

We Have Organized First Live Demo For Bucket Crushing And Screening Solution In India



Mr. Piero Guizzetti
CEO
MB India

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CE&CR: Tell us about the response you received in EXCON '17?

Mr. Piero Guizzetti: We feel that in Excon this year visitors were more skewed towards buying intentions as opposed to being mere explorative.

CE&CR: What all machines have been displayed in EXCON'17?

P.G.: We displayed two different models of our Bucket Crusher; our best-selling models BF 90.3 and BF 70.2, applicable for ≥ 21 T and ≥ 14 T excavators respectively. We also displayed our Screening Bucket, the model MB-S18. It was the first time in India that we displayed this model at a major event and the response was exceptional.

Lastly, albeit not with a product displayed, we showcased our newest product category the drum cutter via a number of digital means and marketing material. A lot of curiosity and interest were witnessed for this product line, primarily due to the exponential increase in trenching and tunneling work in India. We hence presented a complete and comprehensive range of products capable of satisfying any requirement at site.

CE&CR: How was the footfall to your displays in EXCON'17?

P.G.: The traffic was more than double with respect to Excon 2016. We also felt that both organization and infrastructure improved exponentially in line with the developments seen throughout the past editions.

CE&CR: Your Company had planned to organize a demonstration of your machines working. How was it received by the visitors?

P.G.: The visitors very much appreciated our machines in demonstration considering that it is still an innovative concept in India; to be able to crush at site eliminating transportation and manpower costs as well as decreasing time of execution. We firmly believe that the Demo has given us an opportunity to convert curiosity to buying intentions.

Overall, we are proud to have organized the first live demo for bucket crushing and screening solution in India.



CE&CR: What are the advantages of your crusher and screening buckets?

P.G.: With regards to our Crusher bucket one can crush directly at site and therefore eliminate the need for transportation; it reduces manpower requirements and enables contractors to work seamlessly in hard to reach areas.

Our screening solutions further enhance the utility of excavators and loaders by processing the material in a very precise manner when it comes to the size of the output requirement. At Excon for example, we found a lot of appreciation for M Sand production, our screening solution is extremely valuable for its capability to directly feed VSIs.

CE&CR: How many projects are using MB Crusher machines?

P.G.: MB has sold more than 15,000 buckets in over 150 countries in the world, bagging more than 90% market share around the world and even more in India.

CE&CR: What are the important projects in India using your products?

P.G.: We have some machines in operation over long stretches of road in hard to reach areas in the mountains region of HP. We also have our machines working in many projects across the country under the PMGSY scheme. Also, our machines are being used as primary crusher in many important quarries across states in the country.

CE&CR: What is the experience of the projects that use your machines?

P.G.: We are happy to say that in this year an important share of sales came from repeat customers, the most important recognition of the satisfaction and value that our products bring to our clientele.

CE&CR: What are the advantages of using MB Crusher machines over other Companies' machines?

P.G.: We were the pioneers in the technology therefore we can say that we have put the largest amount of investments in R&D, which in turn brings about continuous improvements in design and engineering of our machines. Our unparalleled base across the globe enables us to have the largest bank of data and customer feedback, which in turn again enables us to improve our machine and find new applications for our products. The material used in our machine such as Hardox steel is unmatched in the industry. Lastly but equally important, we are the only screening and crushing attachments solution provider to have a full-fledged set up in India capable of satisfying any requirement from sales, configuration, installation, service and warehousing.

CE&CR: How do your machines achieve economy of work?

P.G.: Our solutions not only provide savings on transportation, but also drastically reduce the amount of complementing equipment required at site where the materials are sourced. It is important to get the customer to think about lifecycle/ operations costs and the revenue streams being generated by the procurement decisions. The using of high quality materials and components extends the life of the product and speed the clients' return on the investment. ■