

TATA HITACHI

Reliable solutions

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MCE INDUSTRY

Building the Nation

To further boost its market share, Tata Hitachi, one of the largest manufacturers of construction equipment machinery in India, has introduced its new backhoe loader – ‘Shinrai’ at Excon 2017. In Japanese, Shinrai stands for trust, reliability and confidence. The latest offering from the company is packed with advanced features. The joint venture between Tata Motors (40 per cent) and Hitachi Construction (60 per cent) has three plants at Jharkhand, Karnataka and West Bengal, offering a wide range of products – excavators, rigid dump trucks, wheel loaders and backhoe loaders for domestic and international markets.

“The new backhoe loader carries forward a long history of leadership and reliability demonstrated by Tata and Hitachi”, says P. Telang, chairman, Tata Hitachi. The new product, Shinrai, offers a spacious, air-conditioned cabin with enough space for the operator to work and control the machine. “The telematics technology involved helps our engineers to reach the customers

on a fast track to service the machines,” adds Kotaro Hirano, president & CEO, Hitachi Construction. “The Shinrai is built on the platform of next-gen engineering that can tackle anything”.

“The Shinrai project started four years ago with the help of Tata Technology and Hitachi, to develop this machine with the customers’ requirements on top priority in terms of quality, low cost in operation, highly fuel efficient and the product to meet the international standards.

“The Shinrai backhoe loaders will be made at our Dharwad plant, Karnataka with a production capacity of 240 machines a month,” says Sandeep Singh, MD, Tata Hitachi. “We will start our commercial production from April 2018”.

Export plans The machines are tried and tested in all conditions, and the results are good for backhoe loader, which has the largest market in India. With the group’s engineering background, R&D facility and strong network, the company is confident that the new product, Shinrai will do well. “Our top priority is to cater Shinrai to domestic customers first,” continues Singh. “Going forward, we have plans to export. For the ‘Make in India’ project, our role is to support the government in building the nation on the infrastructure – roads, railways, power and irrigation sectors. We have also launched a couple of other products, including the hybrid machine to prove our advanced technology to our customers”.

Currently, the overall backhoe

loader segment contributes 45 per cent of the market and it will continue to dominate in construction activities in India. JCB has been a pioneer in the backhoe loader segment and also the market leader in India, with a considerable market share. Though, Tata Hitachi is a market leader for excavators in India, it has been facing tough competition from Indian and global competitors. With the current market share of 37 per cent in excavators segment, Tata Hitachi will compete with Hyundai, Sany, L&T-Komatsu and Kobelco. The annual capacity of the excavators market is about 10,000 machines.

“The outlook for the industry remains positive, taking into account the revival in the domestic mining and construction equipment (MCE) industry during the past year leading to sharp scale up in volumes for Tata Hitachi,” says ICRA’s report on Tata Hitachi and the industry. “The demand outlook for the company is robust, underpinned by continued infrastructure investments in the country. While the company has a wide product portfolio, excavators account for bulk of the revenues followed by backhoes. The MCE industry is highly cyclical in nature with demand firmly linked to infrastructure investment in the country. The industry is expected to continue the uptrend for the financial year 2018”. Tata Hitachi strongly believes that the Shinrai will help further boost its market share in backhoe loader segment.

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