



## Thumbs up Response to Escorts DIGMAX

**A**t the Srinagar Customers meet organized by Escorts Construction Equipment Ltd, (ECEL), one of the pioneers in the construction, earthmoving and material handling equipment in the country—newly introduced Backhoe Loader—Escorts DIGMAX—got a thumbs up response from the captains of construction industry in J&K state. All who mattered in the construction business in the state attended this meet to witness the first launch of this unique Backhoe Loader from the product line of ECEL. The response to this Customer Meet was so overwhelming that much before the timing of the meet, one could see prospective customers beelining at the venue of the meet watching its live demonstration and awaiting the start of the Customers Meet.

Impressed by its technical attributes, they lost no time to grab

the earliest opportunity of availing special offer made by the Company by placing their orders for the outright purchase of this machine at the meet. Over a dozen of leading construction companies instantly placed their orders and many other made enquiries about the machine which eventually could turn into concrete order for the newly introduced Backhoe Loader from the stable of ECEL.

Adding to their delight was the announcement by the company that it is going to upgrade and expand its marketing and services base at Srinagar with a number of new facilities to serve the construction market in the state. Indeed, the successful culmination of this meet at Srinagar, would augur well for the promotion, sales and marketing of this machine in the region in particular and sales and marketing of ECEL's other products in general in the state.



In his opening remarks to the Customers Meet, **Mr. KK Vij**, CEO and Executive Director, ECEL said that the purpose of this meet was to interact with

captains of the construction industry in the state, know their problems and offer all possible solutions to their diverse requirements of construction equipment and machineries at the disposal of the company. Talking about the newly introduced Backhoe Loader—DIGMAX,—he explained that the company has been pioneering the concept of Backhoe Loader in the country and now has introduced its new version, which ensure all that matters—efficiency, economy, power and reliability, the inbuilt benefits that make it a preferred

## Customers Meet

choice among Backhoe Loaders available in the country. To stay ahead in the competitive market of construction equipment, the company has been introducing the latest technology across categories in its product line. ECEL, he added, is very much focused in the state with strong footprints across all major towns and cities with its regional marketing office at Srinagar. The facilities at Srinagar are being strengthened to serve the region more comprehensively through improving value proposition for its customers.



**Mr. Rajesh Sharma,** Vice President Sales and Marketing in his presentation at the meet gave an overview of Escorts i m p o r t a n t business areas

with particular reference to Escorts Construction Equipment Ltd (ECEL), manufacturing a number of products for the construction industry, earthmoving and material handling equipment space in the country. Its diverse product range, he said includes Pick-n-Carry Cranes, Slew Cranes, Rough Terrain & Yard, Vibratory Rollers, Forklift Trucks, Telescopic Handlers, Self-propelled Aerial Platforms, Tower Cranes, Crawler Cranes, Articulated Boom Cranes, Motor Graders, Wheel Loaders, Backhoe

Loaders and Power Utility Equipment. All these products command appreciable market share in the country. Besides our own manufactured products, the company also distributes many products of overseas manufacturers like Truck Cranes from Zoomlion, Telescopic handlers and aerial platforms from Manitou, and also products from Fassi and Altec.

All these strategic relationships have helped the company in offering end-to-end solutions to our customers. Escorts DIGMAX is definitely the best Backhoe Loader in the country in its class, offering unique features, and is the best suited to Indian conditions much better than to any other loader available in the country. The new machine has under gone strenuous multiple testing exercise in the rough and rugged terrain of Rajasthan. In terms of providing support, our nationwide network ensures spare parts and technical services to our customers at company's 104 locations. We are going to strengthen our Srinagar set up with more activities to provide better end to end solutions to our customers in the region. We are one of the few companies which has been giving due importance to skill development for which we have a training centres in Ballabgarh and Bangalore. ECEL's training courses and facilities are accredited by CIDC. Besides, we also hold many

training programmes across the country for our customers. If there is demand from the industry in J&K to organize such programmes at Srinagar, we would be too glad to address the skill gap in the state, said Rajesh Sharma.

Over the period, ECEL has been able to mark its footprints in the state very strongly. Its equipment and machines have been successfully deployed in many national and state projects. This is being facilitated by its dedicated dealer like Evergreen Engineering Co which is the focal authorized dealer of ECEL since 2002. Under the stewardship of its Director, MK Raina, the company has been very proactive in marketing ECEL's products and services in the state. It has been able to market over 400 machines for ECEL in the state with nearly ten machines sold during this year, including 3 units of its latest offering Escorts DIGMAX, thus paving the way for marketing and sale for further units in the state. Construction industry is very confident of ECEL products and services. The local office of ECEL has been providing strong support services in the marketing programs.

Some of the Proud Owners who acquired Escorts DIGMAX during Customers Meet at Srinagar include Silver Star chain of hotels, Kohinoor Earthmovers, Khayuban Enterprises, JBF Construction, OMAR Soil and Construction Works, and others.

