

Demag Cranes opens new plant in Chakan

To focus on customers' needs with investment of over eight million euros

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Pune: Within a span of just eight months, German crane manufacturing company Demag Cranes' India arm based in the city opened its new facility in Chakan to help expand its business base, the company said on Monday.

"The expansion of our production with a clear concentration on the requirements of the Indian market reflects the core element of our strategy to make our customers' wishes the focus of our activities. This in-

vestment of more than eight million euro, also underlines our strategic commitment in the BRIC (Brazil, Russia, China and India)," Chief Executive Officer of Demag Cranes AG, Aloysius Rauhen, told reporters.

The plant, which is located 30 kilometres from Pune, is designed for a production capacity of up to 600 Standard Cranes and 100 Process Cranes per year. Parts for the KBK crane construction kit are also manufactured at the location - up to 24 km of KBK rails can be produced per year. The spare parts logistics operation has also already been running

from Chakan since March; the production of components such as rope-hoist and open-winch crabs as well as KBK has commenced. For components which the company does not manufacture itself, Demag Cranes utilises a network of local suppliers.

"We have been based in Pune. Before the expansion, we were present in limited verticals like automobile and engineering sectors. Now with the expansion, we want to enter other areas like power equipments, cement, steel and paper," Managing Director of the Demag Cranes subsidiary in India, Demag Cranes and Com-

ponents (India) P Ltd, Suhas Baxi said.

He added that currently the industrial cranes market is worth Rs 2000 crore and is growing at a rate of 20 per cent per annum.

Demag Cranes Group, operational in India since 1997, has presence in three business segments - Industrial Cranes, Services and Port Technology.

"With the extension of our production capacities we have not only strengthened our foothold in India but also paved the way for significantly improving our competitive situation in our industry," Baxi said.