



## Eirich, the global leader in Mixing and Granulation technology, shall continue to develop its offerings for demanding applications across industry segments with its strong focus in R&D to meet challenging customer expectations

**Mr. Sourav Sen**

Managing Director - Eirich India Pvt Ltd

**Q-1. Tell us Eirich's journey in India so far.**

**Ans.** Eirich India, the Indian subsidiary of the over Euro 200 million Eirich Group, has been in operations for the last 25 years and is a supplier of machines, plants and services for mixing, granulating/pelletizing, drying and fine grinding.

Eirich has full-fledged operation in India from Sales and Service to Engineering to Manufacturing to Project management. Local presence with global brand has helped Eirich take the leading positions in the country.

As part of our Global Strategy and long-term commitment to Indian customers, Eirich India has commissioned its new state of the art manufacturing facility at Chakan in Pune which is in operation since July, 2023. Formal inauguration of the plant was done on 15th February, 2024 in presence of our esteemed customers across industry segments, dignitaries from the German Consulate Mumbai, members from German Mechanical Engineering Industry association, Eirich board and shareholders from Germany and employees. Coincidentally Eirich completes 25 years of its operation in India in 2024.

**Q-2. What is the current roadmap for the Chakan plant?**

**Ans.** Eirich's state of the art facility at Chakan in Pune was commissioned on July 5 last year. We have completely moved our operations from Mumbai to Chakan and the new plant is now up and running for the last 10 months.

EIRICH enjoys a strong market position for its unique

mixing and processing technology in various industry segments such as steel & metallurgy, refractories, ceramics, agrochemicals, foundry, battery, carbon and many more. Whatever products we had been producing in Mumbai, we are going to produce from Chakan now. Since Chakan has a much bigger capacity, we can produce more machines per year and we are also going for new models leveraging our newly built state of the art facility.

New including higher capacity mixer models e.g., R24, RV16, RV12 that we plan to produce from Chakan, will help us expand our product range giving customers a wider option. Eirich India will also be able to supply to overseas markets with parts and complete machines through a strong network of EIRICH Group companies spread across 11 countries from this year onwards.

**Q-3. Can you provide specific examples of how Eirich India has leveraged its research and development capabilities to innovate and introduce new technologies or products to the market?**

**Ans.** Strong R&D combined with close cooperation with the customers across Industries worldwide, has helped Eirich constantly develop Mixing technology and solutions to cater to demanding need of material preparations across application segments from simple firebrick clay refractory mixing to high end vacuum mixing technology for Foundry and Li-ion battery.

Mixing and Granulation technologies developed for effective recycling of waste in a steel plant, production of ceramic

bodies by dry process, special concretes with lower water to cement ratio are some of the recent breakthrough developments that Eirich R&D have contributed with to the industry globally by reducing consumption of precious natural resources and savings in energy requirement required in processing various raw materials.

Further, Eirich has invested in a JV company in 2022 which is focusing on developing AI based solutions. By continuously analysing production data, AI algorithms will help our customers optimise processes, identify bottlenecks and inefficient workflows. AI based solutions will offer our customers in bulk material handling and processing to increase their efficiency and utilise resources more effectively, gaining a clear competitive advantage.

**Q-4. Which industries Eirich serve in India and what are the special 'USP' for Eirich**

**Ans.** With its unique Intensive Mixing Technology, Eirich enjoys market leading position in several Industrial segments in India e.g., Steel & Metallurgy, Refractory, Foundry, Carbon, Building materials, Agrochemicals, to name a few.

Eirich mixers offer various unique advantages to its customers which are:

- Homogeneous and consistent mix batch after batch even with additives less than 0.5%
- Energy efficiency
- High flexibility to cater to various operating parameters depending on the recipe requirements

**Q-5. What has been your contribution to this industry**

**vertical and where do you foresee yourself in the coming next three years?**

**Ans.** Eirich has made a special contribution to the DI Pipe industry by helping the manufacturers prepare high quality cement bonded (lined) pipes with lower cement consumption up to 6% than the conventional mixer since the bonding consistency is significantly better in unique Eirich Mixing technology.

Eirich supports the Concrete industry by standardizing concrete material preparation by achieving constant and lower water cement ratio with higher strength.

Further, Eirich mixing technology can be effectively used to produce a colored building product for exterior surface like colored wall care putty / cement a cost-effective alternative to exterior painting.

With all above benefits and growing investment in Infrastructure development and urbanization initiatives, Eirich expects stronger demand from various applications within Building materials industry in next three years and beyond.

**Q-6. In view of the climate change concerns globally, what role does Eirich play in helping the industry achieve sustainability mission?**

**Ans.** Sustainability has been in the DNA of Eirich group. Eirich, a member of the Engineering Industry Sustainability Initiative in Germany, contribute to the mission of lowering of overall carbon footprint with its highly energy efficient machines. Further, through higher yield and lower waste generation, Eirich helps customers worldwide

reduce energy consumption to a large extent.

**Q-7. Since Eirich has been a global company and now that you have an expanded bigger manufacturing base in India, will you now look at making India a global sourcing hub?**

**Ans.** Over all these years, we have been exporting in a small way, limited to spare parts only. With this new plant in Chakan, one of the key strategies would be to join the global supply base of Eirich group in a bigger way. The new mixer models, mentioned above, will support this strategy well as these models are well established in Germany, rest of the Europe and other markets of Eirich. This will provide tremendous leverage for us to join Eirich's global supply chain.

**Q-8. How do you envision Eirich to be in the future vis-a-vis the growth of the industry and advancements in the mixing and processing technology?**

**Ans.** Eirich, the global leader in Mixing and Granulation technology, shall continue to develop its offerings for demanding applications across industry segments with its strong focus in R&D to meet challenging customer expectations. As I mentioned earlier, Mixing and Granulation technologies developed for effective recycling of waste in a steel plant, production of ceramic bodies by dry process, special concrete with lower water to cement ratio are some of the recent breakthrough developments that Eirich have contributed to the industry globally.