



“We believe India to be one of the highest potential markets for our products.”

**Piero Guizzetti,**  
CEO, MB India

**M**B has the largest line of crusher buckets and screening buckets suitable for use on excavators of any class, backhoe loaders and skid steer loaders. **Piero Guizzetti, CEO, MB India,** elaborates on the company's current activities in India and future plans for Indian market.

*What is the range of applications in your portfolio of attachments suitable for construction equipment?*

For over 15 years, MB has been a leader in the fields of crushing, demolition and recycling, by designing and manufacturing the very first jaw bucket crusher. Since 2001, MB has offered the largest line of patented crusher buckets across the world, suitable for excavators, backhoe loaders, front-end loaders and skid steer loaders.

Currently, we manufacture eight models of crusher buckets for excavators ranging from mini excavator to 70T class excavators and four models for backhoe and skid steer loaders each. Besides, we have four models of screening buckets suitable for excavators and backhoe loaders.

We have more than 15,000 MB buckets across the globe, used in a wide range of applications in different site conditions.

*What are the equipment that can use your attachments? Do you provide brand specific adapters to install your attachments? Are they quick change type for multiple attachments or only attachment specific?*

MB has the largest line of crusher buckets and screening buckets suitable



There are more than 15,000 MB buckets in use across the globe.

for use on excavators of any class, backhoe loaders and skid steer loaders for application in demolition and recycling, quarries and mines, road works, piping, etc. Depending on the productivity requirement and material to be crushed, we suggest the right model to our customers. In India, we find huge potential particularly in 20T class excavators and backhoe loaders.

Like any other attachment, it needs mounting bracket and necessary piping kit to work with the help of the hydraulics system of the main equipment. The customer has the option of purchasing the mounting bracket from us, which is fabricated based on brand and class of excavator. Customers also have the option of using a hydraulic quick coupler to reduce change periods between installations of different attachments, which is a bought out item.

*As a percentage cost of the equipment, what is the price range of your attachments?*

It of course depends on the denominator that even within a same class equipment category can vary significantly. Our crusher buckets and screening buckets are produced within our world-class facilities in Italy and every detail is studied to ensure long life, from the engineering to the materials used. We are hence very confident on the most important procurement factor, which is return on investment.

*Could you elaborate on the cost benefit analysis, which generates positive decisions from your customers?*

With the help of MB crushers and screening buckets, customers can generate revenue from demolition material and over burden in mines, which



**MB crushers and screening buckets help customers generate revenue from demolition material and over burden in mines.**

otherwise has no commercial value. In fact customers spend money for the disposal of such materials and it also occupies a lot of otherwise utilisable land.

It allows on-site crushing of stone for producing sub-base material, thereby saving a lot of investments for applications such as road works.

In mines and quarries, it can crush materials with output sizes that may be easily adjustable.

Along with the client, we work out the procedural improvements and economic savings by avoiding or reducing transportation costs, requirements of loading equipment and improving speed of execution.

## **MB manufactures eight models of crusher buckets for excavators (mini to 70T clas) and four models for backhoe and skid steer loaders.**



**2015 has been very good for MB India.**

*How do you visualise the Indian market size for your products? What are the challenges? What is the growth potential in the next five years?*

Since we have entered the Indian market for a little more than one year with feet on the ground, awareness about MB buckets needs to continually spread. We are participating in various exhibitions, organising customer meets to inform the benefits of such innovative products in the infra segment and working with our commercial partners to reach out to customers.

Like for most products in the construction industry, finance is a critical issue. The financiers we are reaching are convinced about the viability and profitability of MB buckets. Operator training is another area that we are focusing on in India. It is important that we conduct regular on-site training programmes to improve their knowledge and skill level.

We have a very good year in 2015 considering that it's a concept selling strategy at the moment. We have scattered installations throughout India with higher density in the Southern and Western parts of the country. In 2016, we plan to expand our dealer network in new states with partners that share our customer-driven vision and ensure capillary reach of the market. In the next three years, we strongly believe that we would significantly increase the delivery of new machines.

*Which are the priority areas of further developments undertaken by you and why?*

Considering the dynamics of the construction industry in India, we believe it to be one of the highest potential markets for our products and are focused on increasing our coverage in a phased manner, while constantly improving our service through careful learning of customer needs and expectations. In 2016, one of our main goals is to establish our dealer network in all states of India. We are also expanding MB India team to support the dealers on the field and the end customers as well. We have recently launched a crusher bucket model for 45T class excavator and expect a good demand for this model in the mining segment. **EI**