

Foreword

Dear Reader,

As 2009-10 comes to a close, it looks like the worst is behind us. Hope springs eternal and we eagerly look forward to 2010-11. More enquiries are flowing in and order booking has improved, particularly in the last quarter.

Undaunted by the economic crises worldwide, we stayed our course while taking market developments in our stride. New product development continued unabated. At CeMAT 2009 last December we introduced 9 new models. We also participated in Defexpo India 2010 and CII Machinery Mart 2010.

We're also proud to announce the launch of India's first advanced diesel forklift, named the GX Bravo series. This new series will soon be rolling off the production line.

We've seen sales of battery operated lift trucks grow substantially over the last few years. While this is a good trend and indicates a shift towards greater environment consciousness, it also spotlights the need to learn a few new things as far as maintenance of these equipment is concerned. This issue of Liftech carries a piece on battery maintenance.

Please accept our very best wishes for the new financial year. We hope it is the beginning of another growth cycle.

Cheers!!!

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

Godrej ranks 28th worldwide among lift truck manufacturers

The report card is out and Godrej Material Handling has scored again!

DHF Intralogistik's world ranking of motorized material handling industrial trucks is out for the year 2008-09 and we stand 28th in the world, moving up from 29th position last year. Godrej continues to be the only Indian manufacturer to feature in this prestigious line-up.

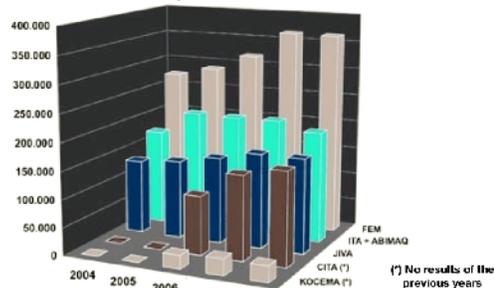
Approximately 872,000 industrial trucks were sold

worldwide in 2008. Ranking 28th worldwide with the relatively small Indian market as our main stronghold (approx 6200 units in 2008-09) is what makes us proud of this achievement.

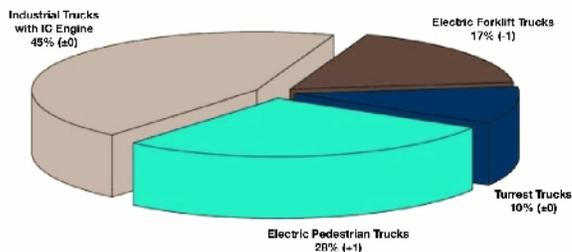
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Global Development of the Number of Units Recorded by the Most Important Associations since 2004



Industrial Truck Model Types
Distribution of Worldwide Production in Per Cent 2008
(Values in Brackets: Changes Compared to the Prior Year)



26 SVETRUCK®

27 DanTruck

28 Godrej

29 AUSA

30 PRAMAC

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Godrej launches GX Bravo

In most world markets including India, diesel forklifts are the most widely used kind. There is a huge variety in diesel forklifts, ranging from the very simple to the most futuristic and sophisticated types using electronically controlled engines and GPS communication systems. And there is a market for all of them.

The Indian market has traditionally shown a preference for rugged forklifts which deliver basic values without much emphasis on frills. Recent years have clearly shown an emerging and rapidly growing class of customers who are looking for much more from their diesel forklift and are willing to pay for the higher value. This is evidenced by the entry of several global forklift giants in the Indian market.

Many progressive customers, fleet users, MNCs and export oriented companies have shown a preference for imported Japanese and Euro-

-pean diesel forklifts even though they come at a huge premium. The obvious benefits were superb aesthetics and ergonomics, high performance and productivity and a higher level of reliability. After the initial delight of purchasing and using advanced forklifts subsided, came the realization that high end imported forklifts also have some inherent drawbacks:

- Delivery times are usually longer than indigenous forklifts
- Imported forklifts are less tolerant to local fuel quality
- The cost of replacement parts is exorbitant and delivery periods are unacceptably long
- Technicians needed specialized training to work on these forklifts

This situation created an opportunity for an Indian lift truck manufacturer to step in with a product that delivers a substantially higher value than hitherto available Indian mod-

-els deliver, while over-coming the issues customers faced with advanced, imported technology.

Godrej spent the past two years developing a new forklift that could match imported brands in terms of aesthetics, ergonomics, performance and reliability while ensuring that we use Indian engines and components, keep the product and parts prices competitive and yet deliver a high value to buyers and users. The result – GX Bravo series 1.5 to 3 tonne diesel forklifts.

Customers looking for an advanced diesel forklift and willing to pay the price for it now have an Indian option at Indian prices. For more information please contact your nearest Godrej branch or email us at the email id given at the end of this issue.



Godrej Platform Trucks

Platform Trucks find application in many industries including Defence, Ordnance Factories and Railways; indeed any place where small loads have to be transported over long distances. Platform Trucks with their economic investment and lower running costs perform this task effectively, relieving your expensive forklifts for handling and stacking work.

Like we've done with most product categories, we've pushed the envelope in this product too and introduced our 2 tonne capacity 3-wheel Platform Truck with several advanced features:

- 1) The GPT 200 is powered by a best-in-class 5.5 hp DC SepEx motor vis-a-vis 2.3 to 3.5 hp motors preferred by other manufacturers. The larger motor imparts superior acceleration and gradient climbing capability.
- 2) The separately excited or SepEx technology is globally contemporary. SepEx motors consume significantly less energy than conventional series wound DC motors. The 315 Ah traction battery delivers a longer operating cycle.
- 3) An electronic, programmable, MOSFET controller governs the drive motor ensuring a smooth

acceleration and optimizes motor current. The drive performance can also be programmed to suit a specific application or drive path. This electronic controller is generations ahead of resistor controls commonly used in Platform Trucks. Besides optimizing performance it also results in low motor maintenance and a longer life for the motor.



- 4) A European built integrated helical gearbox connects the motor to the drive wheel. We opted for the more expensive helical gear design due to its characteristics of a high loadbearing capacity, gradual tooth loading leading to an extended life and gradual tooth engagement resulting in low operating noise.
- 5) While a superior hydraulic braking system is a standard feature on the Godrej GPT 200, it is available as an extra price option on most other brands. A cable operated parking brake provides the necessary

Godrej Platform Trucks

parking safety.

- 6) While standard steering remains the commonly used handle bar, Godrej GPT 200 is the only Platform Truck to offer power steering as an option. Ideally suited for long working hours, power

steering virtually eliminates driving strain on the operator.



Godrej participates with Merlo in Defexpo India 2010, New Delhi

Defexpo exhibition is focused on defence systems and enjoyed participation from the world's leading defence equipment manufacturers like Boeing, Lockheed Martin, Raytheon, EADS Eurofighter, Dassault systems, besides a number of Indian companies.

We took the opportunity to introduce Merlo SpA of Italy, one of the largest manufacturers of rough terrain telehandlers in the world and our alliance partners for the Indian market. We displayed 3 Merlo rough terrain telehandler models besides a Godrej 5 tonne diesel forklift.

We received a number of visitors at our exhibit including high ranking Indian Army officers and the Italian Military Attaché and Italian Embassy staff. The show was an excellent opportunity to interact and build relations with the Indian Defence Forces, one of our largest customers.

Defexpo was held in New Delhi between 15 and 18 February 2010. Our participation was smoothly executed thanks to the efforts of our Delhi branch and Marketing teams.



Godrej participates in CII Machinery Mart, Guwahati

The CII Machinery Mart 2010 exhibition focused on infrastructure and construction machinery, tea and food processing machinery, packaging machinery, light engineering, plastics processing, weaving machinery, farm equipment and oil and gas equipment. BEML, Escorts Construction Equipment, JCB India, Larsen & Toubro, Terex Vectra Equipment and Godrej were among the well known names

at the show.

The Godrej Material Handling exhibit was a photo display covering our full range of products and services. Our Kolkata branch team organized the participation and interacted with visiting prospects from the north-east. Mr. Pradyut Bordoloi, Minister of Power, Public Enterprises, Industry and Commerce for the Govt. of Assam, visited our stall and

was impressed by our range of products and applications.

The exhibition was organized at Guwahati from 9 to 13 March 2010 by the Confederation of Indian Industry (CII) with support from the Government of Assam, Assam Trade Promotion Organization and DONER.



Do's and Don'ts of Battery Maintenance

Green technologies with a low carbon footprint have gained increasing importance in recent years. Though IC engine powered lift trucks dominate the market, more and more users of lift trucks are showing a marked preference for cleaner, battery powered material handling equipment.

The traction battery is the heart of such equipment as it forms the power source. To ensure its long life and trouble free performance, here are a few tips for maintaining your traction batteries:

Do these things

- Batteries heat up during the charge cycle. Always allow them time to cool to room temperature before placing them in a lift truck for duty
- If your lift truck is idle for a while during operations, lift the battery compartment lid whenever possible to assist ventilation and natural cooling
- Keep all inter-cell connections and bolted terminals tight and smeared with petroleum jelly to avoid sparking

- For storing batteries for a longer period in charged condition, disconnect the main cables and ensure that a freshening charge is given to the battery once every month. A freshening charge is a short 5 to 10 minute burst of normal charging
- Check the electrolyte level before placing the battery for charging every time
- Top up the battery with battery grade distilled water only. Never use acid.
- When charging the battery, ensure that you use a charger with the correct specification that matches the battery's charging requirements. For instance, a 36V charger will not charge a 48V battery
- Place the battery for charging only when it is discharged by 80%
- Recharge the battery daily, unless it is underutilized and therefore insignificantly discharged
- Relieve the battery from active duty and place it for an equalizing charge at least once every week after a normal charge. The equalizing charge cycle usually lasts about 36 hours and brings all cells up to the same potential. Following

this procedure prolongs battery life and ensures that while discharging it delivers a steady current. A steady current delivery is necessary to protect the electronic components of your lift truck

Don't do these things

- Never use non-insulated or naked tools while working on batteries
- Do not wear wrist chains or loose metal bands while working on batteries. If the metallic chain contacts a pair of terminals, it will cause a short circuit resulting in severe burn injuries
- Avoid naked flames, sparks and smoking near a battery
- Never test a battery's charge level by sparking the terminals. The battery may explode like a bomb.
- Never allow the electrolyte's temperature to exceed 50 0C. Suspend the charging cycle if the temperature exceeds the limit of 50 0C. High temperatures affect the specific gravity of the solution which in turn reduces the ability to generate current
- Never top up the battery cells

with acid. Use battery grade distilled water only.

- Do not overfill any cell. Acid bubbles due to the heat generated while charging. An overfilled cell may cause the bubbling acid to spill out
- A battery's life is defined in terms of number of charge cycles. Every time you place a battery for charging, its life reduces by one charge cycle, irrespective of whether the battery is sufficiently discharged or not. Hence, do not follow a practice of opportunity charging. It drastically reduces overall life of the battery
- Never charge a battery for periods longer than required. This reduces battery life and also spoils it. Electronic battery chargers have an in-built cut off but older electric chargers do not. Hence a vigil has to be maintained to avoid overcharging a battery

Do contact your nearest Godrej branch to know more about battery maintenance or ask queries specific to your operations. We are always glad to help.

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:
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