

LIFTECH

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Foreword

Dear Reader,

We introduce 2 new products in this issue. One is our very latest battery operated, electric forklift. It's AC technology delivers performance close to a diesel forklift while keeping total cost of ownership very competitive. The other product is from Tennant, USA. A brand new ride-on scrubber that promises excellent economics and user friendly operations.

As hiring of lift trucks in India grows, we take a look at what benefits customers stand to gain from hiring.

Godrej also took part in 3 events in recent months, all connected with important sectors of the economy. A little about these events rounds off this issue.

Cheers!

Godrej MH team

Bravo series electric counterbalance forklifts

The market for electric battery powered counterbalance forklifts has seen amazing growth over the last 7 to 8 years in India. They constitute nearly a quarter of the total market while the figure was barely 10% over a decade ago. And electric forklifts continue to grow faster than other lift truck classes.

Godrej Material Handling had taken the lead in advancing the technology of electric forklifts in India since 2001 with the introduction of DC

separately excited traction drives. Over the years we continually upgraded our technology, introducing AC drives and electronically controlled hydraulics among other things.

Along with the numbers growth in electric forklifts came the demand for advanced technologies in terms of more productivity and safety, greater energy efficiency and higher levels of performance.

With the solid platform we had built in electric lift truck technology



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Bravo series electric counterbalance forklifts

-it was easy to respond to this new and rapidly growing demand. We quickly adopted the very latest in AC traction drives and electronically controlled hydraulics to develop what we can proudly claim as India's first, indigenous, truly advanced electric forklift.

The powerful combination of electronically controlled twin AC traction motors and improved geometry allows the truck to turn virtually on the spot, resulting in a very small turning radius.

The increased maneuverability improves space utilization for the

user while the exceptional speeds and slope climbing capability bring the truck's performance closer to that of IC engine powered forklifts. The other main advantages of AC technology are energy efficiency and virtually maintenance free operations compared to the earlier

generation of DC drives.

The recent introduction of the Bravo 2 and 3 tonne electric forklifts has seen keen interest and good inflow of orders from Indian and international customers.

Tennant T16 scrubber launched in India

We are happy to announce the introduction of the **T16**, a new, mid-size, battery powered ride-on scrubber from Tennant, USA.

The promise of the T16 is to give the user a 20% reduction in the total cost of ownership compared to the larger models. This compact, versatile scrubber finds application across various industries like Food & Beverage, Transportation, Warehousing, Hotels, Automotive, Education, Healthcare, Convention Centers, Manufacturing, Airport Terminals, Shopping Malls, Stadiums, Parking Lots and so on. It works with equal ease on rough, smooth and sensitive floor types such as marble, ceramic,

rubber, concrete, vinyl and terrazzo.

Some of its significant benefits are :

1. Tennant's non-polluting ec-H2O technology that electrically converts plain tap water into a powerful cleaning agent without any added chemicals

2. Its single side scrubbing brush has a wider cleaning path of 1145 mm as compared to cleaning path of 1020 mm present on most of the standard models available

3. The brush arrangement allows the machine to clean even corners as well as edges which is not possible with other larger models

4. Owing to its small and compact size, the T16 has better

manoeuvrability and can work in tighter spaces

5. The T16's excellent area coverage is comparable to and even better than the Tennant 7300 depending upon the operating conditions

6. It has *easy-to-identify* maintenance touch points, which ensure proper maintenance can

be carried out even by less skilled operators

7. It has a unique *Touch-N-Go* control module with a one-step button scrub operation that further enhances productivity and safety

The first T16 will be commissioned in India with an automobile major in October.



Hiring lift trucks. Does it make sense?

While outright purchase of forklift trucks has been the norm for decades in India, hiring of such equipment has been on the rise in recent years. There are several benefits of hiring your lift trucks instead of purchasing them.

- 1 Hiring does not require any capital expenditure and simplifies your capex planning.
2. Maintenance and repair of equipment are the responsibility of the hirer who is also accountable for guaranteeing you a mutually agreed uptime for the equipment.
3. The added benefit is that you do not have to plan and maintain spare parts inventories.
4. If your hirer provides operators with the equipment, several issues related to maintaining trained and qualified manpower are taken care of for you
5. Better uptime of equipment
6. You gain access to a wide range of equipment to suit different handling needs in your facilities

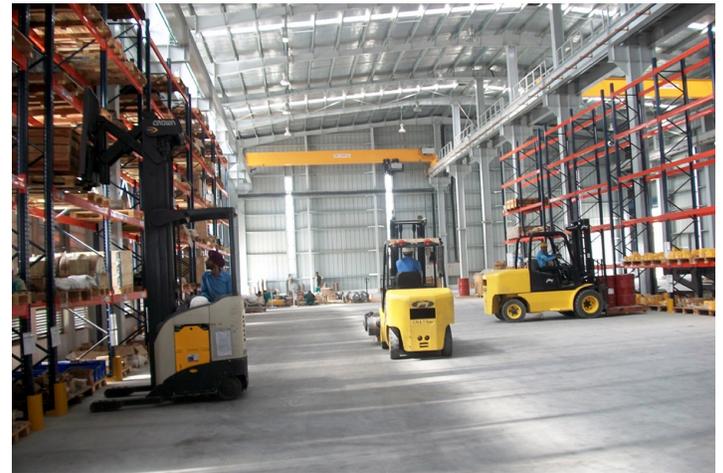
7. You enjoy greater flexibility to adapt to fluctuations or seasonality in your business.
8. You have the option to renew your hired lift trucks after the duration of the contract

Of course, to gain all these benefits from your hired lift trucks, it is essential that your hiring services provider has the professional approach, capability and capacity to deliver.

Godrej entered the field of hiring lift trucks a few years ago and remains the only lift truck manufacturer to get into the hiring space in India. We have successfully executed hiring contracts across the country, from a single digit fleet size to fleets that run into a few dozen trucks.

Among recent hiring contracts, is one with a Finnish MNC. They are a global supplier of technology, services and products mainly to mines and quarries. Their industrial facility in north India houses most of their plants, warehouses and a logistics centre besides the facility of key suppliers.

Godrej has hired different equipment serving different applications at their site.



Forklifts are used in plant operations, while electric stackers and a pre-owned reach truck is used in their warehouses. The contract includes a guarantee of uptime and Godrej has taken on the operations and maintenance of all the lift trucks.

This is what their Head of Logistics has to say about Godrej's hiring services: "We are pleased with the hiring contract we have made with Godrej for material handling operations at our plant. Godrej looks after the operations and maintenance of the fleet, including the truck operators. Apart from the

performance of the forklifts themselves, the overall management and maintenance of the equipment is of a high order and we are happy with the fleet uptime delivered by Godrej. Godrej actually takes on the entire hassle of having to deal with the various aspects of materials handling and we can focus on our core operations. Looking back on this decision, I think we've made a really sensible move to hire our lift truck fleet from Godrej."

Godrej participates in India Warehousing Show 2011

The India Warehousing Show 2011 was a first expo of its kind in India, catering to this rapidly growing sector. Godrej Material Handling participated in this show which was held at Greater Noida in April 2011. It was a great opportunity to showcase the full range of lift trucks we have developed specially for use in warehouses. A significant part of our new product development has been focused on warehouse applications.

Godrej displayed 9 equipment in all at the show. From the Godrej range we had our 1.2 tonne all AC reach truck, our newest 1.2 tonne 3-wheel electric counterbalance forklift, new, upgraded models of our electric stacker and powered pallet truck and even the humble hand pallet truck.

Besides these we had a 1 tonne electric stacker and a stand-on rider electric counterbalance forklift from Crown.

Tenant's T3e walk behind scrubber and S10 walk behind sweeper addressed the cleaning needs of warehouse owners while a personnel lift demonstrated how you can easily and safely access the high points of your warehouse for maintenance and repair work.

The 125 exhibitors at the show interacted with about 6,700 trade visitors during the 3 day Show.

Exhibitors represented industry sectors such as Material Handling Equipment, Pre-engineered Metal Building, Storage Solutions, Supply Chain and Logistics among others.

A concurrent conference on *Developing effective strategies to build profitability in warehousing and supply chain logistic operations* evinced a lot of interest.



Godrej participates in India SCM & Logistics Summit 2011

Godrej Material Handling took part with a small kiosk at the India Supply Chain Management & Logistics summit 2011

held in New Delhi in April 2011.

The event had over 40 speakers from government & industry

addressing key issues impacting the Indian logistics industry. The forum highlighted the Changing dynamics of supply chain manage-

ment as well as future trends in logistics and supply chain operations.

Participation in Automotive Engineering Show 2011

The Automotive Engineering show was held in June 2011 at the Chennai Trade Centre. The exhibition showcased technologies for automotive manufacturing.

Godrej took part displaying mainly the range of smaller equipment including pallet trucks, manual stackers, semi-electric stackers. These equipment are typically very easy on investment budgets but make a big contribution to boosting productivity

and lowering the cost of your handling operations.

They are specifically designed to handle small items and loads. But for these types of equipment, users would have to use their larger, more expensive forklifts, significantly increasing the cost of handling each small load.

We also displayed 2 Tennant scrubbers. Cleaning machines are indispensable to the automotive industry and these two models are specially designed for economically cleaning smaller areas.



We hope that this issue was of value to you. If you have any queries or questions about our products, feel free to get in touch with us. You can send us your query on the email address below to ask for information or visit our website.

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