

ElectroMech - the largest EOT Crane Manufacturer

Established in 1979, today ElectroMech is India's largest EOT cranes manufacturer by value and volume. ElectroMech offers precise solutions for wide-ranging applications in manufacturing plants and infrastructure projects through a complete range of Hoists and Cranes. Since 1979, ElectroMech has installed over 4000 cranes and hoists in thousands of facilities across India, many of these owned by SMEs. Over the decades, we have provided solutions to several companies at various stages in their projects, whether setting up a green field facility, new plant or expansion, often crafting customized solutions as per our clients' needs.

ElectroMech's plant in Pune is the largest EOT crane manufacturing facility in India practicing international standards of engineering and quality assurance. ElectroMech is known for ensuring service excellence through a widespread network of sales offices across India. The company has a significant presence both in India and overseas.

ElectroMech manufactures a diverse range of Cranes and Hoists for a variety of applications across numerous industry verticals. These include Single Girder and Double Girder Cranes, EOT Cranes, Gantry and Semi-Gantry Cranes, Jib Cranes, Wall-Travelling Cranes, Light Weight Cranes, Goliath Cranes, Explosion-Protected Cranes, Tower Cranes and under slung Cranes.

The company also manufactures Special Purpose Cranes such as Stacker Cranes and Tunnel Mucking Systems that are used for specialized applications in various sectors and industries.

ElectroMech is an exclusive India partner for Germany's ABUS Crane Systems for their entire range of standardized Hoists and Cranes. Apart from these, ElectroMech is a sole representative for Stahl's range of Explosion-Protected Hoists and Cranes in Indian market. The company also has a tie-up with Stahl CraneSystems GmbH, Germany, which is the world leader in Explosion-Protection Technology for providing Explosion-Protected Cranes and Hoists in India for the Oil and Gas segment. Recently, ElectroMech has entered into a joint venture with Zoomlion of China to manufacture, sell and service their range of Tower Cranes in India.

Market for products

The Indian economy looks to be on the path to recovery. We are seeing an increase in the levels of enquiries from different industry sectors. The Infrastructure and construction industries which were very dormant are now waking up and "quick delivery" orders are becoming a

norm once again. With the new government in place, a renewed push is expected in the infrastructure projects and other related areas. Demand is expected to rise as there will be a huge pent-up demand for cranes from various sectors.

Growth of various sectors such as Power, Infrastructure, Construction and

Heavy Engineering will directly and indirectly drive the growth of the Indian cranes industry. Since these industries require a variety of cranes for their material lifting needs, these industries will keep driving the demand for cranes as well as create scope for new product innovations in the crane industry. The crane industry, in turn, will keep on expanding and innovating to meet to the changing requirements of the evolving industries.

Residential and commercial projects are also expected to continue to drive the demand for Tower Cranes. Since high-rises are becoming a norm not only in metros but also in tier 2 and tier 3 cities, the Real Estate and Commercial property construction sectors will demand more Tower Cranes in the coming years.

ElectroMech is poised to handle the growing requirements as they have a world class facility that has an annual manufacturing capacity of more than 1200 cranes. The company also implemented lean manufacturing systems within our process flow which enables us to reduce the turnaround time for order execution drastically, thus further increasing our capacity within the same facility.

Being the largest manufacturer of EOT cranes in India, and having association with some of the best-in-class companies across the globe, ElectroMech has the capability to fabricate industrial cranes of any make. Its Cranes and Hoists are supplied to diverse industries including Automobile, Construction, General Engineering, Heavy Engineering, Oil & Gas, Power, Railways, Shipbuilding and Steel.

Innovations

Customers today are definitely more aware of what the global marketplace has to offer and demand the same in



Mr Tushar Mehendale,
Managing Director,
ElectroMech.

Company News

India. This has ensured that the major Indian manufacturers have stepped up their game through product upgrades or international tie ups. Acceptance of lighter and more compact cranes is a shift that has happened within the past 4-5 years, factors that can give several advantages to clients.

The industry has started becoming more and more customer oriented as compared to the past. By default, customers today expect a high-quality and well-timed customer service. As practice manufacturers have to place enabling structures in place ensuring zero customer complaints and prompt responses to service calls. The crane industry has not seen too many revolutionary changes in technology over the past few years; however evolutionary changes have certainly happened.

ElectroMech continuously innovates to upgrade its existing product range and is working on bringing new solutions to the market with an aim to cater to its clients' requirements. The company has some innovative product launches lined-up for the current financial year. One of the technology trends that ElectroMech is establishing is the standardization of radio Remote controls across all of our cranes. Radio Remote controls offer a substantial increase in flexibility for the crane operator as well as allow safer operations as the operator needn't remain under the crane. In addition, the need for the festooning system along the crane girder is negated, allowing the cranes to remain lighter as well as neater.

The company is also providing sophisticated open loop anti-sway systems in our cranes that ensure that cranes can work at high travel speeds without worrying about load swinging dangerously. This in turn helps the cus-

tomers in significantly ramping up their productivity.

Future Plans for Expansion

As a group ElectroMech is well placed to handle a diverse range of requirements from a diverse set of clients spread across different industries and geographies.

ElectroMech has always aimed at tying up with the best-in-class companies across the globe with a focus to offer solutions and services that satisfies the needs of its customers. Their association with ABUS of Germany helps them in providing top quality standardized equipment for the blue chip companies; with Stahl of Germany for the EX ranges of products enables ElectroMech to offer highly safe and reliable products for the hazardous area industries like oil and gas; and association with Zoomlion enables them to provide a diverse range of tower cranes to the construction industry. Apart from this, their in-house expertise of crafting solutions and customizing equipment ensures that ElectroMech can cater to any customer requirement.

The trend of increase in demand is definitely there. This will become more pronounced in the next 6 months and ElectroMech is eagerly looking forward to it.

Going forward, the company plans to explore newer product categories in the crane business depending on the market scenario and its clients' requirements.

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