



ElectroMech

| Solutions | Service | Satisfaction |

Newsletter Q 1 : 2009-10



Partnering with
global leader
MacGREGOR

New service brand
launched - CRANEDGE



Tie-up with STAHL
world's #1 company
for EX cranes

EMPOWER

Lifting & Handling



Handle with Cheer!

Read more about
our interactive,
interesting and
crowd-puller stall
in exhibitions.

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Take my word!



Dear friends,

It gives me a great pleasure to be writing for the maiden issue of EMPOWER, the new quarterly information publication of ElectroMech.

At a dynamic company like ElectroMech, a lot of new developments are continuously taking place. Newer product developments, newer client additions, expansion activities and what not.

For many months, we were thinking of an appropriate medium for sharing these developments with our valued partners across the value chain – vendors, employees and most importantly, our valued customers. The aim is to keep everyone updated on the latest developments and to give an idea of ElectroMech's journey on the path of achieving its vision.

Over its existence of more than three decades, an ambitious company like ElectroMech has developed a huge customer base across India as well as on foreign shores. We have sharpened our teeth on various difficult projects and have come out with flying colours.

In FY 08-09, we manufactured over 650 cranes, making us by far the largest crane manufacturer in India in terms of volume. The tremendous amount of experience gained over so many years, combined with the zeal to assimilate newer technologies puts ElectroMech in a unique position to literally empower its valued partners and help them in achieving their goals.

Through EMPOWER, we wish to showcase the latest developments at ElectroMech and wish to chart the course of ElectroMech over the next many years as it goes about achieving its vision of being the biggest and best crane company on the Indian sub-continent.

We hope that you, the reader, will have a wonderful time in going through our very first newsletter.

Sincerely yours,

Tushar Mehendale
 Managing Director

Launch of CRANEDGE

New service brand from ElectroMech for reliable maintenance of cranes of all makes

At ElectroMech, customer service has always been the topmost priority. In fact, the ethos at ElectroMech is that, first and foremost we are a service-oriented company. Be it pre-sales service or services provided to our customer during the execution of the order or post-sales service.

Post-sales service for cranes is an area where we find several lacunae in the Indian industry. Although ElectroMech has always had the reputation of addressing the customer's issues on priority, we found that owners of cranes from other brands have not been so lucky in getting their problems addressed.

Furthermore, as the customer's scope of work changes, the hoisting requirements also change. Hence, it becomes imperative for customers to find an able partner who can help them in modernizing or retrofitting their existing equipment to suit their new requirements. Some factory owners in India have equipment which is quite *ancient* and finding spares and expertise to keep such equipment running in optimum condition becomes a harrowing task.

In today's scenario of lean manufacturing systems, where productivity levels are being continuously monitored and downtime on the shop-floor can translate into huge losses, it is extremely important to ensure that all the machinery involved in various processes runs perfectly. Cranes are an essential part of several processes on the shop-floor.



Hence, undertaking proactive preventive maintenance activities on cranes becomes a topmost priority.

For addressing all the above pressing issues, it becomes extremely important to have a partner that has a rich experience in the crane industry and which has a pan-India network to cater to different installations all across the country.

Therein lies the case for Cranedge.

At ElectroMech, we have spun off a set of service offerings under the brand name of Cranedge to address all the above-mentioned pain areas. We aim to leverage our rich experience of more than three decades in this industry and our existing national service network to provide an enhanced range of services to our clients.

Under the umbrella of Cranedge, we will be undertaking Annual Maintenance Contracts for cranes of any make in any corner of the country. We will also attend to breakdown calls from our customers in the shortest possible time. In addition to this, we aim to provide to our customers spares support for different crane brands. Our engineers will also be able to evaluate requirements for modernizations and retrofitting of existing cranes at the customer end in order to increase their life and enable our customers in deriving maximum value of their investment.

Please visit www.cranedge.com for further details about our service offerings or write to enquiry@cranedge.com for more information.

Get your edge. Get Cranedge.

- Inspections
- Spare Parts
- Emergency Breakdown Repairs
- Formal Proactive Predictive Maintenance Program
- Modernizations



CeMAT
INDIA

Handle with cheer

IMTEX 2009



A magnificent view of the stall



Stall at IMTEX 2009



Stall at CeMAT 2008



Tushar Mehendale with team members

See us in action with 'Lift for a Gift' at the following exhibitions.

Metal Building Systems (MBS) Expo 2009
18-20 June 2009
Chennai Trade Center
Chennai

Material Handling World Expo 2009
24-27 July 2009
Pragati Maidan
New Delhi

ElectroMech stalls at the recent exhibitions, CeMAT 2008 and IMTEX 2009 proved to be great crowd-pullers and received tremendous response in these comparatively lean times.

The major attraction at our stalls was the engaging game, '**Lift for a Gift**'. Our idea was to impart product experience to the visitors in an innovative and interesting manner.

The game was an ingenious blend of technology, the player's skill and the fun he experienced. It offered our enthusiastic visitors an opportunity of handling one of our **Radio Remote Control Cranes**. It also offered them delightful surprise gifts!

Our participation in these exhibitions brought great cheer to visitors and Team ElectroMech.

To gain first hand experience of the game '**Lift for a Gift**', do visit us at MBS, Chennai and Material Handling World Expo, New Delhi.



Hundreds of visitors claimed their gifts by following these simple steps

- **Hold** the remote
- **Choose** a specific pocket
- **Operate** the crane and **move** the cylinder
- **Match** the center of cylinder with center of the gift kept in the pocket
- **Lower** the cylinder
- **And Lift** the Gift



Setting the goal



Aiming for the reward



With ElectroMech, reaching the goal is very easy!



And it's an enjoyable experience too!



Hey! Here's the reward

Snippets of ElectroMech at exhibitions



With ElectroMech, comfort begins at the first interaction



A warm welcome



Token gifts as a gesture



Ever-enthusiastic team always eager to help you

Sailing in MacGREGOR products

Our association with the world's leading provider of cargo handling solutions for the supply of Deck Cranes and MacPILERS

Cargotec has selected ElectroMech as their preferred partner in India to manufacture various products available in their basket of technology. Cargotec being a Swedish firm, only a handful of you perhaps know the details of the company and the significance of this partnership and the challenges that are likely to be faced. Here is a better insight into all the facets of this partnership.

Cargotec is the world's leading provider of cargo handling solutions whose products are used at different stages of material flow on ships, at ports, terminals, distribution centers and local transportation.

Cargotec Corporation has three companies under its fold : **MacGREGOR** - marine cargo handling solutions, **Kalmar** - container handling solutions and **HIAB** - load handling solutions. All the above companies are global leaders in their field and have presence in more than 160 countries.

MacGREGOR is the first company which translated the Cargotec partnership understanding into a commercial order. ElectroMech received orders for manufacture and supply of 48 Deck Cranes. And this is just the beginning.

Deck Cranes are nothing but Jib Cranes mounted on decks of ships. The speciality of these cranes over our conventional types is the material of construction and its associated precautions for manufacture.



MacPILER is an innovative gantry crane developed by MacGREGOR for the handling of lift-away hatch covers. It hoists, carries and stacks lift-away hatch cover panels both on the weather deck and tween deck.

The MacPILER can carry two panels at a time to either end of the hold opening where it stacks them up to six panels high. It can clear this stack or an 8ft 6in container while carrying one panel. It is driven from the port side by two electric motors, and there is a stand on the starboard side for the operator who uses joysticks with proportional potentiometer control to allow exact, smooth starts and stops.

ElectroMech has been associated with Cargotec to manufacture and commission 10 MacPILERS to be delivered in two years. ElectroMech is also associated in the preparation of production development drawings and documents. This association has brought the inherent strength of ElectroMech into international focus.

The first Deck Crane set is to be delivered in June 2009 and MacPILER in July 2009. It's definitely a big challenge and our team will live up to it.



Cargotec

MacGREGOR

Partner of



Explosion proof hoisting equipment

World's #1 company for explosion proof hoisting equipment joins hand with India's #1 hoisting solutions provider.

ElectroMech is reputed for providing majority of material handling and hoisting solutions with a large basket of products available for the general industry. Now, this is further empowered with the recent addition of explosion proof hoisting equipment.

In order to provide you with the world-class explosion proof hoists and cranes, Electromech has entered into an agreement with STAHL CraneSystems GmbH, Germany as an exclusive partner for the EX range of STAHL products for the Indian market.

EX is the European certification for products that can be safely used in industrial environments present in oil, natural gas, petrochemicals, chemicals, pharmaceuticals, mining and other similar industries, where there is a definite hazard of explosions due to the presence of highly inflammable materials.

The history of the STAHL Group dates back to 1876 when Rafael Stahl founded the "Stahl und Weineck" in Stuttgart. From 1921 onwards, the company entered into the field of explosion protection for material handling systems.

The Electromech STAHL tie-up is an important event as now its Indian customers will get efficient services and complete system solutions under one roof.

The Ex products are available in Solo Chain & Wire rope hoists, Single Girder EOT cranes, and Double Girder EOT cranes. The range includes -

- Chain Hoist up to 5MT
- Wire Rope Hoist up to 100MT
- Single Girder EOT cranes up to 25MT
- Double Girder EOT cranes up to 100MT

Some of the major installations of STAHL Ex Cranes in India are at -

- Reliance Industries Ltd. ➤ ONGC Ltd.
- Biocon India Ltd. ➤ Transpek Industry Ltd.



ElectroMech empowered

Mr. AVR Murthy joins ElectroMech as new CEO

Over the last 25 years, ElectroMech has developed a strong team of dedicated workforce of 500. The team is like a small army of disciplined soldiers committed to a single cause - **'To make ElectroMech the biggest and best'**. Time and again, they have proved mettle. This army, led by the young, dynamic and foresighted leader, Mr. Tushar Mehendale, is now empowered further with the induction of an equally able commander - Mr. AVR Murthy. Mr. AVR Murthy who has taken up reins as the CEO of ElectroMech, is a well-qualified professional an M. Tech. from IIT, Powai with more than 30 years' enriched experience under his belt. Reputed business conglomerates have been benefitted by his intelligence and acumen. He was the driving force behind setting up new and important Business Divisions at Sandvik before joining ElectroMech.

Mr. Murthy is a soft spoken, kind-hearted and cheerful team builder with a very good understanding of the engineering industry and global markets.

His experience and knowledge would surely make team ElectroMech more professional and more focused through implementation of modern management practices and gain further momentum.

We welcome and salute the new commander.



AVR Murthy, CEO

New corporate office & plant expansion at Pune

ElectroMech has at present a vast plant at Pirangut near Pune which is spread over an area of 18 acres, with covered manufacturing area of 10,000 sq. m. It is one of the largest crane manufacturing facilities in India.

A spacious, new corporate office building is under rapid construction in the same premises. The new office would house all our departments such as Marketing, Sales, Projects, Service, Vendor Development, IT, Finance, etc. In the next few months, we will be shifting to this



new corporate office which would occupy a vast area of 1200 sq. m.

We are also proud to mention that alongside our present manufacturing plant, a massive plant expansion is underway. On its completion, ElectroMech will have its entire mega manufacturing facilities spread over 18,000 sq. m.

We are also planning to commission our Chennai plant in this financial year.



ElectroMech

| Solutions | Service | Satisfaction |

ElectroMech Material Handling Systems (India) Pvt. Ltd.

Corporate Office & Plant

At Village Kasar Amboli, Pune-Paud Road, Near Pirangut, Pune 412 111, INDIA
Telefax : +91-20-6654 2222 E-mail : cranes@emech.in

Branch Offices

• Ahmedabad : 097250 37250
• Bangalore : 099008 15071
• Chennai : 093812 23925
• Coimbatore : 095007 47250

• Delhi : 093508 13213
• Hyderabad : 090009 02909
• Indore : 099755 96537
• Jamshedpur : 094313 02950

• Mumbai : 099701 73366
• Nagpur : 090110 99419
• Dubai : ++971-50-7684283

www.emech.in