the Pacific Rim.

MB Crusher product ranges include four models of bucket crusher—BF 60.1, BF 70.2, BF 90.3, and BF 120.4—that can be fitted on every size and brand of excavator (from 8 tons and up). The characteristics one can immediately appreciate in these machines are versatility of use, possibility of crushing on site and, finally, but perhaps most importantly, the possibility of abating costs that they offer. The data gathered on the field at MB Crusher's customers' show that all companies using it consider it to be useful both for big sites and small jobs (ease of transport and very low costs make it useful also for crushing small quantities).

We also noticed that our customers are particularly concerned about the after sales service: however, we would like to point out that our BF line (MB bucket crushers) customers have not as yet had to deal with any kind of problem due to the quality and innovation of the product. In any case, our entire production department office staff is at the complete disposal of our customers, always ready to travel to install machinery.

We understand that your company has been the recipient of Innovation Award at the 35th International Exhibition of Innovation during 2007. What were the innovative ideas spearheaded by the company for which the distinction has been bestowed?

Yes, we were in Geneva's exhibition during April 2007 and I can proudly say that after 20 years of vain attempts from many Italian businesses, MB has conquered the Grand Prix Du Salon International Des Inventions for the innovative concept of its crushing bucket and consequent benefits in terms of performance and reduction of costs that it implies to the end user.

Everybody knew that MB would have created a latest-conceiving crushing bucket bound to revolutionize works on building sites, but that, apart from an unexpected as well as very quick exploit of sales all over the world, it would have made a corner in international prizes, that's what nobody could expect.

It's certain that MB's crushing bucket is now living a moment of great vitality.

This is confirmed by the big interest of international operators in trade fairs, which pulls demand to even higher limits. A long wave that flows from Italy and abroad to Breganze and confirms the role of MB crushing buckets' first producer in the world and, since then, even its image of "ambassador" of the Italian most advanced technology.

But this is not the only prize MB Crusher won. Another important





news event is an award issued during an exhibition in Bosnia. Making this the fourth prize awarded to MB after Geneva: a recognition given by the Croatian community for MB's technology, a prize for innovation awarded on a regional level and in addition the prize for the best line of products issued in Bosnia.

Receiving prizes always means a good goal for us but the most important thing we have to take into consideration is the enthusiasm of our people. Every time when we gain a prize all MB people feel the real winner and this feeling help us to improve and grow every day more.

With such a time I'm sure we can arrive anywhere.

Your company has been testing waters in Indian equipment market. What has been the response so far? How are you going to make your presence felt

in the Indian construction equipment market and your plans to make network well-forged in the market place?

We have been leading market research and have analyzed Indian market under different points. In the light of several considerations, we are sure that Indian market will give us excellent results: for this reason, we have human resources dedicated only for Indian market, as we're convinced that the potentialities are very high and we have already seen the first results.

Moreover considering the cost of the raw materials, in particular of the crushed material, the transportation costs of this material and above all the sensibility towards recycling, we are convinced that our bucket crusher will become shortly an indispensable equipment for many companies. And we can't forget also the turnover of the big manufacturers of fixed and mobile

crushers, that can supply an optimal meter of comparison.

Using our bucket crusher a company can have several advantages and save a lot of money thanks to the reutilization on site of the crushed material and therefore the elimination of the rent costs of machineries and the transportation of the material itself.

Based on your market perception, what are the emerging trends in Indian crushing equipment market and how are you going to attune yourself to these trends in terms of competitive product positioning?

First of all, we have to consider that in the last few years, there has been a great demographic development and a considerable increasing of the economic wealth in India.

All these factors, together with many others, have been promoting the continuous development of the building industry with several consequences, as the rising of the demand of raw material and in particular of crushed material. For this reason, we are sure that the demand of our bucket crusher will considerably increase.

Another consequence to take into consideration is the development of road construction, which means more demands of crushed material. So we can say that both the development of the building industry and of the road construction are fundamental elements for the distribution of our bucket crusher.

What are your plans to introduce new products different from those what are available currently. With rising raw materials cost, how would you ensure keeping equipment cost competitive? How the company would like to address the physical availability, performance capability of your product range as per Indian product demand, sales and technical service requirements and delivering customized solutions?

Our strategy heads mainly at the increasing of the acquaintance of the product through different actions. First of all, we aim at the development of a direct sales network that at one hand has to introduce our bucket crusher in the Indian market and on the other hand should support the dealers starting a new business.

This sales network moreover will also have the task to find and follow the specialized workshops in order to help dealers with the service assistance. Just remember that MB already works with many dealers of all the world: in fact every dealer is in daily contact with the company to clarify various issues in order to be in a position where they can give the best possible reception to their local customers to establish the best plan with MB and the best way to manage "orders." Moreover, through its dealers service on-situated MB

manages to provide an excellent follow up.

Another point of force will be the different marketing actions that will support our strategy, as advertising in trade magazines, direct mailing, participation at the most important trade fairs. We believe in communication and we're investing lots of money in advertising. All these things, together with the originality of our products and to their qualities, testify also all the prizes we have won.

Regarding the increase of the cost of the raw material, our strategy will be to increase the selling in order to check the costs: many sales mean an optimization of the production costs. But we have to consider that our bucket crusher is conceptually a simple product that doesn't require too much assistance. Our bucket crusher are simple to use, they are very

excellent products: and these are all the characteristic that a customer can appreciate from the first time he uses it.

How would MB rate Indian market for its product ranges and services as a sound destination vis-à-vis other emerging markets?

Indian market is strongly increasing and for this reason MB is investing in human resources and aggressive marketing. I'm talking about dedicated human resources because we need persons who dedicate their strengths and energies to this project, and the same we are making in many other countries as China, Brazil, Russia, and part of Africa.

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