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BUILDING THE FUTURE

The Role of PLI scheme in
Construction Equipment Sector



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PLI SCHEME

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BUILDING THE FUTURE

The Role of PLI scheme in Construction Equipment Sector



In a bold move to invigorate the construction sector and bolster domestic manufacturing, the Government of India has introduced the Production Linked Incentive (PLI) Scheme specifically tailored for construction equipment manufacturers. This initiative is set to revolutionize the industry, positioning India as a global hub for construction equipment production while enhancing the competitiveness of local manufacturers.

Equipment Times looks into the key features, impact on the industry and future prospect into the scheme which sets to transform the construction equipment manufacturing space.

The PLI Scheme aims to enhance manufacturing capabilities through financial incentives linked directly to the output produced by manufacturers. This forward-thinking policy is designed to encourage investment, increase production capacities, and introduce cutting-edge technologies in the marketplace. With the construction and infrastructure sectors poised for unprecedented growth—driven by ambitious government projects and urbanization—the time is ripe to capitalize on these opportunities.

KEY FEATURES OF THE SCHEME

Incentives for Output Growth: Under this scheme, manufacturers will be rewarded with incentives based on their production levels. This performance-based approach not only motivates companies to increase output but also ensures higher quality and innovation in construction equipment.

Focus on Make in India: The initiative aligns perfectly with the “Make in India” philosophy, encouraging manufacturers to utilize indigenous resources and labour. This shift is vital for reducing dependency on foreign imports and fostering a self-reliant manufacturing ecosystem.

Encouragement of R&D: The PLI scheme is designed to fuel research and development in the sector. Manufacturers are incentivized to invest in new technologies and sustainable practices that could revolutionize equipment design and functionality.

Support for MSMEs: Recognizing the pivotal role of micro, small, and medium enterprises (MSMEs) in the manufacturing landscape, the government has tailored specific provisions within the PLI scheme to assist these smaller players, allowing them to grow and thrive alongside larger corporations.

IMPACT ON THE INDUSTRY

The introduction of the PLI scheme is expected to have far-reaching implications for the construction equipment industry. Experts predict an increase in domestic production, which could drastically reduce lead times and costs for construction companies. Moreover, there is an opportunity for manufacturers to expand their export capabilities, tapping into the growing global demand for construction machinery.

LOOKING AHEAD

As the government rolls out the operational framework for the PLI scheme, stakeholders eagerly await the details on implementation and eligibility criteria. The success of this initiative will largely depend on collaborative efforts between government bodies, industry leaders, and research institutions to create a robust manufacturing ecosystem.

The Production Linked Incentive Scheme for construction equipment manufacturers marks a new chapter in India’s manufacturing narrative. By fostering an environment conducive to growth and innovation, the government is not just building a framework for economic resilience but also laying the groundwork for a sustainable and globally competitive construction equipment industry.

As we keep our eyes on the horizon, the challenges and opportunities presented by this scheme will undoubtedly reshape the construction landscape in India for years to come.

BAUMA CONEXPO INDIA 2024 – A PREMIER TRADE FAIR FOR THE CONSTRUCTION AND MINING SECTORS

The countdown has begun for bauma CONEXPO INDIA 2024, a flagship international trade fair poised to bring groundbreaking innovations, emerging trends, and unparalleled networking opportunities to the construction

and mining sectors. Scheduled to take place from December 11 to 14, 2024, at the India Expo Centre, Greater Noida / Delhi NCR, this prestigious event promises to be a convergence of industry giants, innovative startups, and decision-makers from across the globe.

As the Indian infrastructure and construction equipment market undergoes rapid transformation, bauma CONEXPO INDIA 2024 stands as a critical platform to showcase cutting-edge technologies and solutions for construction machinery, building material machines, mining machines, and construction vehicles. With the event strategically positioned in one of the world’s fastest-growing economies, participants can expect unparalleled business opportunities and industry insights.

Highlights to Watch Out For

Global Participation: bauma CONEXPO INDIA 2024 will host over 700 exhibitors from 20+ countries, including pavilions representing nations such as Germany, China, and the USA. This global representation underscores the fair’s status as a premier event for both established and emerging markets.

Innovation at the Forefront:

Expect a showcase of state-of-the-art equipment and technologies redefining the construction and mining landscape. From AI-driven construction solutions and smart mining equipment to sustainable practices and eco-friendly machinery, the event promises to unveil the industry’s future.

Focus on Sustainability:

Given the growing emphasis on sustainable development, the 2024 edition will spotlight green construction solutions. Industry leaders will present innovations aimed at reducing carbon footprints, increasing energy efficiency, and meeting evolving regulatory standards.

Knowledge-Sharing Platforms: A series of expert panel

discussions, keynote speeches, and live demonstrations will enable knowledge exchange among participants. The topics will include digital transformation in construction, smart city infrastructure, and advanced mining techniques, providing actionable insights for industry professionals.

Networking Opportunities: With an expected footfall of 40,000+ visitors, bauma CONEXPO INDIA 2024 will serve as a networking hub for CEOs, engineers, policymakers, and equipment operators. The fair will facilitate partnerships, collaborations, and deal-making that could redefine the industry's future.

INDUSTRY OUTLOOK

India's ambitious infrastructure development plans, including highways, smart cities, and renewable energy projects, are driving unprecedented demand for advanced construction equipment and technologies. This year's bauma CONEXPO INDIA will cater to this booming market, providing solutions tailored to India's unique challenges and opportunities.

VISITOR AND EXHIBITOR INFORMATION

The India Expo Centre in Greater Noida offers world-class amenities, ensuring a seamless experience for exhibitors and attendees. The event will also feature digital tools, such as a networking app and virtual showrooms, to enhance engagement and accessibility.

VOICES FROM THE INDUSTRY

Dimitrov Krishnan, Chairman - bauma CONEXPO INDIA 2024 & MD, Volvo CE, said, "The Indian construction equipment industry is at a critical turning point, with India being the third largest CE market globally. The prospects for growth are immense, and the market is expected to reach \$25 billion by FY2030,



Dimitrov Krishnan
Chairman - bauma
CONEXPO INDIA 2024
& MD, Volvo CE



V. G. Sakthikumar
Chairman and
Managing Director,
Schwing Stetter India



Dheeraj Panda
Managing Director
Ammann India

highlighting the significant opportunities ahead. However, this journey of growth has its own set of challenges, particularly with the Chinese and US markets being ahead in terms of scale, technology, and infrastructure. There is a need to address key challenges such as improving domestic manufacturing capabilities, focusing on product innovation, and meeting the demand for more sustainable and efficient equipment. The government's focus on infrastructure development and initiatives like Make in India are key drivers that will support this growth."

V. G. Sakthikumar, Chairman and Managing Director, Schwing Stetter India, said, "The PLI scheme has been instrumental in shaping SCHWING's investment strategies in India. It has enabled us to expand our manufacturing

facilities, incorporating state-of-the-art technologies to enhance production efficiency and capacity. By incentivizing local manufacturing, the scheme has supported our vision of making India a global hub for high-quality construction equipment. This initiative aligns with our long-term goals of meeting both domestic and export market demands while driving job creation in the sector."

He further added, "SCHWING views Bauma CONEXPO INDIA as a pivotal platform to connect with industry professionals, government stakeholders, and clients. We aim to strengthen existing relationships, forge new partnerships, and showcase our commitment to innovation and sustainability. Through interactive displays, live demos, and knowledge-sharing sessions, we plan to create an engaging experience for all attendees. Our primary goal is to demonstrate how our solutions address current industry challenges while driving efficiency and sustainability. Additionally, we look forward to gathering valuable insights from stakeholders that will inform our future strategies and product developments."

Dheeraj Panda, Managing Director Ammann India, said, "The PLI Scheme is undoubtedly strengthening India's competitiveness in the global construction and mining equipment market. By incentivizing local manufacturing and encouraging companies to expand their production capabilities, the scheme is positioning India as a manufacturing hub for high-quality, technologically advanced construction equipment. This aligns well with the rising global demand for sustainable and efficient infrastructure solutions, giving Indian-made equipment a competitive edge in international markets. To further accelerate growth in this sector, additional support in areas like research and development



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(R&D) and skill development would be highly beneficial. Expanding R&D incentives could help companies innovate faster, especially in eco-friendly technologies and automation, which are increasingly crucial in construction and mining. Additionally, initiatives focused on workforce training in advanced manufacturing skills, including digital tools and precision engineering, would help maintain high quality standards and boost productivity."

Manish Mathur, CEO - Cranes, ACE - Action Construction Equipment, said, "The PLI scheme has been a transformative initiative for ACE, providing a strong incentive to expand our manufacturing capabilities. The financial benefits linked to incremental production and value addition have allowed us to channel significant investments into enhancing production lines, adopting advanced manufacturing technologies, and scaling up R&D efforts. This scheme has also given us the confidence to explore newer avenues for growth. By focusing on building a more robust and self-reliant production ecosystem, we are not only meeting the growing demand in the domestic market but also positioning ACE as a competitive player in the global arena."

Sanjeev Bajaj, Chief Officer, Construction Equipment Business Division, Escorts Kubota, said, "Our participation at Bauma Conexpo India 2024 underscores our commitment to the theme 'Innovation for Nation Building.' At the core of our focus are safety, productivity, and efficiency. We are showcasing innovations in energy efficiency, operator safety, automation, and real-time monitoring—key advancements that contribute to India's infrastructure development in a safe and sustainable manner. All of our new products comply with CEV V standards and are legislated



Manish Mathur
CEO - Cranes,
Action Construction
Equipment



Sanjeev Bajaj
Chief Officer,
Construction
Equipment Business
Division, Escorts
Kubota



Siva Ramalingam
MD, Fiori Concrete
Machines India



**Santosh Kumar
Srivastava**
President,
Mtandt Group

with CEV II Safety norms, offering a range of innovative features to meet diverse customer needs, whether for captive use or rental applications. With our product range representing 55%

of the construction equipment industry's volume, we remain dedicated to leading the development of technologies and solutions that best serve our customers."

Siva Ramalingam, Managing Director, Fiori Concrete Machines India, said, "This is the second time FIORI is participating at the Bauma Conexpo exhibition. FIORI will be displaying two types of self-loading mixers, the DBS series & the DBX series. The DBS series represents the rear-loading mixer system. The two models in rear loading mixer would be DBS 2800 & DBS 4300 with mixing capacity of 2.8 cbm and 4.3 cbm per batch respectively. The DBX series represents the modern front-loading mixer system. The two models in the front-loading mixers would be DBX 2500 & DBX 5000 with mixing capacity of 2.5 cbm and 5.0 cbm per batch respectively."

Santosh Kumar Srivastava, President, Mtandt Group, said, "The PLI scheme has been instrumental in encouraging Mtandt Group to venture into manufacturing, leveraging our decades-long expertise in operations and maintenance of Aerial Work Platforms (AWPs). Having represented globally reputed companies since 1974, we have built a strong foundation of knowledge and operational excellence. The PLI scheme inspired us to transition from being an importer to a manufacturer, allowing us to capitalize on our existing skills while establishing a manufacturing facility at Jewar. This initiative aligns with the Government of India's Make in India vision, enabling us to expand production capacity and meet the growing demands of both the domestic and SAARC markets. With this support, we are confident in our ability to manufacture world-class AWPs while enhancing our market reach and production capabilities."



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Rajiv Chaturvedi, Vice President, HD Hyundai Construction Equipment India, said, "HD Hyundai is engineering equipment that caters to the needs of large-scale infrastructure projects like highways, metro rail systems, tunneling, mining, railways, and mega-industrial developments. The company's products focus on safety, productivity, and sustainability in response to the construction industry's demand for high-tech, high-performance machines. In our product we focus on bringing in the innovations which add value to our customers. To give some examples, our HX520L Mining Excavator features Intelligent Power Control (IPC), offering three fuel-efficient modes, significantly reducing fuel consumption without compromising power. To mitigate the Harsh Conditions in large scale infra projects we built our excavators with a reinforced undercarriage and high-tensile steel, making it ideal for extreme conditions, ensuring longer machine life. And to ensure Reduced Downtime we have Hi-MATE & Hi-TRACK, remote management systems which provides AI-powered predictive maintenance to reduce unplanned downtime, enabling proactive fixes before problems cause delays, thereby maintaining high operational efficiency."

Williams R. J., Managing Director, Hail Stone Innovations, said, "We are extremely happy to be part of bauma CONEXPO India 2024, the 7th international Trade Fair for construction machinery, building material machines, mining machines and construction vehicles. We have been part of bauma for the last 10 years. Last year, we had a good footfall and it increased our business prospects. In bauma CONEXPO INDIA 2023, there were more than 41,000 visitors from 83 countries, more than 600 exhibitors from 26 countries



Rajiv Chaturvedi
Vice President,
HD Hyundai CE India



Williams R. J.
Managing Director,
Hail Stone Innovations



Animesh Nandy
Managing Director,
Bauer Equipment India,



Jeffrey Zuidgeest
Regional Director,
BU Components,
Hyva India

showcased their products in 135000 m square exhibition space. This year, we are showcasing many of our latest products that speak Hailstone's core principles of innovation, efficiency and sustainability. Visitors to our stall would get to look and feel our Hail Track HT series, our mobile smart crusher and smart VSI. We are looking forward to meeting key players from around the globe, be part

of many world premieres and experience entire ecosystems, from exhibitors and experts to start-ups and young talents to latest research developments."

Animesh Nandy, Managing Director, Bauer Equipment India, said, "As the Indian market is gradually adopting to advanced machinery with growing enthusiasm, particularly in large-scale infrastructure projects like bridges, metro systems etc, thus this time we will be focussing on interaction on with our clients and prospective contractors and officials on critical projects and our competitive advantage offerings from the cutting-edge technology embedded in BAUER equipment, especially in our piling rigs, trench cutters, and grab systems. However, we will also be showcasing our high-performance Drilling Tools which is manufactured in India. We are proud to also feature our 1000th tool in this exhibition manufactured in India."

Jeffrey Zuidgeest, Regional Director, BU Components, Hyva India, said, "The PLI scheme is a positive step toward enhancing India's competitiveness in the global construction and mining equipment market. By incentivizing local manufacturing and fostering innovation, the scheme creates an environment that supports companies like Hyva India to bring advanced technologies. This positions India as a reliable hub for high-performance, cost-efficient solutions. That said, additional measures could further accelerate growth. Investments in skill development to create a future-ready workforce, improved access to advanced raw materials at globally competitive prices, and continued enhancements to logistics infrastructure would provide critical support to manufacturers. Additionally, streamlined tariffs on components vital for technology integration could strengthen India's position in global value chains, allowing companies

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like Hyva India to better serve growing international demands.”

Pinaki Niyogy, Chief Operating Officer & Chief Technology Officer, TIL, said, “The Production Linked Incentive (PLI) Scheme has emerged as a significant catalyst in enhancing India’s manufacturing competitiveness in the construction and mining equipment sector. As a company with over eight decades of manufacturing excellence, TIL Limited has witnessed how this scheme has accelerated indigenous manufacturing capabilities and encouraged increased investment in R&D and technology integration.”

Rakesh Raina, Country Manager, Casagrande (India), Piling & Geotechnical Equipment, said, “We are participating in this important exhibition with our stall in Hall no 7 Booth No B43. We apart from our wide range of civil foundation equipment will focus on CFA piles, diaphragm wall and anchors and Team Casagrande experts would be available at booth to explain our product features and our presence in Indian and international market. Such exhibitions give an opportunity to meet with many new and existing customers and explain them our product features and success we have had in India and other countries. We also discuss some important case history of some challenging job sites and how Team Casagrande helped contractors to adapt suitable working methodology. Such meetings help us understand the market trend and upcoming new projects and accordingly prepare ourselves for future potential.”

Rajat Jain, Deputy General Manager, Robbins Global TBM Company, said, “At this edition of Bauma CONEXPO INDIA 2024, we are proud to showcase our latest range of state-of-the-art Tunnel Boring Machines (TBMs) designed to meet the unique challenges of underground tunnelling projects across diverse

geological conditions. Our focus during this exhibition is to



Pinaki Niyogy
Chief Operating Officer
& Chief Technology
Officer, TIL



Rakesh Raina
Country Manager,
Casagrande (India),
Piling & Geotechnical
Equipment



Rajat Jain
Deputy General
Manager,
Robbins Global TBM
Company



D.V. Brahme
Regional Manager,
Mait India Foundation
Equipment



Som Dutt Sharma
Director,
Premier Heavy Lift

highlight advanced TBM solutions that provide unparalleled performance, efficiency, and safety for urban and infrastructure tunnelling. This year, we are excited to present innovations that incorporate enhanced automation, real-time monitoring capabilities, and adaptive features to ensure superior accuracy and productivity in tunnelling operations. Our solutions are tailored to address the growing demand for sustainable and efficient tunnelling solutions in metro, utility, and large-scale infrastructure projects across India and beyond.”

D.V. Brahme, Regional Manager, Mait India Foundation Equipment, said, “MAIT has always kept sustainability as a mainstream concept in all its products. Our equipment has been most fuel efficient & durable complying with most stringent European Safety standards. Many of our equipment are still operational even after 20 years of sustained use. Our clients appreciate the fact that our equipment last very long with good efficiency. To add to it, we have started reconditioning of the rigs at our workshop in Navi Mumbai. After the reconditioning, rig that has crossed say 20000 working hours, gains about 7000 to 8000 hours of further life, thereby reducing the carbon footprint, if it was to be replaced with a completely new rig.”

Som Dutt Sharma, Director, Premier Heavy Lift, said, “We expect to strengthen our relationships with existing clients and forge new partnerships with industry stakeholders. Our goal is to showcase our latest innovations and solutions, engage with visitors through live demonstrations and interactive sessions, and gather valuable feedback to further enhance our offerings. We aim to achieve increased brand visibility, expand our client base, and secure new business opportunities that align with our growth and expansion plans.” ■



PLI Scheme has emerged as a significant catalyst in enhancing India's manufacturing competitiveness in the construction & mining equipment sector.

PINAKI NIYOGY

Chief Operating Officer & Chief Technology Officer, TIL

What products or solutions are you showcasing at this edition of bauma CONEXPO INDIA 2024? What is your focus during the exhibition?

At bauma CONEXPO INDIA 2024, TIL Limited is showcasing our comprehensive product portfolio that represents our manufacturing excellence and strategic global partnerships. Our exhibition highlights include our advanced articulating crane which we are currently manufacturing for critical defense applications. Our showcase of advanced mobile cranes from the TIL Range demonstrates our commitment to innovation and superior engineering, alongside our recently introduced Snorkel aerial work platforms and tele handlers. Additionally, we will showcase the updated Hyster TIL ReachStacker, designed and manufactured in India for global markets. This ReachStacker boasts a new cabin design that enhances operator visibility and safety, ultimately increasing productivity by focusing on the number of containers moved per hour. It embodies our dedication to delivering reliable equipment that meets the demands of modern logistics.

At our booth, visitors can experience firsthand how our integrated solutions support India's infrastructure development while learning about our manufacturing capabilities at our Kamarhati and Kharagpur facilities. A particular emphasis has been placed on enhanced aftermarket support services and digital integration

initiatives that maximise equipment uptime for our customers.

What are your expectations for participating in bauma CONEXPO INDIA 2024? How do you plan to engage with visitors and stakeholders at the exhibition?

Our participation in bauma CONEXPO INDIA 2024 aligns with TIL 2.0, our strategic vision for growth, and serves as a platform to showcase our commitment to innovation and customer value. During the exhibition, we are focusing on deep engagement with customers through live equipment demonstrations and technical sessions, allowing our experts to provide detailed insights into our enhanced product portfolio and aftermarket capabilities. We're facilitating meaningful discussions about emerging industry challenges and solutions, while actively exploring new market opportunities in urban development and smart city projects. The exhibition also provides an ideal platform to highlight our growing capabilities in the defence sector and demonstrate our integration of IoT and digital technologies in equipment management.



Do you believe the PLI Scheme is effectively enhancing India's competitiveness in the global construction and mining equipment market?

The Production Linked Incentive (PLI) Scheme has emerged as a significant catalyst in enhancing India's manufacturing competitiveness in the construction and mining equipment sector. As a company with over eight decades of manufacturing excellence, TIL Limited has witnessed how this scheme has accelerated indigenous manufacturing capabilities and encouraged increased investment in R&D and technology integration. Looking ahead to the next 3-5 years, we anticipate the scheme will drive significant localisation of critical components, expand export opportunities through improved cost structures, and generate substantial employment in skilled manufacturing roles. Support for technology acquisition and R&D investments, coupled with focused initiatives for skill development and training programs, would strengthen the scheme's impact. Given our state-of-the-art facilities and global partnerships, TIL is well-positioned to leverage these incentives for sustainable growth while contributing to India's emergence as a global manufacturing hub. The scheme's emphasis on local manufacturing aligns perfectly with our commitment to the 'Make in India' and 'Atmanirbhar Bharat' initiatives. ■