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# ElectroMech and Hyster-Yale join forces in India



(L to R) Tushar Mehendale, MD ElectroMech with Anthony Salgado, Senior Vice President, JAPIC of Hyster-Yale

ElectroMech announced an agreement with Hyster-Yale Asia-Pacific Pty Ltd, for the sales and service of the latter's Yale and UTILEV lift trucks in India.

ElectroMech is India's major overhead crane manufacturing company and serves diverse needs of critical sectors like manufacturing, heavy engineering, infrastructure, power, metallurgy, pharmaceuticals and paper. Established in 1979, the company has been producing top quality material handling equipment for use across India and about 50 countries globally. ElectroMech has an expertise in offering customised solutions for a wide range of applications for well over three decades. In its state-of-the-art plant, it manufactures a complete range of hoists, cranes and customised material handling equipment.

Yale, one of Hyster-Yale's brands, is one of the oldest brands of lift trucks in the world, and has been associated with quality materials handling

equipment for over 140 years. Hyster-Yale provides forklifts and warehousing solutions globally. It designs, engineers, manufactures, sells and services a wide range of material handling equipment.

The estimated annual market size for forklifts in India is about 10,000 units, with increasing demand for products that use the latest technologies that are expected to increase productivity and lower cost of ownership.

"With this announcement, ElectroMech reinforces its lead in material handling solutions in India, now with a wider range of products," a statement issued by ElectroMech said.

On the other hand, for Hyster-Yale, the agreement with ElectroMech will concentrate on catering to a wider range of industries which currently remain untapped. This is in synch with Hyster-Yale's goals for the Japan, Asia, Pacific, India and China (JAPIC) operations theatre which include the formation

of strategic alliances in the burgeoning markets. "Hyster-Yale is looking at this alliance to expand its presence in the Indian market and enhance its ability to offer products aimed at meeting the specific customer needs," the statement adds.

Anthony Salgado, Senior Vice President, JAPIC of Hyster-Yale Group said, "ElectroMech, with its decades of expertise in the Indian market is a perfect partner for us in India. It has an unmatched legacy in the manufacture of premium overhead cranes and a dependable after sales service. Hyster-Yale identifies closely with values of quality, dependability and a customer-centric approach, and this relationship will enable us to be more responsive to the regional needs and provide specific solutions based on our global technologies and expertise."

Tushar Mehendale, MD ElectroMech, noted, "The agreement between ElectroMech and Hyster-Yale is in line with our vision of being the preferred partner of world leaders in the material handling industry. This brings together two organisations with synergies in quality products and unmatched after sales support. While we are already present across a diverse spectrum of industries, this agreement will allow us to provide complete integrated solutions to our customers and access to newer market segments. We aim to achieve a leadership position in this market in the shortest possible time."

Rajesh Wazarkar, MD India for Hyster-Yale Group, said, "Hyster-Yale is committed to India with its long presence. Yale's legacy is renowned, and Yale lift trucks are ubiquitous on shop floors throughout India. This additional relationship with ElectroMech will help us to reach to more customers and help to improve productivity of their operations." ■