

KOBELCO



CONSTRUCTION

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TRENDS

KOBELCO DAZZLES at IMME 2022



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SOCIAL MEDIA



Customer is the key! We always listen to what they need.

As we have completed 15 years in India, we are keen to grow further and become an inseparable part of the India's growth story and are proud to further our contribution towards making Atmanirbhar Bharat a reality.

"The most important mission for us is raising our customer's satisfaction to higher levels. We will achieve this with continuous innovation and constant improvement in our products as well as services"

To make it happen, we are taking firm steps to strengthen our processes, which is eventually helping us to get closer to our customers. Our policy to provide the best possible solutions to our customers, understanding their needs based on the application and services required along with it, has become an irresistible "value for money" proposition for most of Infra/Mining customers.

Kobelco has adopted "Low fuel consumption" and "Low noise" as guiding principles in our push for environmental care. We reiterate our commitment to produce products and provide services to our customers with a strict adherence to compliances, serving as the major principle for our actions and philosophy. Kobelco's USPs include higher productivity, higher reliability and an industry-leading field support enabling users to derive maximum benefits during the life cycle of the equipment.

We all have seen immense challenges in past couple of years. We got hit by Covid-19 pandemic in year 2020-21. Then again in 2022, the rising input costs on account of steel and oil prices, have forced the manufacturers like us to hike excavator prices steeply. However, Kobelco as a family has always tried to stand with our customers. We know the power of Togetherness and all our stakeholders are committed to Kobelco's vision to keep our customers as the top priority.



Kobelco believes in striving for meeting the expectation of its customers. We don't settle just for our customer's satisfaction. We aim to win their loyalty, which has turned out to be our biggest strength. Our customers are the strongest pillars who have a firm belief in Kobelco and are our brand ambassadors. With our participation in exhibitions and organizing customer connect programs, we are trying to showcase and educate the market about our superior technology, our most fuel-efficient excavator range, our product build quality and the best-in-class service support.

We promise to keep challenging ourselves and giving our customers the best and the sturdiest solutions for the most demanding job sites. We are thankful to all our stakeholders for trusting us as their "True Solution Provider".

Takemichi Hirakawa

Managing Director & CEO

Kobelco Construction Equipment India Pvt. Ltd.



IMME 2022, Kolkata

16-19 November 2022

At the recently organised 16th International Mining and Machinery Exhibition i.e. IMME 2022, Kobelco's stunning display of its mining excavator SK520XDLC with the Xcentric Ripper attachment by STM was the biggest attraction. As the 10th Generation model of Kobelco's SK series, the SK520XDLC meets the needs of the most punishing mining sites with a performance that simply astounds. Our existing customers appreciated about the increased fuel efficiency, productivity and the regenerative hydraulics of our 50 Ton class excavator.

India's largest trade fair for the mining sector, IMME brings the industry together to showcase how the process of industrial transformation is progressing. With 10,000



visitors and 400 exhibitors, we knew IMME 2022 would be the ideal platform for us to reveal and showcase our latest technologies.

Such was the success of Kobelco's display, we could get a good number of orders during the event itself.

IMME is definitely a platform for OEMs like us where we can directly offer solutions to customers who are looking for latest technologies in mining equipment. It was a great show and we turned up getting an excellent response from the visitors.

E. Moses - Vice President - Division And National Head



It was yet another great experience to showcase our Mining machinery at IMME. SK520XDLC is proving to be a great option for our mining customer who are looking for performance, reliability and fuel efficiency.

Deepak Kacker - Director /VP/ Chief Quality Officer



Kobelco excavators are made for tough environments, and nothing is more punishing than working in mines. For us IMME is one of the important shows because it gives us opportunity to physically show our offering to the potential market.

Yogesh Khurana - General Manager



IMME 2022, Kolkata



Dr Premanand S Mishra - CMD, SECL



Mr Mahesh Kejriwal - MD, Kejriwal Mining



L-R: Mr Mahesh Kejriwal - MD, Mr. Siddharth Kejriwal - Director, Ms Shweta Kejriwal - Director



Mr Amarjeet Chakraborty, GM Mines - JK Cements, Rajasthan



Mr R S Raju, Director Technical - NCC



L-R: Mr S R Samal - MD, Kalinga Commercial Corp. Mr. Manoj Agarwalla - MD, DECO



Mr Rajkumar Pandey, Head Mechanical - DECO



Mr Sumit Sidhwani, Director - Jial Das & Co



L-R: Mr Jayagopu E, Mr C. Anbhazhagan, Proprietor - Ajantha Earthmovers



L-R: Mr Deeptendu Samanta, VP Coal Business, Mr Sachin Saxena ED, Mr Pradeep Kumar Soni, Head Commercial -TMC Raipur



Mr Sanjay Bansal, Director - Ghorahi Cement Industry, Nepal

INTERMAT India, Mumbai

19-21 September 2022



Held at Bombay Convention and Exhibition Centre, NESCO, Goregaon from 19th to 21st September 2022, INTERMAT is one of the world's top 3 construction shows where the OEMs can gain visibility, build networks and showcase their latest offerings to their customers. Kobelco was there with its Mini Excavator SK30SR. It was a great opportunity for Kobelco to engage with the potential

buyers directly, comprising of contractors, civil engineers, builders and connecting with construction professionals from rental equipment, dealers and distributors to key buyers and industry figures. We witnessed more than 1000 footfall at our stall. In all it was a success event. Known for its performance and reliability, KS30SR was the star attraction of the event.

Buildcon, Odisha

22-24 December 2022



Odisha Buildcon, organised for the first time, provided the opportunity to exhibit and showcase products and services to a focused audience from the building and construction sector, consisting of professionals both from trade and industry. Odisha Buildcon created a platform for information exchange about new materials, products, brands and innovations from both within the country and overseas solely dedicated to the fast-growing construction industry.

Thanks to our progressive partner M/s Konark Earthmovers-Bhubaneswar, who took this excellent initiative to participate in the event and displayed SK 140XDLC in 14T class and SK30SR in 3T class. More than 500 potential customers visited our stall and received complete knowledge of our product range, superior technology, our best customer support and much more.

Dealer Inauguration

M/s AML Business Solutions Pvt. Ltd., North Karnataka, November 2022



It was an honour for us to announce the introduction of M/s AML Business Solutions Pvt. Ltd as our authorized dealer partner for North Karnataka on 10th November 2022. On this auspicious, Kobelco's MD & CEO Mr. Takemichi Hirakawa, VP - Division and National Head Mr. E. Moses and Mr. Harsh Mehta from AML's Senior Management inaugurated the dealership at Hubli. A traditional folk dance organised by AML team was the main attraction. It was followed by lamp lighting and the dealership walkaround of their massive office of 3500 sqft. which will accommodate the sales & service team, parts warehouse, customer lounge and all other facilities which a customer expects from a progressive dealer partner. We have huge expectations from AML Group and Kobelco regional team to do justice to carry on the legacy of Kobelco brand in this region.

Branch Opening

M/s Badgujar & Co Nasik, 10th October 2022



It is always a proud moment when you see your partners growing with you. Our dealer partner M/s Badgujar & Co has extended his roots to Nasik by opening a new branch office. The dealer principal, Mr. Amol Badgujar along with our esteemed customer, Mr. Manjeet Singh Dhupar inaugurated the office by cutting the ribbon followed by Lord Ganesh poojan. This branch will serve as a sales cum service office with a clear vision of supporting customers in a better way. The inauguration cum customer meet was attended by more than 15 key accounts, where we got an opportunity to meet and thank our trusted customers who believed in our brand. We wish M/s Badgujar & Co all the best for their future.

M/s Abhishek Megamech Pvt. Ltd Karnal, 22nd August 2022



Another moment of celebration when our esteemed dealer partner M/s Abhishek Megamech opened a new branch office at Karnal district of Haryana. Karnal is a key market for Kobelco where we have a good population of Kobelco excavators. This branch will help the existing and new customers to get better parts and service support. We wish for their growth and success.

CUSTOMER MEET

West Bengal

10th November 2022



Another step taken by our renowned dealer M/s Shree Balaji Equipment Pvt Ltd to build a strong relation with our loyal customers in West Bengal. More than 50 customers attended this meet and gave us the opportunity to greet them for their long-term relation and support for Kobelco brand. The event was attended by the dealer principal Mr. Arvind Bothra & Prashant Bothra along with Kobelco's zonal head Mr. Ganesh Subuddhi. A key handover ceremony was also organized for SK220 to our esteemed customer Mr. Surendra Kochar. This meet was one of the many steps to get closer to our customer and we congratulate M/s Shree Balaji for this successful event.

Hisar-Haryana

9th November 2022



Our pride is our customers. Trust of our customers on our brand is what makes Kobelco. Our esteemed dealer M/s Abhishek Megamech Pvt Ltd recently organized a customer meet at Hisar district of Haryana. More than 80 customers attended the meet and gave an opportunity to honour them. A key handover ceremony was arranged for our esteemed customer M/s Dudi Construction Pvt. Ltd during the event. Response from all the customers was very positive, and they were happy with machine performance and timely response from service team. Thanks to all customers for believing in Kobelco brand. We are "Your True Solution Provider".

Mandi-Himachal Pradesh

7th December 2022



M/s Him Technical Services, one of our oldest dealers, arranged a customer meet at Mandi which was attended by more than 55 customers. The dealer principal Mr. Pawan Dhiman welcomed our customers and gave a brief about Kobelco legacy and its vision. An important aspect of the

event was that most of the customers who were present are our repeat buyers which clearly shows their trust in the brand. Feedback of Himachal customers was very positive, they are happy with Kobelco products, genuine parts which gives a never-ending performance to their machines.

OPERATOR TRAINING

Sambalpur (Odisha)

28th October 2022



Operator is the key to an excavator. He is the one who can actually make the machine do wonders, makes it productive and in turn helps to grow and drive business. It is our responsibility to make his life safe and easy. Kobelco's Odisha team took an initiative to train the local operators about our product range, latest technology, safety tips, Component identification and location, general maintenance practices and other Do's and Don'ts while working or servicing an excavator. A total of 63 operators participated in the training which was followed by a team lunch.

Operator Training & Service Camp

Arunachal Pradesh

19th to 22nd August 2022



Training given to more than 56 operators. An outstanding initiative by our Arunachal Pradesh team along with the dealer. The team gave a detailed training on the operating modes, attachment maintenance, reading error codes, maintenance intervals, etc. A test was also conducted to understand the knowledge of the operators. A machine was also available for hands on purpose which is very useful to show live service demos.

TRENDING ON SOCIAL MEDIA



7.2 million reach in Yr. 22



5.4 million reach in Yr. 22



3.2k+ Subscribers and growing...

DELIGHTED CUSTOMER SPEAKS



MR. PANKAJ MISHRA
Vice President
Mangala Associates Pvt. Ltd.

In comparison to other brands, we find Kobelco's performance to be better, and the fuel consumption to be lowest. Kobelco's dealer gives us great on-time support. We appreciate the service team very much.



MR. ANJANI PANDEY
General Manager
Mangala Associates Pvt. Ltd.

Low fuel consumption & on-time spares availability are the two key factors that we like most about Kobelco.



MR. PRITEE SHANKAR NAIK
Project Head
Mangala Associates Pvt. Ltd.

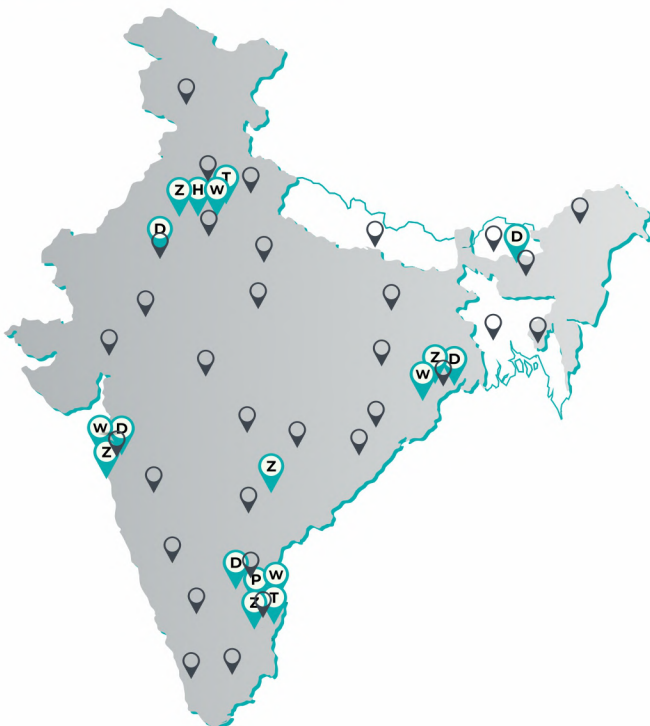
Despite the challenges of network connectivity at remote mining sites, same day problem resolution from Kobelco's service team is commendable. Whatever growth we have achieved so far in mining, a major contributor is Kobelco.



MR. PREM SINGH
Director, Green Hammers
Partner, NN Singh & Brothers

The USP of Kobelco excavators is Fuel Economy. Kobelco's proactive service follow-ups is a key differentiator that we like very much. In the future we plan to remain associated with Kobelco.

DISTRIBUTION MAP



- Headquarters
- Plant
- Warehouses
- Machine Depots
- Training Centres and Workshops
- Zonal Offices
- Dealers

33 DEALERS
India, Bangladesh, Nepal & Bhutan

04
Warehouses

02
Training Centers

05
Zonal Offices

05
Depots

KOBELCO CONSTRUCTION EQUIPMENT INDIA PVT. LTD.