



NORD prioritizes longevity and efficiency in our product design, adhering to the highest manufacturing standards for geared motors from the outset

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Q-1. How do you perceive the current market trends (demand – supply) in the gearmotors and drives industry in India?

Ans. The gearmotors and drives industry in India is experiencing significant growth and evolving market dynamics. As per the experts, the market is projected to expand at a compound annual growth rate (CAGR) of 7.3% from 2023 to 2028, with the market size expected to increase by USD 8.45 billion by 2028.

Q-2. What sets your gearmotors and drives apart from competitors in terms of technology and innovation?

Ans. NORD prioritizes longevity and efficiency in our product design, adhering to the highest manufacturing standards for geared motors from the outset. Our gears are crafted to meet DIN3990 standards, while gear housings utilize GG 20 or GGG40 materials, complying with top-tier FEM standards. With our patented "UNICASE" design, featuring fewer joints and sealing surfaces, we ensure virtually leak-proof gear housings, bolstered by enhanced shock absorption capabilities, minimizing the risk of breakdowns. Our motors, ranging from IE3 to IE4 Class, boast high efficiency and are supported by advanced VFD technology, optimizing power consumption during operation. Additionally, our Quadra lip sealing system, incorporating three sealing lips and a fourth

layer of oil and grease, serves as a robust barrier to prevent oil leakage.

Q-3. Which segments are driving the demand for gearmotors and drives industry in India?

Ans. Currently overall market is very good for gearmotors and drives. We are receiving very good response from Construction industry, Steel industry, Intralogistics industry, Industrial automation, Food & Beverage industry, Pharma and Chemical industry & cement industry.

Q-4. How crucial is R&D for your company, and what percentage of your budget is allocated to it?

Ans. R & D is backbone for every industry. It is essential for developing new products and improving existing ones, keeping the company competitive in the market. It drives growth by opening new markets and creating new revenue streams. R&D can lead to more efficient processes and technologies, reducing production costs. It helps the company adapt to changing market demands and stay relevant. And this is true for us... on an average 10 to 15% we of overall budget, we allocate to R&D department.

Q-5. What support and services do you offer to customers before, during, and after the purchase of gearmotors and drives?



3D119607 Kopie

BLOCK Helical
Bevel Geared Motor
with SK 200E

BLOCK Parallel Shaft
Geared Motor

Produktmontage30690-en-GB

Ans. We support our customers during all stages. At pre-ordering stage, we support our customers with required application based technical support as we are equipped with application-based selection software tools which includes main Engineering applications like conveyors, hoists, mixers/Agitators turntables etc. We have 'myNORD' selection tools on our website from which customer can easily do the selection and can download technical data sheet & required CAD/pdf drawing which will help them to select product at their end. We support our customers with the most optimised product in line to their applications and offer best techno-commercial quote.

We offer prompt after sales support as our NORD India operations is equipped with wide network of service support across India which includes our dedicated service Engineers and our authorised sales & service channel partners. We are having Extra mile "service Van" which is well equipped with all the required service set up for onsite servicing and for AMC jobs.

Q-6. Do you provide training

or technical assistance to help customers integrate and maintain your products?

Ans. Of course, We do offer training / technical assistance to our customers to maintain our products. We have our service team at Pune HO & own service engineers at New Delhi, Vadodara, Bangalore & Kolkata. Apart from this we have 14 service partners across India who are trained by NORD. Additionally, customers can reach us at toll free no. 1800 200 2042 for any queries they have. We also have a service van which is available for 800km radius from Pune & to other customers on demand.

We also give service trainings on regular basis to our customers, sometimes through dealers.

Q-7. What developments or advancements do you foresee shaping the future of gearmotors and drives?

Ans. The next generation of efficient energy-saving motors.

The new IE5+ synchronous motor from NORD DRIVESYSTEMS, with a significant higher energy efficiency, supplements the LogiDrive system's standardised

geared motor variants and is particularly suitable for reducing the number of variants.

The energy-efficient latest generation permanent magnet synchronous motor has considerably lower losses than the current IE4 series. The unventilated smooth motor achieves its high efficiency that, at times, is significantly above efficiency class IE5 via a wide torque range – and is optimally suitable for the operation in the partial load range.

Q-8. What are some of the main challenges that manufacturers of gearmotors and drives currently face and how do you navigate these challenges?

Ans. Being a German company, our majority of components comes from Europe. We mainly face challenges because of currency fluctuation and war like situations which impact us more. we have now started localization of key components.

Scarcity of skilled manpower is also paining area in majority of industries. For that we are putting more efforts to hone our employees' skills at their best. We regularly keep technical as well as soft skills training sessions in our company.