

# "WE HAVE OVER 90 PER CENT MARKET SHARE IN INDIA"

**M**B's attachments have become a complete end-to-end solution, rather than a complementary solution.

Piero Guizzetti, CEO, MB India shares more on the company's offerings to the market.

## What is the importance of using attachments in an equipment? What are the advantages?

The importance is to get the maximum utility out of one's machine. Attachments expand the utility of machines such as excavators and backhoes. Items such as bucket crushers decrease dependability on third-party providers to manage those functions/processing requirements. It also saves on transportation costs and time, as it permits one to undertake multiple jobs directly at site.

"OUR PORTFOLIO CAN CATER TO ANY MAKE OR MODEL OF EXCAVATOR, BACKHOE AND SKID STEER LOADERS."

## What are the various attachments you offer for construction/mining equipment?

We offer a comprehensive range of bucket crushers, screening equipment and drum cutters. Our portfolio can cater to any make or model of excavator, backhoe and skid steer loaders.

We have recently launched our drum cutter series in India. Hence, with MB's product portfolio, one can break the stone, crush the material, screen different sizes according to requirements and transport the material. Thanks to MB, attachments



Piero Guizzetti,  
CEO, MB India

have hence become a complete end-to-end solution, rather than a complementary/niche solution.

## Do you offer customised and standard attachments? What are the application areas? Which are the major ongoing projects where your products are in use?

Owing to the fact that we have the most exhaustive range of products in our segments, we are already compatible with all machine types. We do have customisation possibilities, if required by the client. Application areas include road construction, demolition, trenching and pipeline laying. We are proud to say that we have more than 90 per cent market share in India, covering a host of projects. MB products are being used for recycling materials at various demolition sites, as well as for the building of national highways and rural roads.

## What are the basic and allied systems required to make equipment capable of using multiple attachments?

Primarily, we just need to extend

the piping kit for the hydraulic system and provide a coupler for the specific machine; ideally a quick coupler, which makes changing of various attachments easier and faster.

## What are the major factors that influence the synergy between the equipment and attachment while in operation?

The most important factors are the hydraulic pressure and oil flow. These are the only key settings that are required to give the necessary thrust to our products' operational system.

## How do you look at the demand for attachments? What are the opportunities and challenges?

Rock breaker is a well-established concept for attachments in India, and the volumes are very interesting. Crushing and screening solutions as an attachment is a relatively newer concept in the Indian market. When we introduced the technology in India, a lot of educational work was undertaken but still a lot has to be done. Today, the product is well known and MB recognised as the leader, hence demand has picked up exponentially for us. Also, demand is a function of the underlying application areas.

## What are the factors that will drive the demand for attachments in India?

Demolition and construction in urban areas, where space is limited and transportation in and out of the city more cumbersome will drive the demand for our products. Also, as the country continues to drive infrastructure connectivity to hard-to-reach and mountainous areas, attachments will find increasing relevance as it becomes the de facto solution for such works. 