

# LIFTECH

Volume 2 | Issue 3 | October – December 2010

## INSIDE THIS ISSUE

CeMAT 2010  
1

Engineering Expo  
2011  
2

Godrej MH Visual  
Identity  
3

Godrej MH  
Divisional Film  
4

## Foreword

Dear Reader,

This issue of Liftech is all about communication. You would have observed the new masthead of this issue of Liftech which is part of the newly developed brand identity for Godrej Material Handling. More about it in this issue.

We also speak about two exhibitions we took part in : CeMAT India 2010 in Mumbai, and Engineering Expo 2011 at Indore.

We are particularly delighted to inform everyone that we've produced a short film on Godrej Material Handling. We're sure you will enjoy viewing it.

The financial year 2010-11 is nearing its end and we've done well this year on many counts. We hope the next year will be even better.

Cheers!

C. N. Dumasia  
Chief General Manager  
(Marketing and Sales)

## Godrej Material Handling participates in CeMAT India 2010

Godrej Material Handling participated in CeMAT India 2010 from 15<sup>th</sup> and 18<sup>th</sup> December in Mumbai. This was the fourth edition of CeMAT in India.

CeMAT India has proved an excellent platform for Godrej to showcase its new offerings.

We displayed 19 equipment this year, including a brand new twin motor 2 tonne AC electric forklift, a stacker with reach, 1.2 tonne electric 3 wheel forklift and India's first 4 tonne AC electric forklift.

Other products like our 1.2 tonne reach truck, 3 tonne Bravo series diesel forklift, 6 tonne electric tow truck, 1.8 tonne articulated forklift etc were on display with new attachments, options and upgrades. 7 products from our partners Crown, Komatsu and Tennant were also on display.

Evident at the Godrej exhibit was the prominence of battery powered equipment. Of the 19 equipment showcased, 17 were battery operated machines; virtually all of these with AC technology.



### Disclaimer

This content is the intellectual property of Godrej & Boyce Mfg. Co. Ltd. Godrej Material Handling and is copyright protected and legally privileged. Unauthorized copying, reproduction or distribution of this information would amount to an infringement of law and would invite applicable penalties.

## Godrej Material Handling participates in CeMAT India 2010

The market has been tilting towards electric lift trucks for several years now and being sensitive to this, we've evolved in sync. It also demonstrates that more and more customers are conscious of the environmental impact of lift trucks.

Godrej has been developing electric lift trucks that are advanced, with their performance quickly catching up with their powerful diesel cousins.

Modern electric lift trucks have less total cost of ownership for most applications, throughout life cycle, as compared to engine powered lift trucks, making the case for them even stronger.

Interactions with customers and prospects gave us valuable feedback about the products on display.

CeMAT was held with 4 other concurrent trade fairs, with a total of 394

exhibitors from 22 countries, covering 18,000 sq.m. of space. Close to 11000

business visitors indicates how this exhibition has grown over the last 4 years.



## Godrej participates in Engineering Expo 2011 exhibition at Indore

The 'Engineering Expo' exhibition is held in four cities in India every year – Pune, Ahmedabad, Indore and Chennai. This exhibition is a showcase for the manufacturing industry and focuses on

- (i) Logistics and Material Handling;
- (ii) Hydraulics and Pneumatics;
- (iii) Automation and Instrumentation;
- (iv) Process Plant Equipment; and
- (v) Machine Tools.

The current Engineering Expo was organized at Indore between 7<sup>th</sup> and 10<sup>th</sup> January 2011. With close to 300 exhibitors and nearly 20,000

visitors, Engineering Expo Indore saw businesses deals worth ₹ 65.24 crores (USD 15 million) being concluded at the show.

Godrej displayed its most advanced 2 tonne

AC electric forklift and a 1.5 tonne electric stacker and 2 tonne powered pallet truck in their latest versions.

Our Indore dealer, M/s. Hi Tech Engineers partnered with us in a

joint participation. We also displayed a semi-electric stacker, manual stacker and a Tennant walk behind corded scrubber, all of which are available off-the-shelf with our dealers.



## Introducing the new visual identity of Godrej Material Handling

A corporate visual identity is the sum of all visual elements used by an organization to distinguish itself from its competitors. It may include things like a logo, colours, pattern, etc. A visual identity conveys what the brand stands for in a way that cannot be imparted through words alone.

Most powerful brands like Tata, Apple, Nike, Apple, Daimler Benz, etc can be easily identified by their strong visual identities.

Godrej launched its new brand identity in 2008 with a tricolor logo and ribbon as part of its visual communication.

Each business within the Godrej group needed its own expression of identity, in sync with the mother brand while establishing its individuality.

A visual identity is built on the foundation of a 'brand thought'. A deep study of our Material Handling business,

how it had evolved over the last decade, how it sees its future evolution and how our customers and partners saw us revealed that we were a business in constant evolution.

We continuously develop new products, new services, new locations, new ways of transacting business and address new markets.

All of this is done with the aim of helping customers keep *their* goods moving more efficiently, more productively.

This was condensed into the brand thought: "Godrej Material Handling stays in perpetual motion to ensure maximum uptime for customers". The idea of *perpetual motion* is best symbolized by the *infinity* symbol. This concept was then crystallized into the new visual identity for Godrej Material Handling.

Methodology followed in conceptualizing the visual identity is given below:-

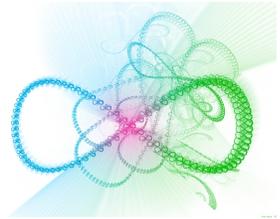
- The infinity loop is the best representation of never-ending movement; it thus forms the core visual. The never-ending aspect of expression also signifies the core promise of our brand – Uptime always

- To crystallize this for Godrej Material Handling, we looked at the way a load is handled on a pair of forks – this formed the *inspiration*

- And we evolved a *primary unit variant* of the Godrej ribbon for Material Handling. The green and red blocks on either side represent forks while the blue block in the center symbolizes the load.

- The ribbon provides any number of possibilities to play with and keep it ever fresh and changing – there is no stagnation.

You will now spot the new visual identity in all communication from Godrej Material Handling.



Core Visual



Inspiration

Emerged from idea of goods being stacked vertically by forklifts



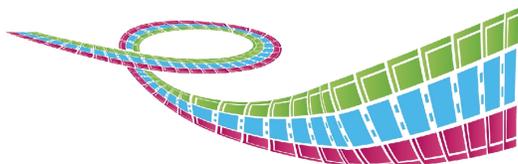
Primary Unit

The left and right represent the forks, the center represents the load



Pattern

As the pattern gets repeated it forms an interesting solid and ordered visual device



## Godrej Material Handling film

With a rapidly expanding home market which brought in many new customers, often foreign companies, sometimes first time lift truck buyers, and our expansion in foreign markets, we have long felt the need for a succinct and visually appealing way to introduce Godrej Material Handling as a business entity.

To fulfill this communication need we decided to produce a short film. We are happy to announce the completion of the film on Godrej Material Handling.

The film titled: “*Godrej Material Handling – A Symbol of Perpetual Motion*” briefly introduces our history and heritage, and focuses on our product range, capabilities, facilities and partnerships. It also highlights the role played by Godrej in community development and environment protection.

Since lift trucks are all about the movement of materials we have chosen the medium of dance to express graceful movement. We have chosen Kathak and Ballet. While Kathak is closely identified with India’s rich cultural heritage, the fusion of Kathak with Ballet expresses our global



vision.

Please do ask your Godrej representative to visit you and show you the film.

We hope it will be an interesting as well as informative experience for you..

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.

In case of any queries, feel free to contact:  
Vikrant Shitole  
(Dy.Manager – Marketing)

Godrej Material Handling,  
Godrej & Boyce Mfg. Co. Ltd.,  
Plant 16, Pirojshanagar,  
Vikhroli, Mumbai – 400 079

Ph: +91 22 6796 4660  
Fax: +91 22 6796 1519  
Email: [mhemktg@godrej.com](mailto:mhemktg@godrej.com)  
[www.godrejmhe.in](http://www.godrejmhe.in)

