

L&T  L&T Construction & Mining Machinery

Earthmover

Customer Newsletter

News

Vol. 25, No. 2, April 2012

L&T appoints Mr. K. Venkataramanan as CEO & MD Mr. A.M. Naik to continue as Group Chairman



Mr. A.M. Naik



Mr. K. Venkataramanan

Mr. K. Venkataramanan has been appointed as Chief Executive Officer & Managing Director of L&T from 1st April 2012, and Mr. A.M. Naik continues as Executive Chairman of the Group. This was decided at the L&T's Board of Directors meeting held in Mumbai on 9th March 2012, while bifurcating the role of Chairman & Managing Director into two positions.

Mr. Venkataramanan is a Chemical Engineering Graduate from IIT-Delhi and joined L&T as a Graduate Engineer Trainee. He was elevated to the Board of the Company as a Whole-time Director in the year 1999. He has won many national and international accolades, viz. Honorary Fellow of IChemE, U.K., Honorary Doctorate in Project Management, Distinguished Alumni of

IIT-Delhi, to name a few. He is an excellent leader and is very well-known in science, technology and business circles. He is an active sportsman, who still plays tennis and badminton regularly and cricket occasionally.

L&T undertook the journey of 'LAKSHYA' to simplify its portfolio and created 10 Independent Companies (ICs) and 7 Subsidiaries with a view to bringing focus, autonomy and accountability and had engaged the services of the global strategy firms for the same. While the journey is already on, changes in the economic environment necessitated the company to undertake a Mid-Term Review of Strategic Plan, which is now under finalization.

In line with the vision of the company to become an Indian multinational as also looking at the current global competitive environment, it needs to develop leaders who will manage the Company, going forward.

In view of the transformation phase that L&T is going through, the Board of Directors has decided that there is a need for continuity and accordingly requested Mr. Naik, to continue for a period of 5 years as Executive Chairman of the Group. Mr. Venkataramanan is responsible for the businesses of the Company and Mr. Naik will focus on completing the portfolio restructuring, institutionalizing the IC structure, mentoring and developing the leadership team and future leaders to face the global challenges.

11,000th PC200 Machine handed over to J.C. Infra

The popular L&T-Komatsu PC200-6 crossed a milestone with the handing over of the 11,000th machine to the customer from the North East. At a function held at Equipment Depot in Guwahati, the symbolic key of the machine was handed over to Mr. Subhash Jhunjhunwalla, Managing Director, M/s. J.C.Infra Corporation Limited by Mr. Partha Mookherjee, Sr. DGM- Product Development and Mr. Subhjit Dutta, Branch Manager, L&T-Guwahati. Mr. Mukesh Tiwari, Zonal Manager, CEB-East, Mr. R.S.Chaki, Territory Manager, CEB-Guwahati, Mrs. Suravi Sharma, Director, M/s. Saurav Auto Pvt. Ltd., Mr. K.R.Bhowmik and Mr. M.P.Bisoi participated in the event.

J.C.Infra has been in the business for the last 20 Years with an average turnover of Rs 100 crore. The firm is one of the biggest contractors based in Meghalaya with a machine population of 10 nos. L&T-Komatsu PC200-6 and one



L&Tites seen with the customer Mr. Subhash Jhunjhunwalla (fourth from left) and the milestone 11,000th L&T-Komatsu PC200 machine in Guwahati.

PC300LC-7. The firm has been executing several projects relating to border fencing,

road development and coal handling in the North-Eastern Region.

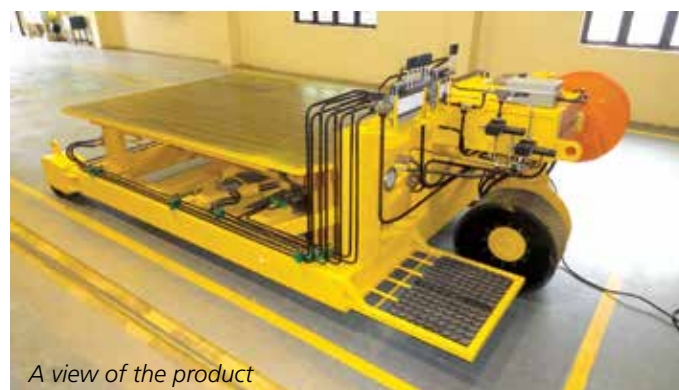
L&T Hydraulics develops a self-propelled Variable Work Table



Mr. A.K.Garg handing over the operation manual of the Wheel Dolly to Mr. Arun Pai during the roll out event as Mr. S.M.Kodkani, Mr. G.N. Sholapur, Mr. S. Ghosh and Mr. S.Jagannathan applaud.

Wheel Dolly, a variable work table designed and manufactured by L&T Hydraulics, was handed over by Mr. Arvind K. Garg, Vice-President-CMB, L&T to Mr. Arun Pai, General Manager-Product Support Department, L&T in the presence of Mr. Shailesh Kodkani, Head-Hydraulic Equipment Business, L&T in Bangalore. This product will be used by L&T's Product Support Department for servicing of the giant 830E Dump Trucks at HZL's Rampura-Agucha Mines.

Wheel Dolly is an import substitution product and has been built by L&T Hydraulics at a fraction of the landed cost of the imported equivalent. It is a versatile product which facilitates positioning of heavy equipment components such as wheel motors, armatures, load struts, wheel assemblies, hoist cylinders, fuel and oil tanks safely and accurately. It has a safe working load of 20,000 kg and is suitable for handling components of Dump Trucks. It can lift, tilt and slew the load and also propel itself with the load on a concreted workshop floor. All functions viz., lift, tilt, slew and steering will be done using hydraulic cylinders, and hydraulic motor will be used for propelling. This variable work table has a key role at the site workshops where off-highway trucks are serviced/repaired.



A view of the product

Impressive Display at Machinery Mart

L&T Construction Equipment staged an impressive display of its products in Machinery Mart 2012, held in Maniram Diwan Trade Centre-Guwahati from 23rd to 25th March 2012. The objective was to bring together latest machinery, state-of-the-art technologies and related services for the promotion of construction and allied industries in the North-East.

Another objective of Machinery Mart 2012 was to create a platform for the Government to look at options of technology infusion into various activities, with the opening up of the North-Eastern Region for industrial development and accelerated growth.

Among the industries which participated were Infrastructure & Construction Machinery, Small and Light Engineering and Farm Equipment. The exhibition, organized by Confederation of Indian Industry, had 70 exhibitors spread over two halls and outdoor area. The event was inaugurated by Mr. Pradyut



Symbolic key being handed over to a customer during the exhibition.

Bordoloi, Minister for Power & Industry, Government of Assam.

L&T had taken up outdoor area with live display of L&T-Komatsu PC71, PC130 and PC210 Hydraulic Excavators and L&T 9020 Wheel Loader. This was complemented by a vivid display of posters and panels in the constructed booth. The introduction of L&T 9020 Loader was a major attraction. PC210, with its Komtrax features, generated keen interest amongst local customers.



Customers from the North-East viewing the display.

CEB team comprising Mr. Samidh Chatterjee, Sr. DGM-CBU and Mr. Mukesh Tiwari, Zonal Manager, CEB-East, interacted with the customers at L&T stall. Mr. R.S. Chaki, Territory Manager, CEB-Guwahati along with Mrs. Suravi Sharma of M/s. Saurav Auto Pvt. Ltd., (CMB Dealer) led the participation of local teams, respectively. A couple of key handing over ceremonies were held during the show.

Live display of machines at Machinery Mart



Mining Expo at Kolkata a Big Success

IME 2012, the international mining, exploration, mineral processing technology and machinery exhibition, held in the precincts of Salt Lake Stadium in Kolkata from 28th to 31st January 2012 was a resounding success with strong participation from several companies operating in the mining segment.

L&T Mining Machinery had put up an indoor stall at IME 2012 consisting of large-size panels highlighting its contribution to the Indian mining industry. Over the years, L&T has supplied Komatsu's high value machines such as 830E/HD785/HD465 Dumpers, PC3000/PC2000/PC1250 Hydraulic Excavators, WA900/WA600 Wheel Loaders and D475/D375/D275 Dozers, which have accelerated the pace of productivity in the mines.

Senior officials from coal companies and customers from the mining segment visited the exhibition and apprised themselves of new technologies and developments. Mr. Dipankar Banerjee, Head-MEB and Mr. Kausik Bose, Zonal Manager, MEB-East led L&T's participation at IME 2012.

Coinciding with IME 2012, the 4th Asian Mining Congress was held on 'Sustainable Mining in Asia – Challenges & Opportunities'. The event was organized by Tafcon Group in association with Ministry of Coal, Government of India.



Mr. D. Banerjee, Head-MEB, L&T speaking with Mr. U. Kumar, Advisor, M/s. Essel Mining.



Mr. Manoj and Mr. Harsh Agarwalla of M/s. Dhansar Engineering seen with Mr. Kausik Bose and Mr. Rajat Chakrabarty, L&T.



Mr. Ramesh Agarwal, CEO, Mr. R.B. Mathur, Advisor and Mr. S.K. Nakra, VP (Mining), M/s. Lanco Infratech with Mr. D. Banerjee.



Mr. R.K. Saha, CMD, Central Coalfields Ltd. and Mr. A.K. Debnath, Director (T), Central Mine Planning & Design Institute Ltd. with Mr. Kausik Bose, Zonal Manager – East, L&T.



Mr. Purojit Roy and Mr. Parthasarathi Roy of M/s. Eastern Mineral Trading Agency with Mr. D. Banerjee and Mr. Kausik Bose.

L&T Showcases PC71 & PC130 at Commex 2012

The 4th edition of Commex 2012, organized in Gujarat University Exhibition Centre-Ahmedabad from 15th to 18th February 2012, saw high-level of participation from the equipment manufacturers in the Construction Industry. With infrastructural projects on the rise in the Western India, the exhibition provided timely opportunity for the participants to showcase their products.

L&T Construction & Mining Machinery had set up an indoor stall with live display of L&T-Komatsu PC71 and PC130 machines, which are popular models in the retail market. The stall was attractively designed with adequate branding and illumination. Panels showing L&T-Komatsu product range and after-sales support services were highlighted. CMB Dealer, M/s. Deccan Earthmovers-Ahmedabad joined L&T in the stall set-up.

Mr. Arun Pai, General Manager-Product Support; Mr. Partha Mookherjee, Head-CMTB; Mr. Rahul Mehta, Zonal Manager, CEB-West led L&T's participation in the exhibition. Mr. Aldrin Kurian, Territory Manager, CEB-Ahmedabad and Mr. Manish Dwivedi, COO, Deccan Earthmovers, alongwith their teams were active at the show.

Many customers visited the stall and evinced keen interest in the products. L&T had tied up with financiers and



A view of the product display at L&T Stall in Commex 2012.

offered special schemes during the exhibition period. Parts discount coupons were handed over by the Dealer to customers. The exhibition was organized by Convention & Fairs (India) Ltd. This participation helped L&T in establishing the brand in the local market for One-Stop-Solution.



(From left) L&T team comprising Mr. Arun Pai, Mr. V.R. Subramanian, Mr. Rahul Mehta and Mr. Aldrin Kurian seen at Commex 2012.



Customers being briefed inside the L&T Stall by Sales Engineers.

Customer Training Programmes at E

June						1	2	3	4	5	6	7	8	9	10	11	12
										5/Grader GD511/555/B'lore Maintenance Staff							
													6/D39 / Bhubaneswar Operators/Mechanics				8/WA600/Du Operators/Me
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
			14/PC71/130/ B'lore Maintenance Staff						16/Dozer D155/275/375/475/B'lore Maintenance Staff								1
		13/PC130/300/Delhi Operators/Mechanics				15/D155/275/375/ Trichy Operators/Mechanics				17/Scania P380/ Durgapur Operators/ Mechanics		18/PC130-7/ Wagholi Operators/Mechanics					20/HD465/ M Operators/Me
August				1	2	3	4	5	6	7	8	9	10	11	12	13	14
				26/WA180/380/470/B'lore Maintenance Staff						29/PC1250/B'lore Maintenance Staff							
					27/PC200/300/ Guwahati Operators/ Mechanics					30/PC1250/ Udaipur Operators/Mechanics		32/PC200/300/ Udaipur Operators/ Mechanics					
						28/PC1250/WA500/ HD465/ Sedam Operators/Mechanics					31/PC71/130/ Hubli Operators/Mechanics		33/PC200/300/ Indore Operators/Mechanics				
September	30						1	2	3	4	5	6	7	8	9	10	11
										41/PC200-6/B'lore Maintenance Staff							44/L&T
									40/PC130/ Chikli Operators/Mechanics				42/PC130/PC200/ Srinagar Operators/ Mechanics		43/PC200/ Raigarh Operators/Mechanics		
																	45/D65/ Dh Operators/Me
October		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
				50/PC600/800/B'lore Maintenance Staff						52/Dozer D39/B'lore Maintenance Staff							
						51/PC1250/ Nagpur Operators/Mechanics				53/PC2000-8/B'lore Maintenance Staff							
November					1	2	3	4	5	6	7	8	9	10	11	12	13
									57/PC210-8/B'lore Maintenance Staff								
						56/PC130/200/ Katni Operators/Mechanics			58/Dozer D41/D65/D85/B'lore Maintenance Staff				59/PC71/130/ Mangalore Operators/Mechanics				
December	30	31					1	2	3	4	5	6	7	8	9	10	11
										65/Dumper HD465/785/ B'lore Maintenance Staff							
										66/PC210-8/-Rajsamand Operators/Mechanics			67/PC130/200/ Salem Operators/Mechanics				
January 2013			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
										72/PC300-7/B'lore Maintenance Staff							
										73/Scania P380/B'lore Maintenance Staff							
February						1	2	3	4	5	6	7	8	9	10	11	12
										78/PC450-7/B'lore Maintenance Staff							
										79/L&T300 Touble-shooting/B'lore Maintenance Staff							81/PC130 Chandig Operators/Me

Key for Course Fee:

Special programme for Managers / Executives : Rs. 2,500/-
Programme for Maintenance Staff : Rs. 2,000/-

Programme for Operators
 Kom : KOMATSU
 B'lore: Bangalore

Bangalore and Regions – 2012-2013

13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
7/L&T 72/90-3/B'lore Maintenance Staff						10/PC450-7/B'lore Maintenance Staff						12/Excavator Electricals/B'lore Maintenance Staff					
Durgapur Mechanics		9/PC1250/HD465/ Kadapa Operators/Mechanics							11/L&T 9020/ Jharsuguda Operators/Mechanics								
18	19	20	21	22	23	24	25	26	27	28	29	30	31				
9/Scania P380/B'lore Maintenance Staff					22/Excavator Hyd Systems/B'lore Executives/Managers												
Nagpur Mechanics		21/PC130/200/ Jhansi Operators/Mechanics			23/PC200/ Chennai Operators/Mechanics				24/PC71/130/ Durgapur Operators/ Mechanics			25/PC130/200/ Nagpur Operators/Mechanics					
15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
		34/PC210-8/Panvel Operators/Mechanics				35/PC210-8/B'lore Maintenance Staff						38/Dumper HD465/785/B'lore Maintenance Staff					
						36/PC1250/ Durgapur Operators/Mechanics		37/PC200/ Hyderabad Operators/Mechanics							39/PC300/D65/ Singrauli Operators/ Mechanics		
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
300 Trouble-shooting/B'lore Maintenance Staff												48/Wheel Loader WA600/700/800/900/ B'lore Maintenance Staff					
		46/PC300/ Vijayawada Operators/Mechanics										47/L&T300/ Durgapur Operators/Mechanics				49/PC450/ Surla Operators/Mechanics	
Anand Mechanics																	
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
54/L&T300(E)/B'lore Maintenance Staff																	
55/L&T 9020/B'lore Maintenance Staff																	
14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
					60/Excavator Hyd Systems/B'lore Executives/Managers							63/Dump Truck Electricals/B'lore Maintenance Staff					
						61/PC210-8/ Jamshedpur Operators/Mechanics			62/HD465/ Udaipur Operators/Mechanics						64/PC210-8/ Delhi Operators/Mechanics		
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
68/PC200-6/B'lore Maintenance Staff						70/PC1250-7&8/B'lore Maintenance Staff											
		69/Dozer D475/ Nagpur Operators/Mechanics				71/Grader GD511/555/B'lore Maintenance Staff											
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
74/Excavator Electricals/B'lore Maintenance Staff						76/Dozer D275/B'lore Maintenance Staff						77/Grader GD705/825/B'lore Maintenance Staff					
		75/PC200/ Dehradun Operators/Mechanics															
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28		
80/PC200-6/B'lore Maintenance Staff					83/Excavator Hyd Systems/B'lore Executives/Managers							85/PC210-8/B'lore Maintenance Staff					
200 Path Mechanics		82/PC200/300/ Hospet Operators/Mechanics							84/PC200/210 Pathanamthitta Operators/Mechanics								

& Mechanics : Rs. 1,000/-



L&T Construction & Mining Machinery

My own decision to buy L&T-Komatsu machines:



Mr. Nitin Bansal

Meet Mr. Nitin Bansal, the young and dynamic Managing Director of M/s. National Transport, who loves his job and works with enormous grit. Mr. Bansal has been executing contracts related to limestone mining, material handling and cement transportation in Jaykaypuram, located in Sirohi District of Rajasthan and home to Lakshmi Cement, the popular cement brand in North India.

It was in 1982 that Mr. Babulal Bansal (Nitin's father) began his tryst with Lakshmi Cement by securing contract to transport cement. The growth in mining

activity gave opportunity for the Bansals to make a foray into captive mining in 1998. While it involved mostly manual work to separate the high grade ores, Mr. Nitin Bansal had to ensure that huge labour was available to complete the targets. With mechanization setting in, the firm acquired loaders and tippers locally.

In 2005, Lakshmi Cement set up the inplant facility for raw material handling encompassing rake loading/unloading of coal/gypsum/clinker. He followed it up by hiring Hydraulic Excavators for clinker operations and found them highly effective.

In January 2007, Mr. Bansal procured the first L&T-Komatsu PC200 machine. Its flawless performance and assured productivity prompted him to go in for similar machines in quick succession. "We had seen L&T 300's performance in Lakshmi Cement and knew for sure that it was highly dependable. So, I made my own decision to buy L&T-Komatsu products. And have been happy with this decision," he says with palpable satisfaction.

In 2008, Lakshmi Cement established a new crusher plant with one lakh ton capacity and civil works were executed by National Transport. "We are currently handling limestone to the extent of 2.5 lakh tons per month." Today, Mr. Bansal

Mr. Nitin Bansal

owns a fleet of L&T-Komatsu PC130, PC200, PC300 machines, besides D65/D155 Dozers.

He continues, "We are in the process of reviving the abandoned plant of JK Udaipur Udyog Ltd., now acquired by JK Lakshmi Group. We shall be rejuvenating the cement plant of 2 mtpa, which shall have captive mines, drilling and blasting". Lakshmi Cement has put up grinding units at Jhajjar and Kallol as well.

Mr. Bansal is, indeed, grateful to Mrs. Vinita Singhania, Managing Director, M/s. JK Lakshmi Cement, who has been a great catalyst and encouraging M/s. National Transport to handle new assignments confidently. She has entrusted them with the greenfield project of 3 mtpa coming up in Durg-Chattisgarh.

When it comes to maintenance, Mr. Bansal has established a big workshop at Sirohi where all equipment diagnostics are dealt with. "We have a structured maintenance plan for each machine and ensure that it is observed. We also believe that genuine parts give better life to the machine", he says. There are about 300 employees working in the firm today.

"My biggest happiness is the L&T-Komatsu machines. They enable generate revenue. We have 95 percent availability in PC300, which is certainly the best by all means", says Mr. Bansal with smile.

My machines have never suffered breakdown: Mr Mohar Singh

From behind-the-lens to the man behind-the-machines, Mr. Mohar Singh Shekawat of M/s. H.S. Construction shifted gears to find his way to success. Way back in 1983, Mr. Mohar Singh, a Commerce graduate with a penchant for photography, established a colour lab in Fatehpur town.

But the emerging granite industry lured him into switching his career in

1990. He acquired a leasehold in Alwar which was labour intensive and managed the enterprise for 10 years. Later he gave that up and got into equipment hiring, due to the surge in infrastructure development.

Mr. Mohar Singh procured 2 nos. PC200 machines and took up contracts from M/s. IVRCL and M/s. Punj Lloyd, who were executing large projects

Mr. Mohar Singh



in road construction and pipelaying activity. Encouraged by the gains, he acquired more L&T-Komatsu machines and got into hiring activity in a big way. His machines were also deployed in the famed Pink City Express corridor connecting Gurgaon-Kotputli-Jaipur on NH-8.

"Komatsu technology is highly proven in the Indian market. The machine rightly fits our soil strata and tough conditions. The best part is that none of the machines I owned ever suffered a breakdown", he says.

He is highly appreciative of L&T's back-up support – which is just a call away. "Whenever I wanted, L&T has always stood by me. This is certainly a big advantage. I have often used their help to provide the best training to my operators."

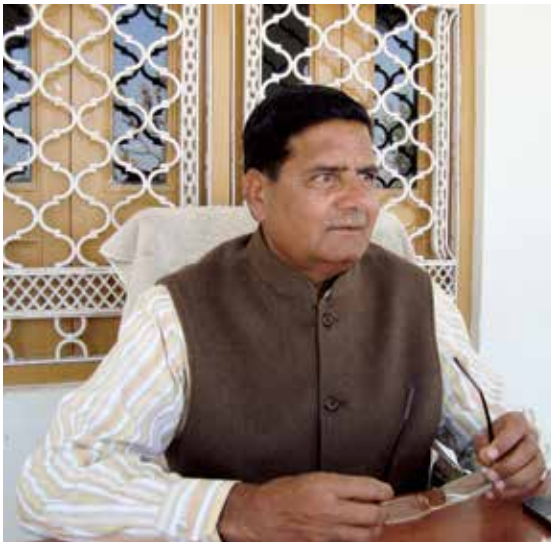
Mr. Mohar Singh has been hiring out his machines for projects executed elsewhere as well like Punjab, Bihar, HP, MP, UP and Uttarakhand. Important road projects where his machines have been deployed include Alwar-Sikandra,

Mundra-Bhatinda, Bala-Jhalawar, Kishangarh-Hanumangarh.

Son Narendar Singh Shekawat has been inducted in the business and he coordinates the maintenance of the machines on daily basis scrupulously across the various job-sites. He has formed a network with his operators and constantly instructing them on machine diagnostics.

Additionally, Mr. Mohar Singh has also taken in Mr. Kanchan Singh Rathore, nephew, who helps him in establishment and office matters.

PC210 machine is faster and superior: Mr. Hari Singh Rathore



Mr. Hari Singh Rathore

From scouting the market for better cutting machines to documenting the Rajputana valour, Mr. Hari Singh Rathore, the industrialist and entrepreneur from Rajsamand, does it with consummate ease. He is a raconteur and could hold his listeners spellbound with his tales of the Moghul era, Bhakti movement, Biblical period as well as the modern management.

For 300 years, Makrana had held its sway over the entire country with its fine marble, which have found their way in the construction of mandirs and havelis. "The find of Dolomite deposits in

1976 in Rajsamand area, rushed in many entrepreneurs," says Mr. Rathore.

The year 1978 saw the fresh Commerce graduate Mr. Rathore applying for a quarry licence near an old fort in Kewalgarh. But, he had to fight out a legal dispute with Archeological Survey of India before he could secure the permit. In 1981, he commenced to work on the leasehold and deployed cranes. In the low mechanization days, labourers were extensively used for extraction of raw marble block. By 1987, advanced developments in cutting techniques had arrived from Europe.

In 1992, he inducted the first L&T 90 and followed it up with L&T 300 to handle the mining needs. In the years to come, he commercially exploited the stone segment and became successful, while buying up L&T machines with a view to step up mechanization. "Because of my good practices, even a Japanese trade team had come to study my mines", he discloses with pride. Mr. Rathore is specially happy with the PC series machines. "Saren achahey hain", he adds. One of his L&T-Komatsu PC200 machines has crossed 32,000 hours with no major repairs. He is also impressed with the performance of PC300 Mighty machines, which he says are good value for money when compared to competitor models.

Today he owns one of the largest fleets of L&T machines in Rajasthan,

which includes the recently-introduced L&T-Komatsu PC210 machine. "PC210 machine is faster and superior. If used to the full potential, it can be advantageous to the marble application. Its long crawler helps the machine in better stability," says Mr. Rathore.

His footprint includes mines at Kelwa, Agria, Umraya, Dholikan, Jhanjar and Sawar. All turn out white marble except Sawar which produces colour marble. The entire production goes for domestic consumption, mostly for floors and kitchen tops, and for temples and mosques. Even his stones have found a place in Delhi Metro stations.

With a view to develop new entrepreneurs, Mr. Rathore briefs them on the stone industry and mechanization. He was the first to popularize the Hydraulic Excavators in Rajsamand when he hired out the machines to effectively utilize them. With his sons – Kuldip, Digvijay and Janak Singh – firmly in the saddle, Mr. Rathore has now more time to pursue his personal interests.

"I have availed of help from both L&T and its Dealer and received the best of service. We have a strict maintenance system in place and the procedures are strictly followed by all operators", remarks Mr. Rathore. Given his admiration for L&T-Komatsu machines, it is our pride that Mr. Hari Singh Rathore is our unofficial ambassador.

PC300 is powerful for mining activity: Mr. H. Poonia

Living in a 65-member extended household and adjusting to the pressures of the modern life is easy for Mr. Hanuman Poonia, who strongly advocates for the joint family and its inherent strengths of living and working together. He talks to us from his humble office, tucked away in the bustling town of Jaipur.

As the Managing Director of M/s. Ujwal Granites, he presides over one of the biggest quarry companies in Rajasthan, which demands his consistent understanding of the changing laws and export markets. Many years back, Mr. Hanuman Poonia started off in the realty space prodded by his uncle Mr. Bhagirath Poonia, who had developed successful business in the production and sale of surgical cotton. The initial period was fraught with difficulty and uncertainty.

Encouraged by the Government's policy, he got into granite industry in 1988 by taking up a quarry on leasehold for 30 years. The industry was highly labour oriented with little scope for mechanisation. In 1995-96, he acquired L&T 90 and began the process of handling rough logs.

In the years to come, Mr. Poonia has driven the business to new heights through a structured plan that saw him expanding his granite mining to more sites and acquiring machines such as L&T-Komatsu PC200 and PC300 to step up productivity. "Machine to kaafi achhi hai. Mining ke hisab se powerful hai. Aur maintenance bhi kam padta hai", he says. Given its features, L&T-Komatsu machines are an automatic choice, he feels. He had a fleet of 20 machines at one time. But his strategy is to replace the machines every five years. He has infused professionalism with the induction of engineers and accountants.

Today, his operations extend to Jaisalmer, Barmer and Jalore districts of Rajasthan covering over 250 acres. About 95 percent of the high-quality granite and marble produced are exported to distant markets in China, Taiwan and Italy, while tiles and slabs are sent to Dubai, Australia and Russia.

Operator training, service support and statutory maintenance top his agenda. Mr. Poonia strongly believes and practices zero inventory and gets his items as and when required. He is highly



satisfied with the Dealer operations and the effective after-sales service.

Buoyed by the success at home, Mr. Poonia looks forward to invest in a new quarry in Ider, Gujarat. He will soon be roping in his elder son Harsh, who is an MBA from UK to make way for the new generation. His other son, Shantanu is a hotel management graduate. If Mr. Poonia is not busy with his business activity, you could catch him in the grounds playing volleyball, his favourite sport.

PC200 is good profit – Mr. Omprakash Agarwal



Mr. Omprakash Agarwal

"With L&T-Komatsu PC200, the customer always stands to make good profits", quips Mr. Omprakash Agarwal, Managing Partner, Agarwal Suppliers. "These machines have demonstrated superb performance and the maintenance is practically nil", he adds quickly. This Jhalawar-based businessman runs one

of the top hiring firms of L&T machines in the States of Rajasthan and Madhya Pradesh. His machines are popular for operations like well-digging, road construction, mining works and pipe-laying.

Many years back, as a fresh Commerce graduate, Mr. Agarwal had the option of either sticking to his family occupation of soyabean trading or striking out on his own – he chose the latter. He started selling cement in the retail market to get a first-hand experience of market forces and hone his business interests.

His next step was to get into machine hiring and he purchased a popular brand Backhoe Loader and pressed into service for road cutting and trench digging. He soon realized that there was a lot of potential in the hiring activity. The decision to acquire L&T-Komatsu machines gave him ample flexibility to develop and sustain a full-time hiring organization.

The rising revenues prompted Mr. Agarwal to rapidly expand the operations to take up concrete mixer plants. Today, he owns the highest mixer plants in North India and has a rewarding business in various States given the push in the housing sector.

His machines are engaged for more than 9 months through the year, leaving the balance time for maintenance activity. Mr. Agarwal uses his own trailers to ferry the machines to various job-sites, instead of depending on any external agency. He replaces machines after a fixed time period and prefers to take up long-term contracts with L&T Construction and L&T Power.

His brothers -- Rinkesh and Mukesh – are actively associated in the business. Mr. Agarwal derives much of his inspiration from *Jai Mata di* and has visited Vaishno Devi shrine several times.

Kaam aur munafa, iska jawab nahin: Mr. Sumer Singh

Few would know that Mr. Sumer Singh, Managing Director, M/s. Shital Transport-Jaipur had spent close to two decades of his career in the Indian Army-Infantry Regiment. The high point was his posting in the strife-torn Sri Lanka as part of the Indian Peace Keeping Force contingent. It was here, in the severest camps of Anuradhapura, Jaffna and Trincomalee that Mr. Sumer Singh recalls having learnt the art of endurance and of surviving against all odds.

In 1995, after having bid adieu to the fauji career, he pooled his meagre savings to establish Shital Transport, while teaming up with his brother. The initial years were spent transporting cement bags and crates of beverage from factory to the stockists and the retailers. A few years later, he got an opportunity to take up work on the railway siding of Binani Cement in Rajasthan. He deployed L&T-Komatsu PC200 machines for emptying coal wagons and loading clinkers. "I hardly knew anything about the job. But

then I seized the opportunity and moved ahead," he says.

In due course, Mr. Sumer Singh acquired more L&T-Komatsu PC200 and L&T 300 machines as he signed up with Grasim Cement for contract in limestone quarry. The job was arduous and required supervision of filling up rakes and a contingent of 300 trucks as well. The job was well done, thanks to PC200. "PC200 toh badiya machine hai...kam aur munafa me to iska jawab nahin," he speaks out of experience.

Presently, Mr. Sumer Singh is engaged in transporting gypsum from RSMG-Ganganagar Mines with the help of escort. He never had to face hostile crowds in any of his assignments. Even in a place like Binani, where he encountered tribes, he pursued a proactive stand. He hired most of them and won their confidence.

Mr. Sumer Singh too had his share of losses, when he had setback in business during 2002. But then it is the soldier's undying spirit which brought him back.



Mr. Sumer Singh

Today he spends close to 20 days touring various job-sites.

Back then, he kickstarted business with only Rs. 36,000/- in the pocket. But he has built a credible business which earns close to Rs. 135 crore annually today.

Their efficiency & output are the best: Mr. Ankur Gupta

From the chic business school of UK to the ground reality of Indian business, Mr. Ankur Gupta's career took a new turn. Returning to Udaipur at the behest of his father in 2008, this young and articulate MBA graduate got down to the basics and worked his way to the top grappling against many odds. Today, he is the Managing Director of M/s. K.K. Gupta Construction, and has brought in new practices to improve the efficiency of his business.

Initially, when Mr. Ankur Gupta landed in Madhya Pradesh he was in for a shock -- with a project that failed to take off and saddled with a huge inventory of machines. Not the one to lose hope, he explored other avenues and signed up with BSCPL for hiring out machines for productive deployment. The stipulations were so tough and he had to spend many nights at the site to ensure that the job was well on schedule.

As registered PWD contractors, his father was well into road contracts - specially arterial roads and toll highways for NHAI in Rajasthan. Two challenging

assignments which Mr. Ankur Gupta recalls are of Kishangunj-Beawar and Indore-Jabua, which involved huge volume of work and strict quality parameters. He is currently handling PMGSY jobs in his native place -- Dungarpur, where besides road construction, he is undertaking asphaltting of roads as well.

When it comes to machines, Mr. Ankur Gupta adores Komatsu technology and has immense faith in the performance of the L&T-Komatsu machines. He says, "Both L&T-Komatsu PC200 and PC300 machines are highly reliable and economical in operations. Their efficiency and output are the best."

Mr. Gupta smelt new opportunity in mining and included it in his gameplan. He secured a two-year contract from Rajasthan State Mines & Minerals Ltd. to mine rock phosphate and has deployed both L&T-Komatsu PC200 and PC300 machines for this project. "The machines are eminently suitable for the mining operations," he says.



Mr. Ankur Gupta

With the mantle completely on him, Mr. Ankur Gupta works overtime and even on weekends to keep pace with the developments. His father, being the President of Dungarpur Chamber of Commerce, is busy on his own. He has roped in his cousin, Mr. Chandrakant Ojstwal, to help him out in the venture.

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Larsen & Toubro Limited
Lakshminarayan Complex
10/1, Palace Road
Bangalore - 560 052
Tel: +91 80 22256982, 40401700
Fax: +91 80 22250309
E-mail: ceb@Larsentoubro.com
meb@Larsentoubro.com



L&T Construction & Mining Machinery

Editorial Team: Hemant Mathur, V.R. Subramanian, Sumit Kumar Dutta, Suresh Bhat & Giridhar Gururajan

Printed by Sri Sudhindra Offset Process, No. 27, 8th Cross, Malleswaram, Bangalore-3. Edited by Hemant Mathur for L&T Construction & Mining Machinery, Larsen & Toubro Limited, 10/1, Palace Road, First Floor, Lakshminarayan Complex, Bangalore 560 052. The views expressed in this magazine are not necessarily those of the management of Larsen & Toubro Limited. The contents of this magazine should not be reproduced without the written permission of the Editor. Email: cms.blr@larsentoubro.com Not for sale – only for circulation among the customers of L&T's Construction & Mining Machinery Business.