



We have not only the highest number of models that can cater to any machine, but also have a complimentary portfolio – a complete one stop solution for specialised attachment products.

- PIERO GUIZZETTI
Managing Director, MB – India

MB's newest series model BF 90.3 S4, designed for 21T and above excavator is a very high performing machine.



We offer complete portfolio of crushing and screening solutions.

The first patent on bucket crusher was taken by MB in 2001. Since then how do you evaluate your success and the development in bucket crushers in global market including India?

The first bucket crusher as an attachment was conceptualized as our promoters have had rich experience over decades in crushing, mining, quarry and construction industry. The requirement for crushing material on-site led them to conceptualize this unique product. The BF 90.3 model, our number one and the most sold model both in India and globally is an attachment specifically made for 21T excavator. We are very much focused on our R&D, and we spend lots of time to take feedback from the market/customers on how to improve our buckets to ensure better functionality and user friendliness. As of today we have launched our 4th series model and lots of improvements have been built in, in each series of bucket crushers.

Compared to global markets how matured is the Indian market?

Initially, the Indian customers were sceptical with respect to durability, flexibility of bucket crushers. So we took them to sites where our machines

are in operation. Today, this resistance is melting fast which is evident from the increased number of leads what we get per month.

India is a very unique market for a number of reasons. First and foremost one is its sheer size which is 10 times bigger compared to Italy, where our mother plants situate. This also brings unique challenges in terms of promoting, marketing and servicing the product. Number two, the customers are very demanding and we need to be on the ground 24x7 to meet the requirements. So we prioritized the markets and selected key pockets, and then gradually entered other markets. Today, we have a hybrid approach - some states we go directly with our sales force and some states we partner with local distributors. We are now present in Mumbai, Delhi, and Bangalore with our own direct sales force, distributor and after sales network as well.

Using specialised attachment is still nascent stage in India. How are you addressing the challenge?

We need to educate both the end user who is our buyer, and also implementing authorities for road contracts, tunnelling, or pipe lines etc. We interact and work hand in hand with both private and public sector entities giving lot of presentations, making them understand the advantages of using our product. We also make use of trade fares like Excon, and this year's edition we will be having live demonstrations of the product.

What is the scope for bucket crushers in quarrying and mining segments?

In India there are lots of small quarries where people are still using manual labour to break the stone or aggregates. That is where the crusher bucket comes in handy as a primary crusher. In fact we have few successes in this particular area. Similarly for small mining also bucket crushers can be used. For this purpose we have upgraded the



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capacity of our bucket crushers that can be mounted on excavators up to 70T. So the bigger crusher buckets can be used in the mining segment for the crushing purpose and since it is portable and it helps clients to use it wherever they are mining.

What is the potential for crusher buckets in the demolition sector?

There is a huge potential for bucket crushers in for crushing demolished materials and we also have accessories wherein iron can be segregated from demolition material that is additional revenue for demolition contractors.

What is the demand-supply scenario and also a brief on the range of products you offer in India?

There is limited data available that is specific to crushing and screening attachment solutions, however being the pioneer of the bucket crusher we can say that demand has outpaced all expectations we set for ourselves. Going forward, the infrastructure demands of major economies like India and China, as well as the modernisation plans of the USA will be big boosters to overall CE growth on the demand side. We have developed a range of 19 products globally including crushing and screening solutions. We have 12 bucket crushers and 7 for screening solutions suitable for a range of different capacity excavators, right from 2,8T tonnes to 70T excavators. For screening solution we go from 2.6 T to 35 T. The fact is we have a model for each tonne of equipment reflects the demand potential.

Are you planning to launch new products in India?

Of course. We will be launching a new product in a new category towards the end of the first quarter of calendar year 2018. It is a category that is in a nascent stage, and we are closely monitoring the developments in this space. The main applications will be tunnelling and road surfacing. We will use Excon as a platform to start gauging specific client requirements and compatibility with our solutions so that we may give final tweaks before the official launch. Another innovative concept of MB at Excon will be that we will be undertaking India's first live demo showcasing mobile crushing solutions at our outdoor stand.

Could you brief us on the new series BF 90.3?

Our newest series model BF 90.3 S4 is designed for 21T and above excavator. It is a very high performing machine. It can crush depending on the output you desire - you can adjust the output from 145 mm all the way down to 20 mm. The output of course will be influenced by the output size, the smaller the less the output. I can assure you that this model outperforms any of the competitive products available in the market.

How do you assess the potential for bucket crushers other than for excavators, for example skid steer loaders or loader backhoes?

We have many installations on backhoe and skid steer loaders; that is definitely a segment we are carefully focusing on. We have four different models compatible with all makes and types of backhoe loaders; our largest selling model in India is the MB-L 160 which perfectly fits for the 7T-8T category loader backhoes.

What are the major advantages of bucket crushers?

To really comprehend the advantages we need to probably compare and contrast bucket crusher with static crushers, the existing alternative. The most important is that you do not have any transportation cost - the material can be crushed in the site where it needs to be used. Secondly it highly enhances the utility value of your equipment which means it brings down the number of complimentary machines you need

to have. For example if you have static crusher you need to have one machine to pick up materials, then unload, crush it and then transfer the materials; and this calls for multiple machines. With our product, the same excavator that picks up the material, crushes it and can load it directly on a truck or pile it if that needs to be dumped.

Tell us about your dealer network?

We have an increasingly expanding and capillary reach in India via both dealers and agents. For us it is very important to find the right partner that espouses and contributes to our strategy, and holds right people that we can in turn train and collaborate with. The service from the dealers needs to be foolproof so we do a lot of product trainings for dealers and so forth. We have done customer meets; we have done lots of presentations for a variety of end-user segments. We are sure to reap the dividend from our educational programmes. Signals are very positive for us and the number of leads and positive responses that we are getting confirms our dominant position. We have an absolutely dominant position with over 90 per cent of market share till date.

What has been the impact of GST on your business performance?

On a positive note, the roll out of GST has brought down our cost because now we can get an imported item and get full credit with GST and this can be passed on to the customer. It is still to be seen whether the downstream is actually going to be affected which will have its bearings on the whole market. Of course, there was a big worry about what would happen to our stock of machines because we are only a subsidiary in India. However, we went about business as usual and we have seen a pickup in sale post GST. So it has only been positive to us. We do not know how GST is going to affect the overall infrastructure industry. But we feel that evidently in medium to long term there is no doubt it is going to be positive.

Will you be setting up a manufacturing facility in India?

We will see. If the market justifies it then we will. Our primary differentiation is the product quality, and we need to ensure zero impact if we



start sourcing from India. For example ours is the only bucket crusher that uses high grade steel, still we are competitive from a pricing point of view, because we have scale and we have 90% global market share.

Have you been able to adapt to Indian requirements which might have necessitated improving the product?

There were lots of request from market for improving technical aspect of our machine especially for very hard stone. We made that improvement in S4 series and I am happy to say it was implemented and customised specially for Indian market; and results have been outstanding.

What differentiates MB from competition?

We are the pioneers who have conceptualized the product, and we have an enviable track record. We have over 90 per cent market share, globally. We are dealing with this very specific product; and all our efforts from sales to service to R&D just go into this product. We do feel this gives us an edge vis a vis competition. The competitors are new entrants and have just got into this space. When it comes to materials used for production, performance parameters which means longevity of machine, we are no.1. Nobody in the world has the breadth of product portfolio that we have going from 2.8T all the way to 70T. We have not only the highest number of models that can cater to any machine, but also have a complimentary portfolio – a complete one stop solution for specialised attachment products. **ET**

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