







## BANG FOR YOUR BUCK

*bauma ConExpo India 2024 will definitely help contractors and OEMs alike considering the innovations on showcase*

Team CW

**T**he construction equipment industry in India is on the upswing, driven by several factors such as rapid infrastructure development, mining and urbanisation. bauma ConExpo India will bring together all these demand and supply-side forces at the India Expo Mart, Greater Noida, Delhi NCR, from December 11 to 14, 2024. Over 1,000 companies from various countries are expected to participate, exhibiting their products and innovations.

In 2024, India's construction and mining equipment industry saw a 26% YoY growth in equipment sales, driven by robust demand from export markets. This upward trend offers a vast opportunity for innovation and product

diversification for both Indian and global manufacturers. However, it also presents challenges in creating a prosperous ecosystem of component suppliers, skilled service providers and advanced R&D capabilities.

As a result, the show is deepening relationships and expanding networks with national and international equipment manufacturers and construction associations. Some of the key partnerships in the country include the Indian Construction Equipment Manufacturers Association (ICEMA), Builders Association of India (BAI), Construction Equipment Rental Association (CERA), Committee for European Construction Equipment (CECE), Spanish Manufacturers



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Association of Construction and Mining Equipment (ANMOPYC), Cranes Owners Association of India (COAOI), Construction Federation of India (CFI) and many more.

#### GROWING INTERNATIONAL PARTICIPATION

As an integral part of the global network of bauma trade fairs in Europe, Asia and Latin America, bauma ConExpo India has become an unmissable platform for buyers and suppliers, offering a breath-taking experience of next-generation construction technologies in action, insightful conferences, buyer-seller meetings, interaction with key government decision-

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Manish Mathur



makers, a live demo area, award ceremonies, networking events and much more.

Attracted by India's strong infrastructure growth potential, the upcoming edition will see greater global participation with over 800 Indian and international exhibitors across 135,000 square metres of exhibition space and more than 75,000 trade visitors expected from over 100 countries.

Digital technologies such as AI, IoT and automation are set to revolutionise the construction equipment industry. For successful integration, technical partnerships



between equipment users and manufacturers are essential. To facilitate this change, bauma ConExpo India 2024 will host over 30 conferences and technical sessions, including the Quarry Forward conference. The events will cover topics such as equipment finance, telematics, automation, AI/IoT, skills development, and sustainability. The goal is to develop and correctly price innovative technologies, making them accessible even in remote regions.

#### WHAT TO EXPECT

India wants to achieve the status of a developed country by 2047. As a result, driven by vast government investment, India's construction industry is facing enormous growth which is why events such as bauma ConExpo India are so important for equipment buyers, construction contractors and all levels of government agencies. Manish Mathur, CEO, Action Construction Equipment (ACE), says, "At BC India 2024, ACE is set to showcase an array of innovative and high-performance construction equipment tailored to meet the evolving demands of the industry. Visitors can expect to see our latest crane models, material handling equipment, and state-of-the-art earthmoving machinery, all designed with enhanced capacities, safety, productivity, and sustainability features. We will also

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highlight the integration of IoT and telematics in our products, providing real-time data and diagnostics to improve operational efficiency. Additionally, we look forward to engaging with our stakeholders, sharing insights, and exploring collaborations that can further drive the construction sector forward."

Rakesh Modi, chairman, mtandt Group, said, "Visitors can expect to see a diverse range of solutions such as Mobile Elevating Work Platforms (MEWPs) that feature hybrid and



Rakesh Modi

electric boom lifts alongside oil-free scissor lifts, offering eco-friendly and efficient solutions for work at height; truck-mounted boom lifts (Comet Bharat), a Make in India innovation, reflecting our commitment to promoting indigenous manufacturing excellence; under-deck access & netted protection systems, a game-changing solutions ensuring safety and operational efficiency during construction and maintenance projects; portadeck temporary road mats that are lightweight yet robust mats







Manjunath S.

designed for temporary roads and challenging terrain access; aluminium scaffolding; MLIT mobile light towers; and vertical tower cranes."

Manjunath S, director, Doosan Bobcat India, says, "We are launching 4x4 variant, BS5, which is a new product that is being added.

**"We are launching 4x4 variant, BS5, which is a new product that is being added. We will also display the forklift with the lithium-ion batteries."**

We will also display the forklift with the lithium-ion batteries. These are the two new things apart from our regular mini excavator, and skid-steer loaders. The last Excon you have seen our other range of products, such as the S70 and the S450 skid-steer loader, which will be on display this year too. Alongside, we will also put on display the BS5 variants from our product portfolio."

BKT's display will feature a curated selection of high-performance tyres specifically engineered to meet the diverse demands of India's industrial, and construction sectors. "The line-up includes advanced models that

emphasize durability, load capacity, and enhanced traction, underscoring BKT's focus on supporting India's critical infrastructure projects. From robust industrial tyres like the Earthmax SR31, built for heavy-duty applications, to the Airomax AM27, ideal for high-speed mobile crane, each product on display reflects BKT's commitment to producing tyres that enhance operational efficiency and withstand India's challenging terrains. Other showcased models, such as the XL Grip Ultra, Maglift STD, and Liftmax LM81, further demonstrate BKT's versatility in catering to specialized industry needs with precision and performance," said Rajiv Poddar, joint MD, BKT.

Harshvardhan Kanotra, VP, sales, OEM & replacement, Ceat Specialty, said, "We have developed a wide range of industrial and construction tyres which we shall be showcasing at Bauma. Our tyres are developed by collaborating with leading OEMs. We shall showcase a mix of mining, industrial, construction and port tyres. A key highlight of the event will be the unveiling of our Minemax X3, an advanced tyre range meticulously designed for the demanding requirements of





Rajiv Poddar.

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the mining segment, along with the innovative I-Tyre, for real-time performance monitoring."

Alok Kumar Tripathi, president, TIL, said, "A highlight of our display is our recently introduced Snorkel aerial work platforms, featuring an innovative tri-entry design that maximises space efficiency and operational flexibility. There's the updated Hyster TIL ReachStacker, manufactured in India for global markets, and the advanced articulating crane."

#### WHAT ELSE IS HAPPENING

Launching new products on a regular basis is the need of the hour. New and emerging challenging projects call for advanced equipment. Mathur said, "We continually invest

in R&D to develop products that address emerging market demands, focusing on safety, efficiency, and sustainability. By integrating technologies like IoT, telematics, and predictive maintenance, we provide our clients with tools that streamline operations and optimize equipment lifecycle management. Our focus also extends to sustainable design, such as energy-efficient engines, aligning with industry shifts towards green practices. Collaborations with global technology providers and feedback from end-users drive our commitment to delivering solutions that also anticipate future industry needs."

Manjunath replies in two parts. "The growth in material handling and warehousing are seeing an increase in Tier I and II cities as the government and the private sector are





driving investments in terms of factories and other attractive schemes. There's also plenty of foreign investments coming in. Currently, the material handling equipment market size is around 18,000-20,000 units. This will grow at the rate of almost 25-30%. Mechanisation is the solution through which compact equipment business will flourish. As for backhoe loaders, Bobcat is a serious player in India market and will see the market size hovering around 36,000 to 42,000."

Speaking on sustainability, Kanotra says, "We are committed to reducing the environmental impact of our tyres across their entire lifecycle. Our goal is to achieve 40% sustainable material use by 2030. To achieve this, our R&D is focused on developing advanced materials like rice husk silica, recovered carbon black (rCB), super tensile reclaim, and polyester tyre cord made from recycled PET bottles (rPET). We're also exploring the use of bead wire from scrapped steel. Our flagship "Sustainmax" tyre is crafted with 81% sustainable materials, including rice husk silica, rPET, rCB, natural rubber, plant-based resin, and recycled rubber, demonstrating our focus on renewable and recycled components in tyre manufacturing."

Tripathi believes that Indian customers prioritise operational metrics and value-for-money propositions above all else. "Key considerations include metrics like productivity rates, total capacity, versatility, and total cost of ownership. The rental market has emerged as a strategic gateway for contractors to access advanced equipment without significant upfront investment, particularly for specialised or occasional-use machinery. This is especially relevant for new technologies like electric and hybrid equipment, where contractors can experience the operational benefits before making long-term commitments. Contractors are showing increased interest in equipment with advanced safety features and digital capabilities, reflecting a growing emphasis on workplace safety and operational efficiency. Our state-of-the-art facilities in Kharagpur and Kamarhati serve as innovation hubs, where



we maintain rigorous quality testing protocols while developing new solutions."

Many believe that the growth of construction equipment (CE) in FY 25 will be driven by several key factors, including the continued investment in infrastructure projects across India. "Initiatives such as the National Infrastructure Pipeline (NIP), Production-Linked Incentive (PLI), smart city development, and increased focus on transportation networks like highways, metro systems, and ports will create substantial demand for advanced construction equipment. Additionally, the emphasis on sustainability and the adoption of environmentally friendly equipment will drive the industry forward as contractors increasingly prefer solutions that align with green construction practices. Technology integration, such as telematics and IoT-based equipment, will also play a significant role in improving efficiency and

driving growth," says Modi.

Speaking about contractors' buying habits, Modi says that today are increasingly adopting a hybrid approach, balancing both buying and renting equipment to optimize costs and improve project flexibility. "Short-term projects or specialized applications often drive the preference for rentals, as this allows contractors to access high-performance machinery without the burden of long-term ownership. Conversely, equipment with consistent, long-term use cases, such as MEWPs or scaffolding systems, is more likely to be purchased outright. Additionally, there's a noticeable shift towards equipment that incorporates advanced technology, such as telematics for remote monitoring and hybrid or electric-powered machines, reflecting the growing importance of efficiency and sustainability in contractor decisions," added Modi.

At the far back-end, there were some ominous predictions. While projections of a potential slowdown in construction equipment sales for FY25 may reflect short-term market conditions, many believe the long-term outlook for the industry remains robust. Factors such as fluctuating economic cycles, policy adjustments, and global market dynamics can influence annual sales trends, but the government's unwavering commitment to infrastructure development will continue to provide strong growth opportunities. Furthermore, the growing focus on modernization, automation, and sustainability in the construction industry will sustain demand for advanced equipment. ■

