



Piero Guizzetti

CEO

MB Crusher India Pvt. Ltd

ANOTHER PRODUCT FROM MB IN TUNNELING AND ROAD SURFACING SPACE

MB India, the pioneer in mobile crushing and screening models to go live with mobile crushing solutions at EXCON'17.



Q. Brief us about the MB Crusher India Pvt Ltd?

MB India of Mumbai is the Indian subsidiary of MB Crusher. The company is the world leader since 2001 by designing, producing and selling the very first jaw bucket crusher. Since 2001, MB offers crusher buckets for excavators, skid loaders, and backhoes of all sizes in the fields of crushing, demolition and road construction. The values of the family owned business have enabled MB to reach levels of internationally recognized excellence: founded and headquartered in Italy, the company establishes itself globally through 7 international subsidiaries with logistic centers located on different continents, as well as an extensive network of authorized dealers and service support throughout the world.

Q. Kindly share your Excon 2017 plan with us and your expectations?

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.

Q. As infra sector in India is in high swing, how do you see current Indian market as and what are your preparations?

Our market is highly correlated to overall infrastructure development which is seeing considerable improvement in the overall ecosystem, from bidding procedures to financing, public sector fund allocations and so forth. Specific to the crushing industry, there is still a low level of mechanization but we are seeing rapid changes to this. An important contributor is the consumer's shift from an evaluation based solely on capex, to operating and total life cycle cost. We are in tune with the value sensitivity of the Indian customer, which is very different from price sensitivity. As we go forward, we are confident that mobile crushing and screening solutions will continue to make inroads in new application areas but also start to replace traditional crushing solutions in some cases whereby the added utility of the products provides additional revenues streams to the

client and decreases idle time of the investment.

Q. Any new technology/product that you thinking on to come up with, and how the MB products and services are different from the other products available in the market?

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 goes 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 specialized attachment products.

Q. Do you find any obstacles towards the Indian market as government now days very open to the infrastructure growth?

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. However, we went about business as usual and we have seen a pickup in sale post GST. We feel that evidently in medium to long term there is no doubt it is going to be positive.

Q. What are your future plans and expectations with the Indian Market?

The Indian consumer is increasingly interested in understanding the economic feasibility of our products as they receive positive feedback from the exponential rise of our installed base in the country. We believe that the overall crushing and screening industry will continue to remain highly dependent on the traditional aggregate industries. 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. ■