



MECH SHOT Blasting : Pionnering the surface finishing technology facet

MEC SHOT' is expanding its horizon into export market with improved product quality and business reputation into global recognition. In order to out-front the competition we have increased our net work from the existing marketing network, which is spread all over India & abroad.

Q. MEC SHOT BLASTING EQUIPMENTS has gained substantial market share in Indian Surface Preparation Industry, please brief its journey from the inception & share some its milestones?

Since 1992, MEC SHOT has been manufacturing Abrasive Blasting machines in the field of Surface Preparation. We are the pioneer in manufacturing of Surface Cleaning, Finishing machines in India & Asian countries for last more than 1½ decay. The customers are finding our products cost effective by way of purchase or in operation. Our organization is a small scale industries established on the bank of Thar sand dunes in Suncity Jodhpur.

After our inception we advanced in a short time in this arena from designing & manufacturing of shot blasting and shot peening machine with media conveying dust collectors, painting & baking rooms and their accessories. We feel proud worthy to say that our organisation became the First Company to be accredited with ISO-9001-2000 (ISO 9001-2008) in abrasive / shot blasting field in INDIA by BVQI and with constant efforts of improvement in product quality, a Feather was inducted in the crown of MEC SHOT by being accredited with 'CE' Marking & now advancing for ISO-14001-2004 for Environmental & OSHAS 18001 for Operation Safety Hazard. Our current growth rate under plan is around 500 Million Rupees & as per the order received and their future trends indicates that we may some time cross the planned growth rate.

Due to achievement of customer satisfaction we received over whelming orders from international and domestic market & reached at milestone with growth in every year. We are exporting our products to Saudi Arabia, Turkey, Kuwait, UAE., Israel, Norway, Germany, Poland. Singapore, Thailand, Vietnam. UK, Canada, Mexico etc.

Q. Please brief us about company's global reach & what are the global alliances that has been made in order to out-front the



**Mr. A.K. Modi - M.D
MEC SHOT BLASTING EQUIPMENTS
PVT. LTD.**

competition?

'MEC SHOT' is expanding its horizon into export market with improved product quality and business reputation into global recognition. In order to out-front the competition we have increased our net work from the existing marketing network, which is spread all over India & abroad. We also have opted the route of collaboration with some internationally renowned machine manufacturers to meet the present upcoming demand of market.

We entered in Joint Ventures in global market. We have installed and setup European & Asian Partner in UAE, Saudi Arabia, Dubai, Singapore & Poland to penetrate the Middle East and distributor channel in the rest of the world.

We also had an agreement with the German Paint Spray equipment manufacturer WIWA for having the sole representation of their painting equipments in India. A similar kind of agreement and also been reached with Electronic Inc., USA for their shot peening measuring instruments.

Q. What are the market prospects for the

MEC SHOT products in India and how do you plan to position these products?

The market prospects for our product are on high seas. Our products are cost effective and high grade of quality. We are growing rapidly in the recent years because of constant demand for the quality product in the market.

In the recent years the demands for abrasive blasting have become mandatory requirement in all walks of life. We have already planned our strategy to supply quality product by implementing latest technology. To be cost effective & provide in time we have expanded our production set up and opened two more units with latest Lathe Machines, CNC presses & Robotic welding system. We are expanding our Technology Development wing with required test equipment and machines.

Q. Can you brief us about the marketing strategies that were applied in order to stand out in the competition of surface preparation industry?

We do not face any much competition in the National & International Market. We innovate and integrate new development for our renowned customers at regular intervals for safety of users and longevity. The main factors in marketing strategies which have been applied in order to stand out in the competition of surface preparation industry are Product Quality, Cost effective for customer, Customer awareness by conducting work shops or arranging in house customer training programs and meet Export requirement. We have also opened new branches to provide fast services to customer.

Q. Please elucidate in brief about the MEC SHOT BLASTING'S infrastructure & What



Corporate Office



Mr. Vaibhav Modi - Director
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are the measures that are being taken from the product manufacturing to distribution?

In this line a complete automation in our facility is on the cards. We are emphasizing on our standard product improvements by adding all safety features for the user & eco-friendly as this has become a mandatory requirement of today. Various CNC Shot peening machines for Aviation Industries, Airless Shot Blasting Machine for new applications & Standard Models with new features & new esthetic look. With such automation we will be able to compete with our worldwide as far as the quality of the machine, delivery schedule & price competitiveness are concerned. We are planning to invest somewhere around \$ 7.5million for our new automated facility. **Still we will continue to strive in improving our internal processes and be cost effective & attain the twin goal of pushing sales as well as saving cost.**

Q. Brief us about the R&D and Quality policy for your business?

The continuous research by agile & qualified workforce continuously improved and innovated new custom built machines for different industrial applications. Technology development wing strive continuously to innovate and develop various customize machines as per there requirement. We also provide all type of solution by analyzing the finding and provide facts to different industries. This is not the end of plan as we are intending to get our technology development wing recognized by DSIR (Department of Scientific and Industrial Research) to make our research findings beneficial to Indian Industries.. We study and analysis with the latest



Personal Interface



requirements and provide the solution as for Power Generation sector which includes Wind Mills, Hydro power etc. Our annual expenditure on R&D is above 2 Million Rupees. We have inducted New Hardness Testers, Surface Profile Gages, Microscope, Lux Meter, Sieve Analyzer, Different Balancer and Testing Equipments for Shot Peening Technology & Chemical Lab etc. in our R&D set up. We strive for Customer satisfaction with cost effective product & services in stipulated time and it remains our founding Policy



Personal Interface

Q. What are the key technological trends that are driving surface preparation industry?

The current trends of Surface Preparation Machine is on high demand to over come the pollution control norms and achieve good esthetic look of the product. Today, the company is standing on the landmark of one of the biggest amongst the equals in the Asian Territory in shot blasting field with the big surge in the turnover from domestic as well as international platforms. The repeated orders received from our customers is the result of there utmost satisfaction in our products. The apprising of price index for the steel and fluctuation in global currency is the main challenge faced by the company.

Q. Could you brief us to on Indian & Global perspective of surface preparation machines manufacturing industry? What are the distinguishing factors?

In recent years opportunities for the Indian & Global Industries have increased as the exporter are receiving over-whelming orders for the various products. The Increase in conciseness of surface preparation requirement for good quality bond and present pollution control norms are the main factor which are



driving the surface preparation market. In the recent years the demands for abrasive blasting have become mandatory requirement in all walks of life.

Q. How do you perceive the future of the Indian surface preparation industry?

It is our observation that the future of Indian surface preparation industry is very bright and will have good growth rate in all industries.

Q. How far the factors like government norms, excise duty, taxation, exim policies are affecting surface preparation business?

Government is now providing proper financial support and other Economical Benefits to Small Scale Industries. A basic amenity regarding Information and Technology is very low. The factors like excise duty, exim policies are directly financially affecting surface preparation well established Industries because of increase in certain un-established industries.

Q. What is your vision for MEC SHOT BLASTING?

We are getting ahead with a Vision to capture the International market in the field of Abrasive Shot Blasting & Peening machine and become one of the top leading manufacturers of high-grade quality product.

Q. Please address the issues that are affecting the surface preparation industry?

We are also the part of Indian industries and as others we have been also affected with the higher inflation and Raw Material Price Hike. The repeated fluctuation has drastically, directly or indirectly affected the industries, but our for-sight ness has saved us.