

Moment to savour!

JCB India celebrated the manufacture and sale of its 100,001st machine in India with the launch of two backhoe loaders - 3DX Super and 3DX XTRA as well as the tracked excavator JS 140HD

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It was an occasion to savour for construction equipment behemoth JCB India Ltd, as they celebrated manufacturing and selling of its 100,001st machine in India. And the company marked the occasion with the unveiling of three new products.

JCB India, which has an impregnable presence – with a 75 percent domestic market share in the backhoe loader equipment space - launched two models – the 3DX Super (92hp) and 3DX XTRA and tracked excavator – JS 140HD. And the induction of 3DX Super ((92hp) and 3DX XTRA to its product basket is only going

to enable them maintain their dominant position in the backhoe loader space. “The best should always keep getting better and we firmly believe in that. Our line of focus is on extending the range of our backhoe loaders which could be suitable for more applications,” says Vipin Sondhi, managing director and CEO, JCB India.

Sondhi reckons why the two new models would add to their existing product portfolio of backhoe loaders. ‘The 3DX Super and 3DX Xtra are more powerful and robust. They provide higher productivity and better usage in difficult terrain like in the

north-east where the terrain is undulating and rocky. In fact, eastern India already sees sales of most of the higher end variants of our machines in the backhoe loader segment,’ the JCB MD reveals.

Clearly, the backhoe loader journey has been a highly successful one for JCB India which marked its arrival in the market way back in 1979 with its 3C Mark III model, which was subsequently followed by JCB 3D series of models and JCB 3DX series of models.

But, it is the 3DX EXTRA which is generating a lot of buzz. And Sondhi has →



JCB India MD & CEO Vipin Sondhi says that being the best does not stop his company quest at getting better

no doubts that the 3DX EXTRA would give something 'EXTRA' to its customers. 'One thing that 3DX EXTRA would do is that it would make those contractors who look out for higher output happy as this machine gives 12 percent EXTRA output relative to the 3DX. Another feature of the 3DX EXTRA is that it delivers high torque of 369 nm which ensures better loading and dozing performance even while retaining fuel economy,' Sondhi illustrates.

The JCB India chief reveals how 3DX EXTRA is well armed as far as meeting customer satisfaction is concerned. 'The 3DX EXTRA has a 3600 psi system which exerts more pressure on the 123 lpm hydraulic pump which not only ensures solid performance in hard strata, but also higher working speed as it can handle more material per hour. This machine has low maintenance cost, lesser noise, lower vibration and comes with a complete JCB warranty,' he observes.

And not just that, the machine provides a cosier experience for the operator

as well. 'The machine is equipped with a smooth shift gearbox along with equal turn steering. There is also an extra cushioned seat which makes the job of an operator a comfortable one,' he reveals.

For now, JCB India manufactures all its backhoe loaders from its recently-expanded Ballabhgarh facility which has a capacity to produce 100 backhoe loaders per hour per shift. No wonder, the Bal-

labhgarh facility is touted as the world's biggest and best manufacturing facility for backhoe loaders.

The company is also making its presence felt in the tracked excavator business in the country, and has also launched the new JS 140HD which is tipped to be a big draw for the stone quarry market. 'The JS 140HD is robust and it features heavy duty structures such as boom, dipper and



The newly launched 3DX EXTRA gives 12 percent more output relative to the 3DX

The tracked excavator JS 140 features a unique Plexus filtration system which enhances hydraulic oil life for longer periods.



Canal distilling activity being undertaken by a JCB excavator



et which would bring in higher reliability and life, especially in challenging applications like the stone quarry which can pan out to be a big market for this type of machine,' says Amit Gossain, VP, Marketing and Business Development.

The JS 140HD also has another striking feature. 'An interesting feature introduced with the JS 140HD is the auto idler which helps to reduce fuel wastage while the machine is idling,' Gossain says.

As is common with all JCB excavators, the JS 140HD features the unique Plexus filtration system which enhances hydraulic oil life for longer periods. The new offering would also enhance JCB's presence in the 14 tonne excavator market. 'The JS 140HD would allow us to further expand our footprint in the 14 tonne excavator market where we already have a substantial market share,' Gossain oozes confidence. The company entered into the manufacture of tracked excavators in 2006 and has



The tracked excavator JS 140HD will provide JCB with the wherewithal to attack the lower end of the excavator market



since amassed a market share of 11 percent in the country.

JCB India has significance presence in the wheel loading shovel space. It has started manufacturing wheel loaders in 1989 and currently has a market share of 27 percent. 'Our high performance loaders provide faster cycle times, highest break-out forces along with higher productivity and low operating costs,' Gossian claims.

The company is a relatively new entrant in the compactor business and is hoping for new road and highways programmes to start rolling for its business to flourish. 'We are a new entrant in the Indian market but have been able to grab a market domestic share of 8 percent in the last two years or so. We are hoping for the new road and highway programmes to crank up so that our compactors business grows further,' says Sondhi with some optimism.

The company has also made crucial dents in the pick and carry crane or liftall space. 'We entered into the crane business in the year 2008 with the liftall range with an aim of expanding our material handling portfolio. I must say we fared well so far having a grabbed a domestic market share of 21 percent in a short span of less than two years. We want to be a dominant player in this space as well,' Sondhi says.

The JCB topman strikes an interesting point when he talks about the whole chain of telehandler to be palletised. 'These are early days for our telehandler business. You must have seen telehandlers being used in supplying brick and cement in high-rise buildings, where bricks are loaded in a truck one by one. We want the bricks to come in a pallet rather than coming from the kiln. We have introduced these product and as we get more mechanised, we would get used to it and ideally

want the whole chain to be palletised,' he observes.

Brimming with confidence with the manufacture of its 100,001th machine, JCB has now undergone rebranding. Its machines have been accorded got a new look. However, the logo remains unchanged.

The company has more than 50 percent domestic market share in the construction equipment space. It has pumped in investments to the tune of Rs. 750 crore at its Pune and Ballabgarh plants. 'Remember, even during the global downturn when most companies were cutting down on investments, we continued investing which has positioned us well to meet the ever growing demand for construction equipment market,' Sondhi intimates.

Surely, JCB is all set for a bigger presence across all product ranges in India. Maybe time to look beyond backhoe loaders! ■