



We plan to grow at 70 per cent CAGR in 2020

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Piero Guizzetti, CEO, MB Crusher India points out that India, at its worst, is still one of the fastest growing economies in the world, and by far the most important market at the global level. It is even more important than China.

How was the Excon 2019 experience for you?

It was an exciting experience, moreover because at Excon we do a live demo. In this edition of Excon, we demoed the bucket crusher and screening bucket. The number of footfalls we had was also quite encouraging. The organisers of Excon have been very supportive to us throughout the event and we are very grateful to them.

What products did you display at the Excon fair?

We put up a number of products on display including the BF90.3 crusher, one of the largest selling products in India. BF90.3 is a jaw crusher which is installed on 21 ton class excavators; also in the same league is the MB-S18 which too was up on display. For the smaller excavator's 14 ton class and more we showcased the BF70.2 bucket crusher. We also showcased the MB L160.2 S4 which is also a jaw crusher bucket but for backhoe loaders, the MB L160.2 S4 is compatible with one of the largest selling backhoe loaders in India the JCB 3DX, it is also compatible with a varied range of Backhoe loaders from 4 – 10 ton. We also showcased MB-R800 drum cutter, which was launched at the beginning of 2019, the MB-R800 too is compatible with class 21ton excavators. In Excon we showcased our product range which offers a high degree of compatibility with products ideally used in India. Having said that, I must add that our product portfolio is so varied that we have a solution for other kinds of Backhoe loaders and excavators as well.

What do you feel about the current market condition in the Indian construction sector?

In a humble manner, I'm happy to say that when we bought our own direct presence in the Indian market five years ago. Customers are keen to the presence of the company in the country, they want to ascertain that the company itself believes in the Indian market and will be there to support them with spare parts and the necessary after sales and service.

What makes you optimistic in the current market scenario?

I've personally been in India for 12 years, and I've been managing the business for the past five years. I like to think that my heart is at least 50 per cent Indian. So after having witnessed the market dynamics in the long term, I remain optimistic.

Secondly, you have to understand the global context. For a multinational company like ours, we take the global context whenever we strategize and execute our business plan. Moreover, India, at its worst, is still one of the fastest growing economies in the world. It's going to have its hiccups. Every market that grows is going to have its ups and downs. But the long term story of India is absolutely intact. India compared to other major global emerging economies is a market that is growing because of the domestic consumption instead of private consumption.

What are your expectations from the industry in 2020?

In the past five years, we're fortunate enough to say that we have been growing 70 per cent CAGR year on year on a constant basis. The elections too impact the market dynamics, for e.g. Maharashtra is a very key market, there was an election, and there was a difficult period post-election in forming the coalition. These are some of the macroeconomic factors that are going to have an impact.

We're still looking at nothing less than 70 per cent CAGR for 2020 as well. Of course, our denominator is now getting bigger. So it'll be more difficult for us to reach the same growth rates that we're seeing. But we have no doubt that we'd be able to reach the same.

Piero Guizzetti, CEO, MB Crusher India