



With a focus on green forklifts, the business has taken a major stride towards reducing its carbon footprint and creating a more sustainable future for the industrial sector in India

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Q-1. Can you provide an overview of the current product range offered by Godrej Material Handling and any recent innovations in your products?

Ans. At Godrej Material Handling, we offer a comprehensive range of material handling equipment tailored to various industrial needs.

Our product range includes electric battery-powered forklifts from 1.5 to 5 tonne capacity, reach trucks, articulated forklifts, Double Deep Reach Truck for freezing conditions, warehouse equipment such as Battery-Operated Pallet Trucks & electric stackers, diesel powered forklifts from 1.5 to 16 tonne. We also offer a wide range of attachments to meet various customer applications.

We partnered with CROWN for high-end warehouse trucks like reach trucks up to 14m fork height, order pickers, stock pickers, stackers, and pallet trucks; HUBTEX for side loaders up to 35 tonne capacity; and MERLO for rough terrain Telehandlers of 4 tonne to complete our range and create a full basket of offerings to our customers.

We focus on sustainable technologies, including battery-operated forklifts with Li-ion that offer longer working hours and efficient recharging, contributing to lower carbon emissions and operating costs.

Q-2. What kind of after-sales

support and services does Godrej Material Handling offer to ensure customer satisfaction?

Ans. We offer a comprehensive range of after-sales support and services. These are designed to suit different duty cycles and working conditions. They are customised to ensure high customer satisfaction with optimal performance of the equipment.

Our portfolio includes Annual Maintenance Contracts (AMC), Comprehensive Maintenance Contracts (CMC) which includes the cost of spare parts, and Operations & Maintenance Contracts. We also provide equipment on rent.

Using data analytics and trends, we can predict the outcome of quotations made for spare parts. This helps us get the necessary parts ready and stocked with our channel partners in advance, so that they can execute customer orders in a short time.

We have a toll-free number to register all after-sales service calls. All the calls are monitored through our CRM system, and we ensure the First Response Time is within 48 hours depending on distance.

By offering reliable after-sales support, we help customers maximize uptime, reduce downtime, and maintain the efficiency of their equipment.

Q-3. What training programs and safety measures does Godrej Material Handling

provide to its clients to ensure the safe and efficient use of its equipment?

Ans. Training Programs: We provide extensive training programs and educational resources to help customers understand the operation, maintenance, and best practices. In collaboration with institutes like Gram Tarang in Bhubaneswar, we conduct operator training programs aimed at making youth employable in the rapidly growing logistics sector, which is expanding at a rate of 12-15% annually. These programs focus on enhancing the skills required for effective and safe material handling operations. We have trained female and transgender forklift operators through this program.

We also do an extensive training for our team members and our channel partners. The Integrated Skill Enhancement Platform (ISEP) provides sales and service training to all technical service team members through a digital interface. The members get trained through various video content that can be accessed anytime anywhere as per their convenience. Online Live sessions are also conducted through the ISEP interface.

Safety Measures: We have introduced various safety features in our products like Smart Curve Control Technology that reduces speed up to 30% while turning, Anti-Rollback System that gets activated every time the brake pedal is released on an incline,

preventing run-aways. The Operator Presence System detects if the driver is seated correctly before allowing operations to begin. We offer various safety specific accessories like red light, blue light, front and rear-view cameras, and reverse spotlight.

To enhance safety in material handling operations, Godrej & Boyce has launched i-Report app, India's first-ever safety application for this sector. The app addresses the industry's safety policies and standards by offering a comprehensive 360-degree safety solution. It facilitates remote and real-time incident reporting, audits, training, and consultation services for customers and business partners. The Safety App is used at over 200 locations across 22 states 24/7, by more than 1,000 trained operators.

Q-4. What are the future plans for Godrej Material Handling in terms of product development, market expansion, and innovation?

Ans. Godrej Material Handling has strengthened its portfolio in the green products category, eyeing a 28% market share of Electric Forklifts in India by FY26. With a focus on green forklifts, the business has taken a major stride towards reducing its carbon footprint and creating a more sustainable future for the industrial sector in India.

We make significant investments in R&D to innovate

and improve the sustainability of our processes and products. Our R&D activities are concentrated on innovating with new technologies and manufacturing processes that improve the environmental performance of our machinery.

Investments are currently being made in IoT with a view to giving customers an insight into their fleet performance and helping them optimize MHE fleet operations. These insights will also help us develop products that are more meaningful to our customers' operations.

We have also digitized most of our Sales and Service operations. The use of a single platform across all stakeholders including customers, channel partners and our own teams, helps speed up information flow and decision making while also generating a large amount of data for analysis and driving future improvements.

Godrej Material Handling has plans to continue investing in technology at multiple stages of operations including manufacturing, sales, and sustainability across its value chain. Since the implementation of Salesforce CRM, Godrej Material Handling has witnessed a significant increase in user experience efficiency. The business is expanding its capacity by 2x as it believes the forklift truck industry is on a strong growth curve.