# Website Development Scope & Strategic Content Guidelines for Prayash Engineering

## 1. Executive Strategy & Market Positioning Analysis

### 1.1 The Digital Transformation Imperative for Industrial Engineering

The industrial engineering sector in India, particularly in manufacturing hubs like Gujarat, is undergoing a rapid digital shift. Procurement processes for heavy precision equipment, such as **windmill tower lifting tools** and **hydraulic assemblies**, are moving online. Technical buyers—plant heads, maintenance managers, and procurement officers—no longer rely solely on physical catalogs or word-of-mouth. They demand immediate access to technical specifications, certification details, and capability evidence via digital platforms.

For **Prayash Engineering**, the objective is not merely to build a website but to deploy a high-performance digital asset that functions as a 24/7 technical consultant. The analysis of competitor benchmarks—specifically **Cranedge** [1], **Hiflex** [2], and **SRP Crane Controls** [3]—reveals a clear market bifurcation. Competitors are either purely product-centric (catalog-heavy) or purely service-centric (maintenance-focused). Prayash Engineering occupies a unique "Hybrid Integrated" position: offering both the *product* (spares, tools, hoses) and the *service* (fabrication, maintenance, installation).

This report outlines a comprehensive scope of work (SOW) for the website developer, ensuring the new site bridges the gap between a high-end e-commerce experience for spares and a corporate portfolio for heavy projects.

### 1.2 Competitor Landscape & Gap Analysis

A detailed review of the provided reference sites offers critical insights into the necessary features and content depth required for Prayash Engineering to outperform the market.

#### 1.2.1 Cranedge (Service Benchmark)

- **Analysis:** Cranedge excels in segmenting services. They break down "Service" into granular, problem-solving categories like "Overhauling," "Health Checkup," and "Modernization".[1] Their content strategy focuses on "Uptime" and "Safety," positioning them as partners rather than vendors.
- **Gap:** Their focus is predominantly on cranes. They lack the integrated hydraulic and heavy fabrication narrative that Prayash possesses.
- **Implication for Prayash:** We must adopt their "consultative" tone for the **Crane**

**Maintenance** and **AMC** pages, using trust-building language like "Preventive Health Checks" rather than just "Repair."

### 1.2.2 Hiflex & Yash Hydraulic (Product Benchmark)

- **Analysis:** Hiflex [2] and Yash Hydraulic [4] dominate the product catalog space. Hiflex's site is a masterclass in technical specification display, listing pressure ratings, bend radii, and material composition for every hose type. Yash Hydraulic effectively categorizes a vast inventory (pumps, valves, cylinders) into an easy-to-navigate hierarchy.
- **Gap:** These sites often lack "Application Context." They show the product but rarely show the product *in action* within a specific industry (e.g., a hose specifically on a windmill).
- **Implication for Prayash:** The **Hydraulic Hose** and **Crane Spares** sections must mirror this technical depth (catalog tables are mandatory) but augment it with application-specific case studies (e.g., "High-Pressure Hoses for Wind Turbine Hydraulics").

### 1.2.3 SRP Crane Controls (Niche Benchmark)

- **Analysis:** SRP [3] provides a highly specific navigation structure for electrical components (DSL Busbars, Pendants). This specificity helps them rank for long-tail keywords like "shrouded busbar system."
- **Implication for Prayash:** The **Crane Spares** section cannot be a generic list. It must be a structured catalog with dedicated pages for specific components (e.g., Thruster Brakes, DSL Systems) to capture high-intent search traffic.

## 1.3 Target Audience Personas

The website design and content must cater to three distinct user types:

1. **The Procurement Manager (Transactional User):**
   - *Needs:* Rapid access to part numbers, downloadable catalogs, ISO certificates [5], and a quick "Request for Quote" (RFQ) mechanism.
   - *Site Feature:* "Quick Quote" buttons, Bulk Inquiry forms, Downloadable PDF Data Sheets.
2. **The Technical Director / Plant Head (Validation User):**
   - *Needs:* Proof of competence. They look for "Heavy Precision" capabilities, safety standards (ASME, IBR), and client lists (TBEA, L&T, Windar).[5]
   - *Site Feature:* Detailed Case Studies, "Our Machinery" page, Quality Assurance (QA) protocols.
3. **The Site Engineer (Information User):**
   - *Needs:* Troubleshooting guides, maintenance checklists, and specification charts (e.g., "Which hose for 400 bar pressure?").
   - *Site Feature:* Technical Blog, Resource Library (Charts, Calculators).

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# 2. Technical Architecture & User Experience (UX) Guidelines

## 2.1 Technology Stack Recommendations

To support the dual nature of the site (Project Portfolio + Product Catalog), the following stack is recommended for the developer:

- **CMS Platform: WordPress** is strongly recommended. It offers the flexibility to build custom "Project" post types for fabrication work while utilizing robust catalog plugins (like WooCommerce in "Catalog Mode") for spares and hoses.
- **Theme Framework:** A lightweight, industrial-focused theme (e.g., Astra or Hello Elementor) customized with a page builder (Elementor Pro or Bricks) to ensure pixel-perfect design without code bloat.
- **Performance:** The site must achieve a Google PageSpeed score of 90+. Industrial clients often access sites from remote locations (e.g., wind farms, construction sites) with poor connectivity.
    - *Requirement:* Implement WebP image conversion, lazy loading, and server-side caching (Redis/Varnish).
- **Security:** SSL Certification is mandatory. Given the client list (Defense, Power), the site must project absolute security.

## 2.2 Navigation Structure (Sitemap)

The navigation must be logical, separating "Products" (Goods) from "Services" (Engineering).

- **Header (Top Bar):** Email: info@prayashengineering.com | Click-to-Call: +91 8401759383 | WhatsApp Icon | "Download Brochure" Button.
- **Main Menu:**
    1. **Home**
    2. **About Us** (Profile, Leadership, Quality Policy, Certifications)
    3. **Wind Energy Solutions** (Special Purpose Hooks, Tools) – *High Priority*
    4. **Hydraulics & Hoses** (Hose Assemblies, Fittings, Maintenance) – *High Priority*
    5. **Crane Spares & Kits** (Mechanical, Electrical, Accessories)
    6. **Heavy Fabrication** (Structural, PEB, Tanks)
    7. **Industrial Pipelines** (IBR, Pharma, Utility)
    8. **Services & AMC** (Crane Maintenance, On-site Repair)
    9. **Contact Us**

## 2.3 Design Language & Visual Identity

- **Color Palette:** Use the "Prayash Blue" from the logo for trust/engineering, accented with "Safety Orange" or "Industrial Yellow" for Call-to-Action (CTA) buttons (reminiscent of crane warnings).
- **Typography:** Clean, sans-serif fonts (e.g., *Roboto* or *Open Sans*) that remain legible on

technical data tables.

- **Imagery:** Avoid generic stock photos. The developer must use high-quality images of *actual* Prayash workshops, welders in PPE, and close-ups of precision machined parts.
    - *Directive:* "Show, Don't Tell." A photo of a 50mm thick plate being cut by plasma is more powerful than text saying "We do heavy cutting."

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# 3. Detailed Content Scope: Service-Specific Modules

This section provides the *exact* content structure, key technical points, and SEO keywords the developer must use for each core service page.

## 3.1 Module A: Special Purpose Windmill Tower Lifting Hooks & Tools (Star Product)

*Rationale:* This is a high-value niche. The content must scream "Safety" and "Certified Load Capacity" to compete with global players like Crosby [6] or Elebia.[7]

Page Title: Engineered Lifting Solutions for Wind Energy: Tower Hooks, Yokes & Spreader Beams
Meta Description: Certified manufacturer of Windmill Tower Lifting Hooks, Blade Yokes, and Nacelle Spreader Beams. Customized heavy lifting tools with 5:1 safety factor for wind farm erection.
**Content Structure:**

1. **Hero Section:**
    - *Headline:* "Precision Engineering for High-Altitude Safety."
    - *Visual:* A 3D render or photo of a Tower Hook lifting a flange section.
2. **Introduction:**
    - "Wind turbine erection demands zero margin for error. Prayash Engineering designs and fabricates specialized lifting tools that meet the rigorous demands of the renewable energy sector. From the initial lift of the base tower to the final nacelle positioning, our certified tools ensure safety, efficiency, and flange protection."
3. **Product Showcase (Grid Layout):**
    - **Tower Lifting Hooks (J-Hooks / C-Hooks):**
        - *Specs:* SWL (Safe Working Load) range: 20T to 150T.
        - *Features:* "Soft-touch" PU lining to prevent flange damage (critical for wind towers). Integrated safety latches.
        - *Standard:* Compliance with ASME B30.20 and EN 13155.[8]
    - **Blade Lifting Yokes:**
        - *Features:* Hydraulic clamping, adjustable center of gravity (COG), aerodynamic profile protection.
    - **Nacelle & Hub Spreader Beams:**

        - *Features:* Modular design, adjustable lift points for varying turbine models (Vestas, Suzlon, etc. compatible designs).
4. **The "Safety First" Assurance (Trust Block):**
    - "Every tool undergoes rigorous **Proof Load Testing** (200% of SWL) and **Non-Destructive Testing (NDT)** (MPI/Ultrasonic) before dispatch. We provide Third-Party Inspection (TPI) certificates with every unit."

**SEO Keywords:** Windmill tower lifting hooks manufacturers India, Wind turbine erection tools, Custom spreader beams for nacelle, Heavy lift J-hooks Gujarat, Certified lifting tackle for renewables.

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## 3.2 Module B: Hydraulic Hose Pipes & Fittings (Volume Product)

*Rationale:* To compete with Hiflex [2] and Yash Hydraulic [4], this page needs to be a "Catalog." It must be searchable and specification-heavy.

Page Title: High-Pressure Hydraulic Hose Assemblies & Fittings – SAE/DIN Standards
Meta Description: Manufacturer of Hydraulic Hose Assemblies (SAE 100 R1/R2/R12/R15) and End Fittings. Precision crimping services for industrial, mobile, and windmill hydraulics.
**Content Structure:**

1. **Hero Section:**
    - *Headline:* "Leak-Free Performance Under Extreme Pressure."
    - *Sub-head:* "Custom Assemblies. Precision Crimping. Immediate Availability."
2. **The "STAMPED" Methodology:**
    - Explain that Prayash uses the industry-standard **STAMPED** process (Size, Temperature, Application, Material, Pressure, Ends, Delivery) to ensure the perfect hose selection.[9]
3. **Product Catalog (Tabular Format):**
    - *Table Columns:* Hose Type | Construction | Pressure Rating (Bar/PSI) | Application.
    - **Row 1: Wire Braid Hoses:** SAE 100 R1 AT / R2 AT. (For general hydraulics, forklifts, earthmovers).
    - **Row 2: Spiral Wire Hoses:** SAE 100 R12 / R13 / R15. (For extreme pressure, excavators, piling rigs).
    - **Row 3: Thermoplastic Hoses:** SAE 100 R7 / R8. (For non-conductive applications like cherry pickers).
    - **Row 4: Industrial Hoses:** SS Corrugated, PTFE/Teflon, Steam Hoses.[2]
4. **Fittings & Accessories:**
    - Showcase expertise in **End Fittings:** BSP, NPT, JIC (37° Flare), ORFS (O-Ring Face Seal), Metric DIN.[10]
    - Mention "One-Piece" vs. "Two-Piece" fittings options.
    - Accessories: Hose Guards (Spring/Spiral), Fire Sleeves.
5. **Service Highlight: "Mobile Crimping":**

- "Need a hose replacement on-site? We offer rapid assembly services to minimize your downtime. Bring your ruptured hose to our counter for an instant 'while-you-wait' replacement."

**SEO Keywords:** Hydraulic hose pipe manufacturers Ahmedabad, SAE 100 R2 specification, High pressure hose crimping service, Hydraulic fittings JIC BSP NPT, SS flexible hose assembly.

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## 3.3 Module C: EOT Crane Spares (Retail & Supply)

*Rationale:* Following SRP Crane Controls [3] and Cranedge [1], this section must be organized by "System" (Mechanical vs. Electrical).

Page Title: Genuine Spares for EOT, Gantry & Jib Cranes
Meta Description: One-stop shop for EOT Crane Spares: Thruster Brakes, DSL Busbars, Wheels, Wire Ropes, and Festoon Systems. Compatible with all major crane makes.
**Content Structure:**

1. **Product Categories (Icon-Based Navigation):**
   - **Mechanical Spares:**
     - **Wheels:** Forged En8/En9 wheels, double flanged, assembly with bearing blocks.[3]
     - **Wire Ropes:** Usha/Bharat makes, steel core vs. fibre core, varying construction (6x36, etc.).[1]
     - **Hooks:** Forged shank hooks, ramshorn hooks, bottom blocks.
     - **Gearboxes:** Helical/Spur gearboxes for hoist and travel motion.
   - **Electrical Spares:**
     - **DSL Systems:** Shrouded Busbars (Safe track), C-Rail Festoon systems.[3]
     - **Brakes:** Electro-Hydraulic Thruster Brakes, Disc Brakes, AC Solenoid Brakes.
     - **Controls:** Radio Remote Controls (RRC), Pendant Stations, Master Controllers.
     - **Safety:** Limit Switches (Rotary, Gravity, Crossbar), Anti-collision devices.[1]
2. **The "Retrofit Kit" Advantage:**
   - Promote "Modernization Kits" – e.g., "Upgrade your old cabin-operated crane to Radio Remote Control with our complete conversion kit."

**SEO Keywords:** EOT crane spare parts supplier, DSL busbar system India, Thruster brake for crane, Crane wheel assembly, Radio remote control retrofit.

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## 3.4 Module D: Heavy Precision Structural Fabrication

*Rationale:* This separates Prayash from small workshops. The focus is on "Heavy" and "Precision."

Page Title: Heavy Precision Structural Fabrication & Engineering
Meta Description: Heavy fabrication services for Industrial Sheds, Technological Structures, and Power Plant Equipment. Micron-level precision with certified welding processes.
**Content Structure:**

1. **Capabilities Snapshot:**
   - *Capacity:* "Handling fabrication projects up to Tonnes."
   - *Facility:* "Equipped with overhead EOT cranes, calibrated surface tables, and CNC cutting machinery."
2. **Service Offerings:**
   - **Technological Structures:** Columns, girders, and bracings for power plants and steel mills.[11]
   - **PEB Structures:** Pre-Engineered Building components tailored for heavy industrial use.
   - **Equipment Housing:** Stator frames, transformer tanks, and heavy machine bases.
3. **Quality Assurance (The Differentiator):**
   - "We don't just weld; we engineer. Our fabrication follows strict **WPS (Welding Procedure Specifications)** and **PQR (Procedure Qualification Records)**."
   - Mention NDT capabilities: Ultrasonic Testing (UT), Radiography (RT), Dye Penetrant (DP).[5]

**SEO Keywords:** Heavy structural fabrication Gujarat, Industrial shed fabrication, Precision steel fabrication works, Certified welding workshop Halol, Power plant structure fabricators.

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## 3.5 Module E: Industrial Pipeline Projects (Turnkey)

*Rationale:* Distinguish between "Utility" (Rugged) and "Pharma" (Hygienic) piping as they attract different buyers.

Page Title: Turnkey Industrial Piping: Utility & Hygienic Process Lines
Meta Description: Expert installation of IBR Steam lines, Gas pipelines, and ASME BPE Pharma Loops. Orbital welding and validation support for GMP compliance.
**Content Structure:**

1. Sector A: Pharmaceutical & Hygienic Piping [5]:
   - *Focus:* "Contamination-free fluid transfer."
   - *Tech Specs:* SS 316L Electro-polished tubes. Use of **Orbital Welding** for crevice-free joints. Compliance with **ASME BPE** and **cGMP** standards.
   - *Documentation:* "We provide Boroscopy Reports, Passivation Certificates, and Isometric Weld Maps."
2. Sector B: Industrial Utility Piping [5]:
   - *Focus:* "High pressure and durability."
   - *Services:* Steam lines (IBR approved), Compressed Air, Chilled Water, Thermic Fluid

lines.
    - *Materials:* Carbon Steel (CS), Alloy Steel (P11/P22), MS, GI.
3. **Sector C: Gas & Chemical Pipelines:**
    - Nitrogen, Oxygen, and Natural Gas grids with rigorous leak testing (Hydro/Pneumatic).

**SEO Keywords:** Pharmaceutical piping installation India, Orbital welding services, IBR steam pipe fabricator, Industrial gas pipeline contractors, SS 316L loop installation.

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### 3.6 Module F: EOT Crane Maintenance Services (AMC)

*Rationale:* A recurring revenue driver. Use Cranedge's model [1] of "Asset Management" rather than just "Repair."

Page Title: Comprehensive Crane Care: AMC, Health Checkups & Repair
Meta Description: Maximize uptime with Prayash Engineering's EOT Crane AMC services. Preventive maintenance, breakdown support, and statutory certification (Form 11).
**Content Structure:**

1. **Service Tiers:**
    - **AMC (Annual Maintenance Contract):** Scheduled quarterly visits, lubrication, alignment checks, and priority breakdown response.[1]
    - **On-Call Repair:** 24/7 emergency troubleshooting for hoist failure, electrical faults, or wire rope snapping.
    - **Health Checkup & Certification:** Statutory load testing and government safety certification (Form 11 assistance).
2. **The "Why Us" Factor:**
    - "Our technicians are trained to diagnose root causes, not just swap parts. We analyze rail alignment, motor insulation, and brake wear to predict failures before they stop your production."

**SEO Keywords:** EOT crane AMC services Vadodara, Crane repair and maintenance, Crane load testing certification, Overhead crane health checkup.

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## 4. Marketing & SEO Foundation Strategy

To ensure the website generates leads, the developer must implement the following SEO silos.

### 4.1 Keyword Strategy: The "Long-Tail" Approach

Industrial buyers rarely search for generic terms like "Pipes." They search for specifics.

- *Generic:* "Hydraulic Hose" (Too competitive).

- *Targeted:* "SAE 100 R2 hydraulic hose assembly Gujarat" (High conversion).
- *Generic*: "Fabrication."
- *Targeted:* "Heavy structural fabrication for windmill towers."

### 4.2 Local SEO Integration

Since Prayash is based in Halol/Vadodara [5], the site must dominate local search.

- **Footer Address:** Must use Schema.org LocalBusiness markup.
- **Geo-Pages:** Create landing pages like "Crane Maintenance Services in Vadodara," "Hydraulic Suppliers in Halol GIDC," "Fabrication Works in Ankleshwar."

### 4.3 Content Marketing: The "Knowledge Hub"

Create a blog section to demonstrate expertise (Authority). Suggested topics:

1. *"Why 5:1 Safety Factor is Non-Negotiable for Windmill Lifting Tools."*
2. *"Orbital vs. Manual Welding: Why Pharma Loops Need Automation."*
3. *"Preventing Hydraulic Failure: A Guide to Hose Routing and Bend Radii."*
4. *"IBR vs. Non-IBR Piping: What Plant Managers Need to Know."*

### 4.4 Conversion Rate Optimization (CRO)

- **Sticky "Get a Quote" Button:** A floating button on the right side of the screen on desktop and bottom on mobile.
- **WhatsApp Integration:** Direct link to chat for urgent spare part inquiries (standard in Indian industrial markets).
- **Dynamic Forms:** The contact form on the "Windmill Tools" page should ask "Load Capacity Required?", whereas the form on "Piping" should ask "Fluid Type?". Contextual forms increase submission rates.[14]

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## 5. Website Development Scope of Work (SOW) - For the Developer

Project Name: Corporate Website Development for Prayash Engineering
Objective: Design and develop a responsive, SEO-optimized, B2B industrial website.
**Deliverables:**

1. **Design Phase:**
   - Wireframes for Home, Service Page, and Product Archive.
   - UI Design compliant with Industrial Blue/Safety Orange color scheme.
   - Mobile-first responsive design.
2. **Development Phase:**
   - WordPress Installation & Configuration.
   - Custom Post Types for "Projects" (Fabrication portfolio).

- Catalog functionality for Spares/Hoses (No payment gateway, just "Add to Quote").
- Speed Optimization (Caching, Image Compression).

3. **Content Population:**
   - Migration of text from this report to respective pages.
   - Sourcing/Editing of provided images.
   - Creation of downloadable PDF data sheets for key products.
4. **SEO Setup:**
   - Yoast SEO / RankMath configuration.
   - XML Sitemap generation and submission to Google Search Console.
   - Schema Markup implementation (Product, Service, LocalBusiness).
5. **Training:**
   - 2-hour session on how to upload new products and blog posts.

**Timeline Estimate:** 6-8 Weeks.

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# 6. Conclusion

This report provides the foundational blueprint for Prayash Engineering's digital presence. By pivoting from a general engineering profile to a **specialized solutions provider**—specifically highlighting the high-tech capabilities in **Wind Energy Tools** and **Pharma Piping**—the website will attract higher-value clients.

The developer is instructed to follow the **Content Structure** (Section 3) strictly to ensure every service page is SEO-rich and technically accurate. The integration of the competitor insights (Cranedge's service depth, Hiflex's catalog detail) ensures that Prayash Engineering will launch with a website that is not just a digital brochure, but a powerful business development tool.

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**Note to User:** This document is written in professional English as requested, ready to be handed directly to your web developer as a formal scope of work. It integrates all the specific focus areas (Windmill, Hoses, Cranes, Fabrication) you requested while applying best practices from your top competitors.

# 7. Extended Technical Details for Developer Implementation

## 7.1 "Windmill Tower Lifting Hooks" Technical Data Table Format

*Developer Note: Use this structure for the product page.*

| Feature | Specification | User Benefit |
|---|---|---|
| **Material Grade** | Alloy Steel (Grade 80 / Grade 100) | Superior strength-to-weight ratio; high fatigue resistance. |
| **Safety Factor** | 5:1 (Minimum) | Complies with ASME B30.20 for below-the-hook lifting devices. |
| **Proof Load** | 200% of SWL | Guarantees structural integrity before first use. |
| **Contact Surface** | Polyurethane / Nylon Pad | Protects the machined flange surface of the tower from scratches. |
| **Operation** | Manual / Remote Release | Remote option keeps personnel away from danger zones during lift. |
| **Testing** | MPI, UT, Charpy Impact | Ensures reliability even in offshore/cold weather environments. |

## 7.2 "Hydraulic Hose Assembly" Page Layout Wireframe

- **Header:** Product Name + Image.
- **Right Sidebar:** "Download Datasheet" (PDF) | "Quick Inquiry" Form.
- **Main Content Tab 1: Specifications:** (Inner Tube, Reinforcement layers, Cover material, Temp Range).
- **Main Content Tab 2: Standards Compliance:** (SAE J517, EN 853, ISO 1436).
- **Main Content Tab 3: Chemical Compatibility:** (Link to a chart showing oil/water/glycol resistance).
- **Main Content Tab 4: Fittings:** Cross-sell links to compatible fittings (BSP/JIC).

## 7.3 "Pharmaceutical Piping" Validation Checklist to Display

*To build trust with Pharma clients, display a "We Deliver" checklist icon set:*

- [x] MTC (Material Test Certificates)

- [x] Weld Log / Weld Map
- [x] Boroscopy Report (CD/Digital Format)
- [x] Surface Roughness Report (Ra Value)
- [x] Passivation Report
- [x] Hydro Test Report

This level of detail signals to the visitor that Prayash understands the critical documentation requirements of the pharmaceutical industry.

## 7.4 "Heavy Fabrication" Machine List Section

*Showcasing capacity is vital. Create a section titled "Our Infrastructure":*

- **Cutting:** CNC Plasma (up to 50mm), Oxy-Fuel (up to 150mm), Shearing Machines.
- **Forming:** Plate Rolling Machine (Capacity: 25mm x 2500mm), Hydraulic Press Brakes.
- **Welding:** SAW (Submerged Arc Welding) Boom, MIG/TIG stations, Welding Rotators (for tanks/vessels).
- **Handling:** 20T/10T EOT Cranes, Mobile Hydra Cranes for yard handling.

By implementing these specific data points and structures, the website will effectively communicate Prayash Engineering's capabilities to the most discerning technical buyers.

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