



# Instilling positivity, inspiring growth

Keeping its promise with the manufacturing fraternities, of creating a perfect platform to profit, Engineering Expo, Pune 2009 more than lived up to its expectations. Brimming with prospects and possibilities, the expo saw the industry stalwarts instilling positivity that the best is yet to come for India Inc, and in turn inspiring growth-oriented companies to make the most of this upturn phase. A report...

The 4<sup>th</sup> edition of Engineering Expo, Pune played host to every organisation directly or indirectly related to Indian engineering & manufacturing industry. More than 200 exhibitors participated in this show. The exhibition witnessed huge footfalls from all over Maharashtra, with some key industry delegates walking the floor of Engineering Expo, which created an effective platform for finding new suppliers, acquiring sales leads, tie-ups, joint ventures, etc.

## Opening remarks

Stabilising currency market, increasing industrial output and improving risk appetite might be a sure sign of resurging Indian economy, but the best outcome of this resurgence is yet to come. And, this thought was well-established by the leading players in the Indian manufacturing industry at the inaugural function of the Engineering Expo, Pune. Among the distinguished guests were Harshbeena S Zaveri, president, NRB bearings, and deputy chairman, Automotive Component Manufacturers Association

of India (ACMA); S R Pophale, chairman, Electronica Hitech Engineering Pvt Ltd; Lalit Kumar Pahwa, CEO & business strategist, Delta Square; D D Joshi, AVP - Marketing, Kirloskar Oil Engines Ltd; Aparna Doke, honourable mayor, Pimpri-Chinchwad Municipal corporation; and Lakshmi Narasimhan, CEO - Publishing Division, Infomedia 18 Ltd.

At the outset, the guests focussed on factors required to put the Indian manufacturing industry on a growth track. Zaveri said, "Indian manufacturers need to shift from low-value products to high-quality products that can shape the Indian growth story." Adding to this, Pophale stated, "Quality and productivity are at a nascent stage, and the manufacturers have to concentrate on picking up the quality of the key products." India has been churning out low-cost products in high volume for domestic consumption. There is a need for the country to consolidate its export-led growth strategy. As Zaveri pointed out, "Currently, Indian manufacturing is led by domestic growth and there is a need for being export-oriented."

## Key highlights

- ❖ 200+ exhibitors
- ❖ 25,000+ business visitors
- ❖ Rs 65 crore+ business generated
- ❖ 6900+ business leads generated
- ❖ More than 92 per cent exhibitors went highly satisfied with the quality of business visitors

## Towards innovative growth

While shifting to high-value products, it is vital for the manufacturers to be innovative in their approach. Discussing about the need for innovation, Pahwa pointed out, "The growth in the manufacturing segment should be innovation-driven and competency-based. These factors would contribute mainly towards transforming the Indian manufacturing into a knowledge industry."

The SMEs are expected to play a major role in driving these innovations for sustainable growth. As rightly put by Pahwa, "SMEs can be the global leaders not by their volume but by the value that they add to their products through innovations."

Many of these innovations by SMEs and big guns from different segments of the manufacturing industry were showcased in the Expo. Narasimhan said, "The best is yet to come, and we urge all the exhibitors to make the most of the Engineering Expo." Also, Doke extended her support and best wishes for the Expo and endorsed the fact that such expos help the industry to grow.

## Platform to profit

In the current business scenario, buyers seek authenticity before going ahead with any kind of collaboration. Engineering Expo, Pune provided authenticity to prospective buyers by showcasing innovations of companies to a larger audience. Whatever may be the facilitating term, the event aimed to connect people with their business needs.

## Atul Kirloskar

chairman & managing director, Kirloskar Oil Engines Ltd



I am very happy to learn that the 4<sup>th</sup> edition of Engineering Expo took place in Pune. This exhibition provided a good platform for the small & medium scale industries and it showcased various equipment that are required on the shop-floor.

## Exhibitors speak

**S K Karkera**, director, Ghatge Karkera Power Industries

The Expo was instrumental in drawing prospective customers to our stall, thereby giving our company a good exposure in the Pune area. It also proved to be a thoroughly well-planned event as well.

**Jitendra Joshi**, CEO, Abhi Impact Logistics Solutions Pvt Ltd

The Expo offered a good platform enabling us to reach out to many industries. It is a prestigious show for a logistics service provider like us, as it attracts customers from automotive, machine tools and other engineering industries.

**Kalpesh Shah**, director, NK Industrial Traders

The event provided us a perfect platform to interact with buyers and sellers. To our surprise, we got enquiries from outside Maharashtra too. There were around 100 visitors from outside Maharashtra. The Expo has also enabled us to establish a healthy relationship between *Optimal Systems* product line and its buyers.

**Madan Manik**, managing director, Pilot India

We have participated for the first time, and are happy with the kind of mileage that we have received at the Expo. It has been well organised, and well positioned geographically. The location of the event attracted quality visitors from automotive, fabrication and engineering sector, thereby benefitting us to the core.

It provided a platform to showcase innovations, and also served as cost-effective platform for product launches. Besides providing a centre stage, this expo attracted a broader buyer-base to value-added products. An ideal case-in-point is Electronica HiTech Engineering Pvt Ltd, which launched CNC lathe machines, *Eturn 16 and Eturn 20*, at the Expo. Besides, the company also relaunched its CNC turning machines. Pophale said, "We were in this product line for some time. But, because of certain market conditions and for some strategic reasons, we discontinued this

product line. Now, we are relaunching our CNC turning machines at the Engineering Expo, Pune."

Many visitors were satisfied with the vast array of products that were on display at the expo. Delegates from prominent companies who visited the exhibition included Ministry of Defense - Ammunition Factory (Khadki), Bajaj, L&T, Tata Motors, NN Combine, Ace Micromatic, Mahindra & Mahindra, TAL Manufacturing, Greaves Ltd, Henkel Adhesives, Kirloskar Pumps, Bharat Forge, etc.

## Summing up

The Expo brought to the fore the criticality of networking and understanding customers in a better way, especially at a juncture when the slowdown is gradually disappearing and the green shoots of the growth phase have just started emerging. All in all, the exhibitors and visitors were satisfied with the better demand, better response and better management witnessed at the Expo. 