



COVER STORY

looking for more productive and efficient solutions.

Showcasing innovation: We have been focused on technology for decades, now is the time to accelerate. The 'Age of Smart Iron' describes Caterpillar's strategy to be the industry leader bringing digital solutions designed to improve productivity, efficiency, safety and profitability for customers. We are not reinventing the company; we are adding a level of digital and connected capability that will allow us to better solve our customers' most pressing challenges and help them be safer, more productive and more profitable.

At the Caterpillar India stall in Excon, you will see Cat Connect Offerings, which highlights our focus on Smart Iron. If you look at the dynamics of digital solutions, we currently have about 400,000 connected assets and growing, representing the largest industrial fleet in the world. We will be displaying our prime products related to the construction industry together with technology, aftermarket and financing options to provide end-to-end solutions to our customers. There will also be some new product launches to meet the changing requirements of the market.

Expectations galore: We invite all customers to visit our stall and see how Caterpillar can provide solutions to improve productivity, efficiency and profitability while completing the project within the required timeframe. This will be a great opportunity for Caterpillar and our dealers to connect with customers, understand their requirements and provide them the best solution that makes them more successful in their business. We will also get to see emerging trends in the industry that will guide us to design and develop solutions more relevant to meeting our customers' expectations.



"Excon represents an important opportunity for visitors to become acquainted with our products."

- Piero Guizzetti, CEO, MB Crusher India

Located @ Hall 3 in the Italian Pavillon

Organising a real demonstration area with its machines working (Yellow Lot, OD 135)

"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 we decided to participate at this expo," says **Piero Guizzetti, CEO, MB Crusher India**. He shares more on the plans for Excon this year...

The benefit: 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 believe the overall crushing and screening industry will continue to remain highly dependent on traditional aggregate industries. We distinguish ourselves by being perfectly compatible with traditional requirements while 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. We wish to inform people about a completely new concept of crushing, never seen before, and to make people understand the

great advantages in terms of savings, without forgetting environmental sustainability, which is becoming increasingly important for the future of our planet. Our strategy is to always work closer to our dealer network, composed by well-structured partners, capable of understanding the customers' needs, and to sell with competence and professionalism, organised to give high qualified technical assistance.

Generating business: 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



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the foundations that have allowed it to quickly become No. 1 in its field. Participation at Excon represents an important opportunity for visitors to become acquainted with and appreciate the high quality of MB's products and the solid foundations laid down by the company, which

have allowed it to become No. 1 in its field in just a short time.

Understanding customer requirements: As a company, we have a strong philosophy of investing in R&D; that is the only way we will keep our leading market share. Our parent company

is continuously gathering data points and unique requirements from our global operations, and applying the same to come up with new technologies, configurations and improvements on our existing line of products and to develop new products and models.



"Our commitment to development of smarter machines will be the highlight at Excon 2017."

- Shandar Alam, Director, Sales and Service-Vehicle and Hydraulics Businesses, India-Eaton

**Located @ Hall no 4,
Stall no. B39**

Associated with Excon for several years and active participant since its early days.

"Projections for the construction equipment industry have been encouraging, which has made the business fraternity bullish about the overall industry outlook," says **Shandar Alam, Director, Sales and Service-Vehicle and Hydraulics Businesses, India-Eaton**. He shares more on the plans for Excon this year.

The benefit: Excon will certainly be a valuable platform in bringing forward the optimism of the construction equipment market by enabling businesses to explore the latest product and technology trends in the industry. Networking with leading industry players also helps companies explore business opportunities that may propel further growth. We expect the exhibition to be an excellent platform to gain exposure to new and futuristic products, solutions and technologies

in the construction equipment industry. We are also keen to learn from OEMs and other participants that are leading growth. We expect to strengthen existing relationships and forge new ones this year.

Product showcase: We plan to leverage the expo this year to showcase our differentiated products, solutions and services, and demonstrate how we can create distinct value for our customers. Eaton's commitment to the development of smarter machines will be the highlight at Excon 2017. The showcase this year includes various electro-hydraulic products such as the HFX range of electronic controllers and VFX display, along with state-of-the-art CMA valves. In addition to our wide range of hydraulic products for backhoe loaders, skid-steer loaders, compactors, scrapers, dozers, concrete mixers, boom pumps, wheel loaders, commercial vehicles, cranes and mining equipment, we will also showcase our solutions for excavator applications, which include the main pump, swing motors, track drive

motors as well as hydraulic remote controls. Along with this, you will also get to see our wide range of fluid conveyance offerings.

Understanding customer requirements: With continued focus on reducing fuel costs, increasing efficiency and improving productivity, Eaton is keen to learn and share the benefits provided by smart technologies in making optimal use of limited resources to achieve exponential growth. A case in point is the company's approach to dynamic machine control or DMC. With the transition towards smarter machines – where users demand better performance, greater flexibility and efficiency – dynamic machine control opens a new way. Products like the Eaton CMA valve and Pro FX suite of controllers and HMIs – with the inherent ability to run custom software applications that can be tailored to individual applications – which can help improve productivity, increase efficiency, and enhance operator safety, will be showcased this year at the expo.