



**What are your key strategic priorities for increasing market share across segments over the next two years?**

2025 has been a very strong year for us. When we launched the EC210E in June 2024, which was designed specifically for India, our objective was clear—to grow volumes and gain market share. As we close 2025, the results are very encouraging.

While the overall market grew by around 10–15%, our growth was close to 35%. This validates our India-centric product strategy and the effort put in by our teams. We will continue to accelerate this approach.

At EXCON 2025, we launched the EC215, the next variant in the 210 class, to address slightly different customer requirements. Going forward, our excavators, loaders, and other equipment will increasingly feature deeper localisation and designs tailored to Indian operating conditions.

Looking ahead, we expect 2026 to be a growth year. Despite geopolitical and economic challenges in 2025, infrastructure is expected to regain focus, supported by policy measures and strong industry readiness.

**You showcased several electric and sustainable machines at EXCON 2025. What is the realistic timeline for large-scale electrification in India?**

Volvo introduced electric construction equipment in India as early as January 2022. Since then, the industry has caught up significantly. At EXCON 2025, we have seen multiple electric launches across manufacturers, which confirms that the technology direction is right.

We showcased the L120 Electric wheel loader, a 5-tonne machine suitable for material-handling applications. It has already received strong customer interest. Electrification in wheel loaders is progressing well, with adoption increasing from about 10% last year to nearly 15–18% this year.

Electric solutions are also gaining traction in excavators and hauling equipment. Over time, mining and grid-connected applications will follow. The transition is gradual, but the momentum is clearly building.



Dimitrov Krishnan

## Volvo CE's India growth roadmap

**Dimitrov Krishnan, Managing Director, Volvo CE India, on market expansion, electric equipment adoption, digitalisation, emission norms, and India-focused innovation**

**Would you describe electric equipment as the star attraction at EXCON 2025 for Volvo CE, or is there another flagship product this year?**

For us, the star product this year is the EC215. It builds on the success of the EC210E, which stood for more performance, savings, uptime, and value. With the EC215, we have added improved stability.

This completes our offering in the 210 excavator class, which represents nearly 75% of excavator demand in India. With four options in this segment, customers can select machines that best match their operating needs.

We have also pre-launched the EC650

at EXCON 2025, with deliveries planned for the second quarter of next year.

**Digital tools and telematics adoption is rising, but challenges remain. How is Volvo CE addressing this?**

Volvo has been a pioneer in telematics in India. We introduced our first solution, CareTrack, in 2010. While adoption has been steady, the challenge was always about customers fully utilising the data generated.

That is now changing with advancements in data analytics. Telematics is increasingly being used for fleet management, preventive maintenance, and productivity improvement. Our newer platforms offer deeper insights and help cus-

tomers maximise machine uptime. Today, telematics is about smarter operational decisions, not just tracking machines.

**Regional demand patterns are changing, with some slowdown in the South. How are you responding?**

India's regional dynamics are evolving. While southern states have seen some moderation due to political and funding factors, infrastructure development is accelerating in states such as Uttar Pradesh, West Bengal, and parts of eastern India. Overall, regional disparities are reducing.

One concern is the increasing emphasis on welfare schemes at the state level. While welfare is essential, maintaining a balance with productivity and infrastructure development is critical for long-term growth.

**Stricter emission norms are increasing equipment costs. How do you balance compliance and affordability?**

Stage V emission norms are essential for the environment and society. This transition should not be viewed purely through a cost lens. Clean air and sustainability are investments in our future.

Within the Indian Construction Equipment Manufacturers Association (ICEMA), there is unanimous agreement on moving towards cleaner emissions. At Volvo, we believe in building the world we want to live in, without compromising future generations.

**What role will the expanded Bengaluru technology centre play in Volvo CE's India strategy?**

The expansion of our Bengaluru technology centre reflects the need for stronger regional value chains in a more regionalised world. The centre will enhance our ability to develop products specifically for Indian conditions, while also supporting global markets.

We are adding capabilities across excavators, loaders, and other segments such as compaction and road equipment. This expansion will benefit Volvo and contribute meaningfully to India's industrial ecosystem.

**WATCH:** <https://bit.ly/VolvoCE-m4i>

**How do these products respond to changing customer expectations around performance and ownership costs?**

From the outset, Hyundai has placed strong emphasis on total cost of ownership, which has been a major driver of our growth from 2008 to 2025. Our Chakan manufacturing facility near Pune has already produced over 50,000 machines, reflecting sustained customer trust.

The Smart X Series clearly represents our philosophy. The "X factor" stands for extra performance, extra durability, extra safety, and ultimately, extra profitability for customers. These principles are embedded in every stage of product development and upgrades. The newly launched 210E excavator, for instance, has been designed to offer higher fuel efficiency, lower emissions, and

more economical operation. It is particularly well suited for rental applications, where machines typically operate 8–10 hours a day under moderate working conditions, making reliability and operating efficiency crucial.

**What market trends are shaping demand across North, West, and Central India in 2025?**

Increasing mechanisation is one of the most prominent trends. Customers are focusing on reliable machines that enable faster project execution. Mini and compact excavators in the 3–3.5-tonne category, once mainly popular in southern India, are now witnessing strong demand in northern and western regions as well. Key applications include agriculture, plantations, horticulture, and real estate development. Another important trend is growing technological awareness. Customers want advanced yet convenient solutions that provide real-time visibility into machine performance, alerts, and site conditions without physically visiting job sites. This is driving demand for intelligent, connected equipment.

**How is HD Hyundai leveraging digitalisation and telematics?**

Telematics is no longer optional; it is now a basic expectation. However, digitalisation goes beyond tracking location or fuel usage. It is about using data to enable better decision-making.

Our machines are equipped with advanced telematics systems that collect and analyse machine data through intelligent software. This generates actionable insights and performance reports, allowing customers to optimise operations and improve efficiency. The system also supports role-based access. Operators can view data related to their machines, owners can monitor entire fleets, and site supervisors can access site-specific information. This structured access ensures efficient fleet management and better asset utilisation.

**What steps is HD Hyundai taking toward sustainability?**

Sustainability is a responsibility for us. From the beginning, we have focused on developing fuel-efficient equipment, and our machines consistently deliver better fuel economy than many alternatives in the market.

The latest models offer an additional 5–7% reduction in fuel consumption compared to earlier versions.

## Fine Equipments shines at EXCON 2025

**Neeraj Gaur, Managing Director, Fine Equipments, on new products, plans ahead, and more**

**Fine Equipments took a decisive step in its growth journey at EXCON 2025 by formally entering the pick-and-carry crane segment. Marking this milestone, the company unveiled its first crane prototype alongside next-generation motor graders and export-oriented compact construction equipment. The showcase reflected Fine Equipments' strategy of expanding into new product categories while continuing to strengthen its core offerings. Excerpts from an interaction with Neeraj Gaur, Managing Director, Fine Equipments.**

**What is the big story that Fine Equipments is bringing to EXCON 2025?**

At EXCON 2025, the biggest highlight for us is the launch of our next-generation cranes, with the first prototype being showcased at the exhibition. Along with this, we are displaying an advanced version of our mini excavator, which has been specifically developed for the export market. We are also introducing two motor graders in the 130 HP and 173 HP categories. These are important additions to our product range this year. Apart from these launches, the rest of the display features products from our existing portfolio.

**Can you elaborate on the crane segment you have entered?**

We have entered the pick-and-carry crane segment. Initially, we are starting with 15-tonne and 18-tonne cranes. Over time, we plan to scale up and introduce higher-capacity models such as 25-tonne, 35-tonne, and beyond.

**What major shifts do you see in the construction and mining**



Neeraj Gaur

**equipment industry today?**

There is a clear shift in technology, with newer machines, improved fuel efficiency, and battery-operated equipment entering the market. However, I believe the bigger shift and challenge is manpower.

With the scale of operations increasing and equipment becoming more advanced, the industry needs skilled manpower not only to sell machines but also to support and service them effectively. The real transition has to be from focusing only on machines to giving equal importance to manpower.

**What were your objectives for participating in EXCON 2025?**

One of our key objectives was to ensure that the industry clearly understands that Fine Equipments is entering new product segments, especially cranes. EXCON also provides an excellent platform to interact

This is a challenge we face as well, and there is no ready-made solution. What we strongly believe in is motivating new talent to join this industry. Many young professionals prefer sectors like IT, but construction equipment is a challenging and rewarding field.

Our focus is on attracting people, nurturing them, training them, and helping them develop a genuine interest in working with equipment and in this domain.

**How are you positioning yourself on pricing and cost of ownership as a new entrant?**

As new entrants, we plan to leverage entry-level pricing initially to establish our presence. Over time, pricing and cost of ownership will be guided by market response, volumes, and the quality levels we consistently maintain. Ultimately, the market will decide the direction.

**What is your vision for Fine Equipments over the next three to five years?**

A major part of our vision is linked to the crane segment. We aim to become a strong player in lifting solutions by launching different types of cranes over time. We were already present in truck-mounted and spider cranes, and our goal is to emerge as a reliable force in the overall lifting solutions space.

At the same time, we are focusing strongly on compact machines such as mini excavators and mini rollers, with the aim of becoming a key supplier for urbanisation and city infrastructure projects.

**The crane segment is highly competitive. What is your mantra for success?**

The crane market is growing, and when a market is growing, there is always room for new players. If we can offer a good product backed by strong after-sales support, there is a real opportunity to succeed. Our commitment to quality and service is what drove us to enter this segment.

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Sharwan Agnihotri

## Safety Products

Addressing mining and high-risk industrial environments, Sharma pointed to Schmersal's solutions developed for hazardous and attack zones. "For the mining industry, we have a dedicated range of products for attack zones, including safety relays and other specialised safety components," he explained. These solutions are engineered to operate reliably under harsh operating conditions, addressing safety requirements specific to mining and heavy-duty applications.

## Devices and sensors

Further highlights included door interlock systems integrated with door handle mechanisms, designed to deliver high levels of performance and operational reliability. "We also manufacture several of these door interlock solutions here in India," Sharma noted.

## Schmersal presents advanced machine safety solutions



**Schmersal India made its first-ever appearance at EXCON 2025, presenting a comprehensive range of industrial safety and automation solutions aimed at the construction, material handling, and mining sectors. The showcase reflected the company's growing focus on heavy industries and its intent to deepen engagement with India's infrastructure ecosystem through locally manufactured, application-driven safety technologies.**

Introducing the company's participation, Ramji Singh, Managing Director, Schmersal India, said the construction and material handling sectors offer strong long-term growth potential. "We see the construction and material handling industries as highly prospective sectors for us. Over time, we have realised the potential and the future opportunities they offer, which is why we have started strengthening our team and are now shifting our sales approach to focus industry-wise," Singh said.

He added that Schmersal has begun building a dedicated team to serve heavy industries, including construction and material handling, marking a strategic shift in its India operations. "This is our first participation at EXCON since we started operations in India. We believe this exhibition will help us engage more closely with the industry and contribute meaningfully to our future focus," he noted.

### Conveyor safety

Taking visitors through the booth, Kunal Sharma, GM – North, Central & East India, Schmersal India, highlighted the company's safety solutions developed specifically for heavy-industry applications.

"We have a dedicated range of products designed for heavy industries, starting with our pull-cord switches, which already have wide installations across India," Sharma said. He explained that the

portfolio includes pull-cord switches capable of covering conveyor lengths of 50 metres and 75 metres, along with solutions extending up to 100 metres.

"We also offer products where a single solution can provide conveyor safety coverage of up to 200 metres. These systems come with common mounting arrangements, allowing them to be used both as belt switches and pull-cord switches," he added.

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