

TIL: A LEGACY OF INNOVATION AND STRATEGIC GROWTH IN MATERIAL HANDLING AT BAUMA CONEXPO INDIA 2024

"TIL Limited has evolved over 80 years from India's first crane company to a leader in material handling and infrastructure equipment. With strategic partnerships and cutting-edge technology, it continues to drive innovation and growth."

Rishabh Nair
Head of Brand, Content & PR
TIL Limited



TIL has an 80-year legacy in the industry. Please share some of the key milestones in TIL's journey that shaped its leadership in the material handling and infrastructure equipment space.

TIL Limited, India's first crane company, has built a strong legacy over 80 years in the material handling and infrastructure equipment sector. Founded in 1944 as Tractors India Limited, the company initially operated as a Caterpillar dealer. TIL made its mark in

the 1960s by partnering with Coles Cranes, manufacturing India's first mobile crane in 1962. Expanding across South Asia in the 1970s, TIL introduced key innovations, including India's first rough terrain crane in 1982 and 100-tonne truck-mounted crane in 1988. In the 1990s, TIL formed partnerships with global brands like Manitowoc and introduced advanced technologies. By the 2000s, TIL diversified into road construction and earthmoving equipment, forming alliances with Nacco Material Handling and Astec Inc. The company expanded further in 2011 with a state-of-the-art facility in Kharagpur. In 2024, TIL was acquired by Gainwell Group,

marking the beginning of TIL 2.0 with a new management vision for growth.

How has TIL's acquisition by the Gainwell Group influenced its business strategy and growth plans?

The acquisition by the Gainwell Group represents a strategic alliance that combines shared values and a vision for excellence. Under this new leadership, TIL is implementing targeted measures to improve capacity



utilisation, enhance operational efficiency, and revamp our engineering and technology portfolio.

The acquisition has significantly strengthened our aftermarket support capabilities, as we leverage Gainwell's strengths in providing comprehensive service solutions that maximise equipment uptime. We're also working on launching a new generation of products to reinforce our market-leading position, building on our 80-year legacy while embracing Gainwell's forward-thinking approach to innovation and customer-centricity.

How does TIL plan to leverage its manufacturing capabilities and expand its presence in India and international markets, especially in the context of initiatives like 'Make in India' and 'Atmanirbhar Bharat'?

At TIL, we actively support 'Make in India' and 'Atmanirbhar Bharat' initiatives through our domestic manufacturing of high-quality engineering and material handling equipment. Our strategic alliances with global leaders like Hyster and Manitowoc Crane Group enhance our

technological capabilities and expand our expertise. These partnerships strengthen our product offerings and align with India's push for increased exports.

TIL's potential as a feeder industry for large-scale fabrication and forging positions us as a vital player in the broader manufacturing ecosystem. The current rise in urban development projects and smart cities significantly amplifies the demand for our diverse product range. We also supply advanced equipment entirely manufactured in our plants to the Indian Armed Forces. Our commitment to these initiatives reinforces our role in advancing India's infrastructure capabilities while ensuring sustainable growth and innovation.

We can shed some light on the strategic significance of TIL's partnerships with leading global brands and how these alliances contribute to delivering innovative solutions to your customers

Our strategic partnerships with global leaders fundamentally enhance our technology and manufacturing capabilities. Through our collaboration with Manitowoc Crane Group USA, we have been able to offer a diverse range of imported cranes, including wheeled and lattice boom crawler cranes. Our exclusive partnership with Hyster-Yale Asia-Pacific enables us to provide high-capacity forklift trucks, empty and laden container handlers, and our widely popular ReachStackers across India, Nepal and Bhutan.

Our recent partnership with Snorkel Lifts will help introduce world-class aerial work platforms across these regions. These collaborations allow us to leverage cutting-edge technology and best practices, ensuring continuous innovation and enhancement of our product offerings. By integrating advanced features and improved designs, we deliver solutions that are efficient, reliable, and cost-effective. ■

