

Demag Cranes opens new facility for India market

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Pune, Jul 12: Demag Cranes & Components, a subsidiary of Demag Cranes AG -- a German supplier of industrial cranes, crane components, harbour cranes and port automation technology-- has extended its range of products for the Indian market. With an investment of over 11 million euros in a new facility at Chakan near Pune, the company will make standard cranes, crane components and process cranes.

"The Chakan plant is designed for a production capacity of 600 standard cranes and 100 process cranes annually. It is among our biggest plants

outside of Europe and in the emerging markets," Thomas Hagen, board member, Demag Cranes AG, said. "There is a huge industry in India focused on infrastructure-specific solutions and the challenge is to create an engineering-focused organisation and make products suitable for Indian companies," Hagen said. Demag's industrial cranes can handle loads of 50 tonne and above. It is best suited for sectors like paper, power, steel, recycling and process interlinking. The process cranes can handle loads of upto 200 tonne. "The company is currently considering the possibility of rolling out process cranes from India

to overseas markets," he said.

"The Indian market for cranes currently stands at Rs 2,000 crore and is growing at an annual rate of 20%," Suhas Baxi, MD, Demag Cranes & Components, said. "The plant at Chakan would help us to change the industry mix and provide cranes for the steel, power and cement sectors," he said. The company currently also has a major presence in the automotive and general engineering sectors. The Chakan plant can also manufacture 24 km of KBK rails every year. The Demag Cranes group has been operational in India since 1997 and has over 600 customers in the country for all its three business segments - industrial cranes, services and port technology. The company has manufacturing units in 22 locations across 5 continents. Industrial cranes currently account for 52.1% of the group's revenues, while port technology contributes 19.5% and the service business contributes 28.4%.