

Fighting a price war



We don't believe in compromising the quality of our machines in order to fight price competition.

*Souma Ray, Director,
Haulotte India*

Haulotte India Pvt Ltd is a 100 per cent subsidiary of Haulotte Group, France. The B2B Purchase team caught up with Souma Ray, Director, Haulotte India to seek his take on the industry, its salient features and also regarding the procurement and the payment concerns.

Range of products for AWP industry

"We are one of the major full range manufacturers of Aerial Work Platforms in the world and take pride of the fact that in India Haulotte is a leading brand in terms of new machine sold in the country. Our direct local presence in India for the past 3 years is to reaffirm our Group's global policy of customer proximity," says Ray. The use of access platforms is multifarious. These equipment are used across all sectors there is a need to work at height productively and most importantly safely. Sharing the product portfolio for India, Ray said, "AWPs include 7 products range over 60 models. We also have articulating booms, from 12 to 41m working height, diesel or electric powered. Haulotte also has scissors lift, from 8 to 18m working height, equipped with rough terrain diesel for outside applications or silent electric for interior use, their platform capacity ranges from 230 to 1,000 kg". The company also manufactures Telescopic booms, from 14 to 43m working height.

Throwing some more light on the products, Ray said, "Vertical masts, from 6 to 10m,

that can be used both outdoor and indoor are some other products of the company. The push around, from 7 to 14m working height, this light compact machine is designed for fragile floor surfaces. Trailer booms, that are ranging from 12 to 26m, their compactness and lightweight allow them to be towed to any site."

He further continues, "The Haulotte telehandler offers maximum stability, which is obtained by locking the rear axle, and thus solidifying the chassis unmatched handiness giving operational flexibility, progressiveness and precision. In addition to its wealth of on-board technology the Haulotte telehandler is also endowed with the power of a diesel engine and the versatility of its many accessories. Its general ergonomics improve visibility and allow easy maintenance."

Salient features of Haulotte

Haulotte Aerial Work Platforms are universally used across sectors be it in infrastructure,



Haulotte HA16 RTJ



Telehandler 4014

construction, power, oil and gas, mining, shipyards, manufacturing industry, hotels, malls, hospitals, facility management etc. "Where ever there is need to work at height safely and productively our machines come of use. Haulotte machines are working across the country be it with end users or Rental companies," speaks Ray about the salient features of Haulotte.

He further states, "Regarding application, we have push around, vertical mast, scissor lifts, articulated boom lifts from 6m to 15m. These electric machines are used generally in the industry segment wherein working at heights in indoors is involved."

He further says, "As the need of wider outdoor applications grows diesel machines come into fray. These machines have capability to work outdoors and in rough terrain conditions. Haulotte's diesel rough terrain scissor lifts 12m to 15m, articulated boom lifts from 12m to 41m and telescopic boom lifts from 14m to 43m, and the tele-handlers cater to this segment. Industry segments involving construction, infrastructure, fabrication, facility management, maintenance work involving working at heights require such machines."

Innovations in the industry

Every world-class manufacturer strives to bring in better and newer innovations in their products in order to differentiate them with competition, thinks Ray. In support of his views, Ray says, "We at Haulotte also follow the same principle. Being in the business of

manufacturing machines that are used to aid working safely and productively at height newer technologies are being incorporated.

Haulotte access equipment are manufactured as per European CE standards confirming to EN280, which are amongst the most stringent in the world in terms of safety. There are safety cutoff systems which prevent the machine to be overloaded or work at an outreach which can result in an accident due to negligence of the operator. Our objective is to produce machines which give a confidence to work at heights.

Haulotte's R&D team is working relentlessly to incorporate the best safety features in its machines so as to make them safe as well as give optimum performance to the user's needs. "One of the recent technological advancements we have introduced in our diesel boom lifts is the Entrapment Prevention System, ACTIV' Shield Bar. This system can be factory fitted in new machines when ordered along with it and also retrofitted at site for older Haulotte machines already in service with our customers," Ray informs.

This is a secondary guarding system that ensures safety of the worker in an entrapment situation. The system once activated allows on reverse and down function of the machine thus preventing further danger to the worker. The system unlike some of our competitors offerings can be reset from the platform itself, thus saving both time and money.

Procurement issues and payment concerns

Haulotte machines uses only world class branded components in order to ensure quality of our products. "We don't believe in compromising the quality of our machines in order to fight price competition. We value the goodwill of our customers who lay their faith on our products," assures Ray.

Today financing is a major issue for any purchase. To address this issue and for the benefit of our customers, Haulotte has started Haulotte Financial Services so that they can provide in-house finance at attractive rates to our customers.

"Haulotte Financial Services offers a wide range of financial solutions designed to meet the varying needs of customers business," concludes Ray. ■