

“CeMAT Is Our Launch Pad”

Vivek Soni, Joint Managing Director, BC Equipment Trading Company Pvt. Ltd., discloses that Equipwell is hoping to grab the attention of the right stakeholders at CeMAT this year. Anuja Abraham reports.



Vivek Soni
Joint Managing Director,
BC Equipment Trading
Company Pvt Ltd.

What are your expectations from CeMAT this year?

Vivek Soni (VS): This is the first time we will be participating in CeMAT. To give some background, BC Equipment Trading Pvt. Ltd. was recently incorporated in 2010 and now operates under the brand 'Equipwell'. As the sole Indian distributor for TCM, STILL, Combi Lift and Aisle-Master, Equipwell will be showcasing a wide range of equipment from these four leading international Material Handling Equipments-Original Equipment Manufacturers (MHE-OEMs) at CeMAT Bangalore 2011.

This year's CeMAT is our launch pad, and we plan to use this event to showcase the depth and range of products our OEM partners have entrusted us to bring to the Indian market.

We expect our participation to be a resounding success. No other independent dealer (non-manufacturer) has ever taken the kind of display space we have or brought to the Indian market the kind of brands and range of products we will be exhibiting. We are very excited to participate at CeMAT and expect that this event will completely change and overhaul customer expectations from stand-alone dealers.

To put things in perspective, Equipwell is MNC owned, professionally managed and promises to bring unprecedented levels of product knowledge, expertise and after-sales support to its Indian customers. With its rental arm GEAR, Equipwell will provide for the first time in India, a complete 360° solution supported by application advice, product quality, spare parts, after-sales support, trained manpower for operations and maintenance and financing solutions, all under one roof.

Why have you chosen CeMAT as a forum to exhibit your products?

VS: Both internationally and in India, CeMAT has always had a strong association with the Material Handling Equipment and Services Industry. This association brings to the event the right kind of audience that is interested in the Material Handling Space. Equipment /product/service providers as well as consumers, end users, financing/funding agencies, the trade media, in fact, everyone connected to the Material Handling sector makes it a point to attend CeMAT. The event provides a perfect opportunity to interact and engage with potential and existing customers, MHE sector specialists, and other vendors for products and services that help or compete with our bouquet of products and services.

In a nutshell, CeMAT participation addresses all the important reasons why one participates in trade fairs: customer engagement, competitive intelligence, knowledge transfer, publicity, PR, recruitment, networking etc. Keeping in view our MHE portfolio, we believe that CeMAT provides us with the right forum and we are happy to be here.

How do you position yourself in an event like CeMAT that largely showcases MHE?

VS: Well, CeMAT does have a strong association with Material Handling equipment. That said, CeMAT also brings to the fore, stakeholders in the Material Handling and Logistics space that are not in the business of manufacturing, selling or end users of MHE. These stakeholders include:

- Service Providers
- Rental Agencies
- Strategy and Process Consultants
- Logistics Solution Providers

- Port Operators
- Transporters
- Software Solution Providers
- Tax Consultants
- Intermediate product and services providers
- Thought leaders
- Funding agencies
- Regulators

In this myriad landscape of various stakeholders, we see Equipwell occupying a very unique position in the Indian MHE space. We position ourselves as a large, independent products and services provider with an MNC pedigree, strong adherence to professionalism, corporate governance, global best practices as well as deep-rooted expertise and domain knowledge.

What do you have in store for CeMAT this year?

VS: Our product range is going to be the widest ever showcased. From the TCM portfolio, we are exhibiting five machines which will be a mix of internal combustion (IC) as well as battery across various tonnage levels. Four of these are counterbalance trucks and one will be a stand-on reach truck.

From the Combi Lift / Aisle-Master portfolio, we are exhibiting, for the first time ever in India, an Aisle-Master machine, which is a Very Narrow Aisle (VNA) category unit with articulating masts.

Our tie-up with STILL got formalized very recently, and because of time constraints, we are unable to exhibit units from STILL's world-class product range in this year's CeMAT.

Where does BC Equipment take off from here?

VS: Post CeMAT, I expect Equipwell to capture significant mind space with all stakeholders in this sector. Our short-term plan is to meet our sales targets, provide fantastic after-sales support to existing and future customers of TCM, STILL and Combi Lift and provide a very different MHE end-user experience to our customers. Whether our customers want to buy or rent, Equipwell, along with its associate company GEAR, will offer the widest possible bouquet of options and services to our customers.

What makes BC Equipment better at handling customer's demands?

VS: The Indian customer needs advice on the right equipment for the job, a wide product range to choose good quality equipment from, timely delivery of after-sales service, quick turnaround on spare parts, skilled and knowledgeable technicians, flexible ownership /payment options, adherence to processes and standards and a professional approach.

Equipwell's MNC ownership pedigree, size and scale give it an edge over other dealers and distributors in handling customer demands. With the complete product range of TCM, STILL, Combi Lift and Aisle-Master, and offices (sales and service) in Ahmedabad, Bangalore, Bhopal, Bhubaneswar, Chennai, Delhi, Hyderabad and Mumbai, we are India's largest independent dealer/distributor of MHE equipment and services. We have a 'consulting approach' and our first endeavor is to help the client identify what is the right equipment for the job.

We are also the only independent dealer/distributor which offers customers various ownership options such as pure rental, rent now and buy later at discount, buy now and sell back at a pre-agreed price, buy but outsource operations and maintenance etc. The strength of our associate Company GEAR, which is India's largest independent equipment rental company, gives us the ability to offer these packages to customers.

Our knowledge sharing tie-ups with material movement specialists such as, CHEP and association with established OEM's such as STILL, TCM and Combi Lift, gives us access to global best practices which we bundle with our sales approach to provide the best equipment for the job, coupled with world-class after-sales service and attention to detail.

