

# LIFTECH

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### Dear Reader,

Here is a pretty good indication that better days have indeed arrived. The first quarter GDP numbers, at 5.7%, and the narrowing down of the current account deficit to 1.7% from a high of 4.8%, largely due to a surge in exports, stand testimony to the fact that prolonged slowdown has ended and that the engines of the economy are purring again. A slew of project clearances and investments, as well as improving global outlook have given a much-needed shot in the arm to industry.

Recognising this "inflection point" we, at Godrej Material Handling, are constantly working towards providing world-class products bearing the 'Made in India' stamp. This year, we have added a 5-ton electric forklift to our range of products. We are also in the process of acquiring CE certification for our Bravo series electric lift trucks.

While top quality forklifts are now available in the market, good forklift drivers are hard to come by. We are addressing this lacuna by designing a training module that will improve the operating skills and efficiency of forklift operators.

It's important to know the product before making a purchase decision and to satisfy this requirement of customers, we have developed a world-class demo centre where the customer can come and see the products in operation.

**Cheers!**  
**Godrej Material Handling**

## GODREJ INTRODUCES 5-TONNE ELECTRIC FORKLIFT TO CATER TO DEMAND FOR HIGHER CAPACITY CLEAN TRUCKS

A decade ago we introduced the 3 tonne capacity electric forklift truck to cater to the needs of the industry due to increase in load capacity requirements. Today, there is greater emphasis on environment friendliness, so the demand for electric forklift trucks is rising even as the diesel variants are being phased out. The demand today is for clean, compact trucks that have better manoeuvrability and are cost-efficient. Widely used in industries such as food, paper, pharmaceutical, glass, and automotive, they have become an indispensable piece of equipment for indoor and outdoor material handling.

### The reasons for introducing 5TE model



Demand is increasing from companies of specific industries such as float glass, pharma, food, packaging, paper, automobile etc., to **lift and shift loads of higher capacity.**



Many customers want to **replace diesel trucks** with electric ones for in-plant movement as they require pollution- and noise-free machines



Many companies are sensitive to environment and as **pollution norms** are becoming more stringent, they wish to introduce cleaner equipment. This helps them in environment certification like ISO 14000



# 1 GODREJ INTRODUCES 5-TONNE ELECTRIC FORKLIFT TO CATER TO DEMAND FOR HIGHER CAPACITY CLEAN TRUCKS

The introduction of this model reinforces Godrej’s position as the technology leader in India and as a complete material handling solution provider.

Godrej launched its 5 tonne Electric forklift during CeMAT India 2013. CeMat India is an apt platform for showcasing latest trends and technologies in Materials Handling / Intralogistics, Storage Systems, Warehousing and Logistic, Services. It attracts decision makers from diverse user industries.

FEATURES	ADVANTAGES	BENIFITS
Twin AC motor technology	Brushless, no spring set, no Communicators	Maintenance free and low energy consumption
	Low friction losses	Superior efficiency
	More Powerful	Higher productivity
Operator presence sensing system	Immediate stop when operator leaves seat	High level of safety
Wet disc brakes	Completely sealed system	Longer life & safer operation
	5 times braking surface area than shoe brakes	Excellent brake efficiency
	Sump cooling system to dissipate heat	Maximize performance & minimum maintenance
Load sensing steering system	Optimum power utilization	Lower energy consumption High efficiency, reduced operating cost
Adjustable steering column	Superior control over steering	Comfort over longer working hours, higher productivity



## 2 GODREJ MH STEPS UP TRAINING PROGRAMS FOR FORKLIFT OPERATORS

A forklift is an expensive piece of machinery whose movement can be hazardous in the hands of an operator who isn't familiar with safety protocols. A 3 tonne diesel forklift moving at a speed of 8 kmph with a full capacity load weighs around 7 tonnes. In the wrong hands, it could turn into a dangerous piece of equipment that could cause serious accidents. Every year, hundreds of mishaps involving forklifts take place all over the world, leading to loss of life, property and causing injuries. Hence personnel responsible for operating forklifts must be trained to use them safely and efficiently.

We at Godrej Material Handling recognize this need for training and have

developed training programs for forklift operators. These courses are comprehensively designed and are conducted by trainers with vast experience in the field of material handling equipment. Two levels of training are offered to our operators.

**Two levels of training are offered to operators. For operators with a basic knowledge of driving an automobile, we offer basic training of 3 to 4 days duration. This covers:-**

- Knowledge of the equipment
- Pre-operational checks
- Safety while operating the forklift: dos and don'ts

- Parking the equipment
- Maintenance from an operator's perspective

**For operators who have completed around two years after the basic training, we offer refresher training which is a one day program covering:**

- Forklift concepts
- Forklift terminology
- Pre-operational checks and check lists
- Dos and don'ts while operating the forklift
- Maintenance & trouble-shooting: a deeper understanding



A standard **3 ton diesel forklift moving at a speed of 8 kmph** with a capacity load of 3 tons weighs around 7 tons! It is a potentially hazardous situation wherein serious accidents can take place.



## 2 GODREJ MH STEPS UP TRAINING PROGRAMS FOR FORKLIFT OPERATORS



Godrej Material Handling conducts these courses at its fully equipped training centre in Vikhroli. We also conduct training programs at customer sites with a sizeable fleet. Many customers have benefited from these courses and have been sponsoring candidates repeatedly.

**Apart from forklift trucks, we also offer operator training on Warehouse Trucks such as:-**

- Reach Trucks
- Stackers
- Powered pallet trucks
- Articulated trucks

The operator training program is also offered to the open market to any young person who wish to develop skills of operating lift trucks

Customers, dealers and personnel interested in training of their operators may contact :-

Mr. F.N.Bharucha  
(fnbtrg@godrej.com)

Mr. Muraleedharan  
(mpk@godrej.com)

Mr. Vijay Yejare  
(vyejare@godrej.com).

Godrej Material Handling conducts these courses **at their fully equipped training center at Vikhroli.**

We also conduct training programs at-site for customers who have large fleets of equipment.

# 3 GODREJ'S ON-GOING INITIATIVE TO TRAIN 1 MILLION RURAL AND URBAN YOUTH IN SKILLED EMPLOYMENT BY 2020

One of the biggest challenges that the country faces today providing gainful employment to the 13 million new entrants to the labour market each year, and to ramp up the skills of the existing labour force. It is in this context that the long-term strategic partnership between Godrej Material Handling and Gram Tarang, a unit of the Centurion University assumes significance. Gram Tarang supports Godrej's on-going effort to train one million rural and urban youth, in skilled employment by 2020. Mr. Anil Lingayat, Executive VP & Business Head, Godrej Material Handling inaugurated the training program on 9th June 2014, which was attended by government officials, customers and delegates from both sides.

This partnership provides technicians the necessary expertise and skill sets to serve the ever increasing need of technical resource in the industry. The program has been developed by experienced trainers of Godrej along with the academic excellence of Gram Tarang. Godrej believes that the Gram Tarang initiative would enhance the capabilities of its people will eventually help the growing material handling industry in India.



## About GRAM TARANG

Gram Tarang Employability Training Services located at Bhubaneswar, Odisha. It currently operates in east India where it has a widespread field network across villages and semi urban centers in a hub and spoke model. Centurion Group's well established educational institutes serve as mother center which help the candidates fulfill

their potential. Gram Tarang has already setup 5 satellite centers across Odisha, Andhra Pradesh and endeavors to extend its reach to include states like Jharkhand, Chattisgarh, Bihar, Assam and Meghalaya, which are currently facing high dropout rates in schools and colleges, resulting in a huge surplus of unskilled human resources



# 4 GODREJ MH TAKES A STEP TOWARDS ACHIEVING WORLD STANDARDS

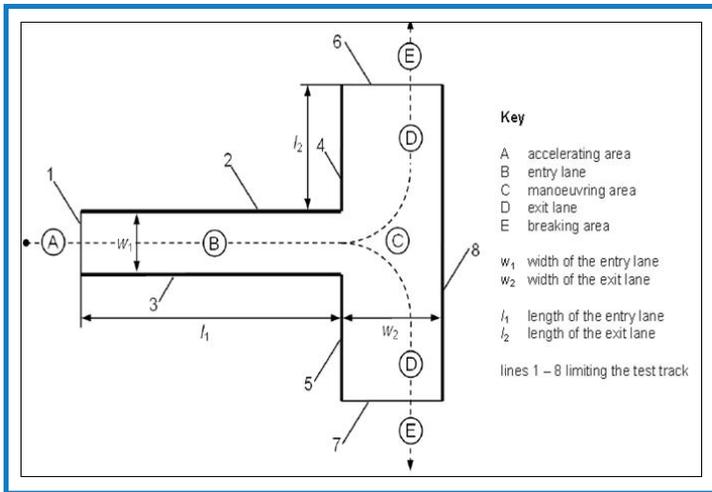
## A Step towards Achieving World Standards:

We have been working on obtaining the CE mark for our Bravo series electric forklifts. Numerous tests have been conducted over the last few months. One very challenging and elaborate test is the stability test while driving with full load. The test determines the chances of a side tip over while carrying the rated load, driving at full speed and making having a tight turning to either side. We conducted this test on our 2 tonne

Bravo electric forklift. The test was performed according to European standards PREN 16203.

The test was carried out in our Vikhroli campus. According to EN guidelines 20 attempts are allowed, of which 3 have to be successful. The Godrej 2 tonne Bravo electric forklift cleared this test in the first 3 straight attempts.

The test determines the chances of a side tip over while carrying the rated load, driving at full speed and making having a tight turning to either side.



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 to contact: Arnab Ghosh | Manager - Marketing

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