

Linnhoff India's Growth Plan For The Year 2015 – 16



With the successful commissioning of our first manufacturing unit in Khed, Pune, Linnhoff India is in the process of widening its dealer base to pan India, increasing the number of O&M contracts, transforming its approach towards manufacturing process, supply chain, operational excellence and educating customers. As such, we are detailing below, our initiatives / plans to keep you updated.

Production Process:

We are in the process of implementing the module approach where production will commence in a cellular – batch process rather than the usual job shop process.

We will increase our supply chain velocity with sales forecast & stocking modules per forecast.

We will improve supplier relationship by developing supplier metrics & LOI.

We will work towards customer renewal to create that wow factor by focusing on end to end quality.

Additionally, we will work on freight optimization and complexity reduction in order to achieve operational excellence.

Market Share:

We will primarily cater to the market of asphalt batch mix plants and hope to increase our market-share.

We plan to regain the price advantage that we had lost, in the last 4 - 5 years, due to high appreciation in Euro and Singapore Dollar, which should further help us enhance our market share in the product segment of asphalt batch mix plants.

Owing to the rise in demand for concrete plants in India, we are ramping up our concrete batch mix business. In addition to that, we will be launching new cooling products in the concrete division which are unique and shall be unveiled at Bauma in Munich.



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Service centers & Warehouses:

Realizing the significant importance of timely service and availability of spare parts, we are planning to set up 12 service centers and 6 warehouses in the next two years which will cater to the needs of our esteemed clients, from any part of the country, within 24 hours.

The service centers and warehouses will ensure immediate availability of spare parts and service.

Additionally, we would also provide our dealers with trained manpower to take care of service and spare parts management activities.

O&M and Rentals:

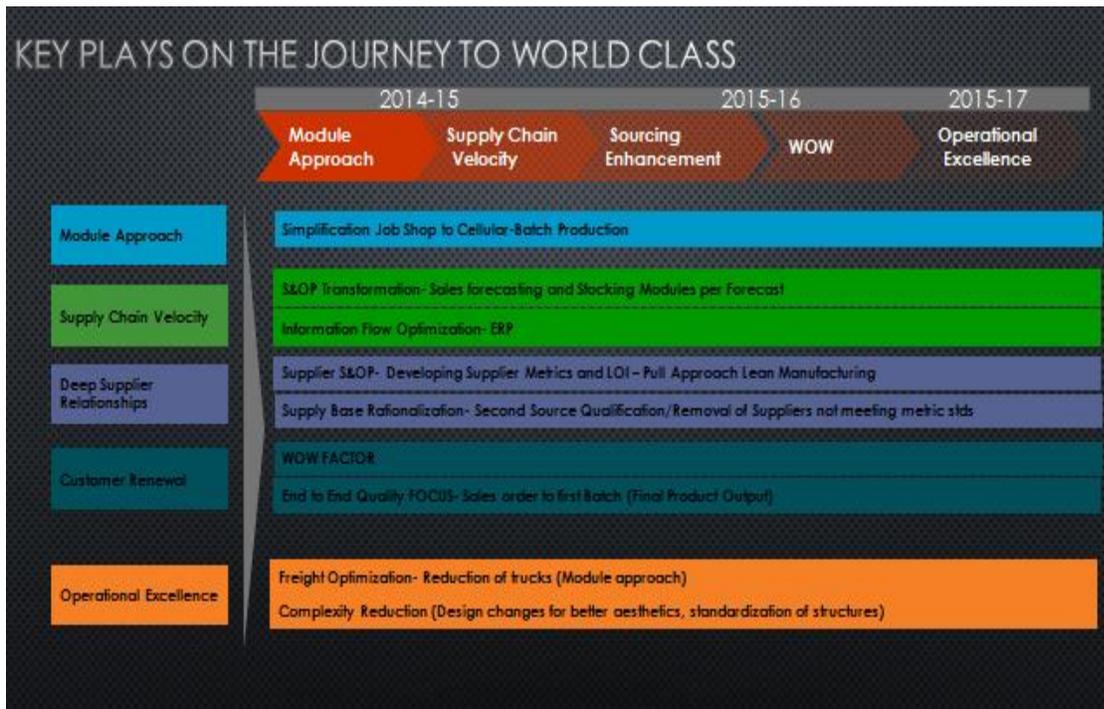
We plan to significantly increase our plant sales revenue and increase the number of operation and maintenance contracts.

We will increase our rental business by cooperating with third party agencies and NBFCs to increase the business of plant rentals.

Corporate Responsibility:

For us the real benchmark lies in educating Indian customers and graduating them from drum mix to batch mix plants. In this regard, we are working closely with government agencies by conducting virtual class rooms for PWD engineers. As requested by the government, we are first educating the engineers, who will then transfer the technical knowledge to contractors. Our own engineers are also getting trained to graduate from drum to batch mix plants.

We, at Linnhoff, strongly believe that spreading awareness about this unique and new technology will improve the quality of roads in India. As such, it is our corporate responsibility to educate and empower as many professionals as possible to use and benefit from this new process of building roads for better tomorrow.



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