

# One-on-one with Rakesh Modi, CEO, Mtandt Group



Rakesh Modi  
CEO, Mtandt Group

**A**erial work platforms (AWPs) are a fast growing market segment among industrial and construction equipment in India. Leading the AWP revolution has been the Mtandt Group. This professionally managed company has become synonymous with AWPs in the country. Its rental division is considered India's largest AWP rental company with a modern fleet of more than 500 units. Apart from its AWP



Bravi Leonardo HD

rental division, the group also offers mobile platform systems under the brand name "Aardwolf Quikfit". Mtandt also represents several leading global brands, supplying their range of AWPs in India. In an exclusive interview with The Masterbuilder, Rakesh Modi, the company's CEO, gave detailed insights into the company's product offerings, the AWP market in general and its participation in Excon 2013. A veteran of access industry in India having 26 years of experience in Fall Protection System, he is a qualified Fall Protection Trainer from Hof, Germany. Rakesh Modi has also completed V axes course at Crolles, France, conducted by the Petzl Foundation. Here are excerpts from the interview.

## Can you throw some light on Mtandt Group and its various divisions?

Mtandt Group was founded in 1974 by Sri Rajkumar Modi with a vision to provide sustainable growth to all the stakeholders associated with the group. It is a professionally managed group having all India presence and the largest AWP rental company of India. The key activity of the group is to provide safe and economic solutions to the industrial and infrastructure segments. Mtandt is proactive in entering into partnerships with International market leaders across the world, thus drawing technological expertise and higher returns for its stakeholders.

As far as our group activities are concerned, Mtandt is focused on bringing safety to the customer's workplace by providing safe, reliable and convenient to use industrial equipment and supplies to keep the industry or facility up and running to the highest safety standards.

Mtandt is passionate about customer services and committed enabling customers reduce costs, operate more productively and compete more successfully.



Mobile Access Platform System (MAPS)

Our business areas include:

## Mtandt Rentals:

Mtandt's rental division is India's largest AWP rental company with a young and modern fleet of more than 500 equipments backed by professionally trained service engineers, along with experienced and trained operators. All machines are certified by competent authority. Mtandt is having nationwide reach supported by four regional depots and seven regional offices with a dedicated team of professionals. Mtandt also rents mobile access platforms to its customers spread throughout India.

## AWP Sales

Mtandt is representing many renowned international brands of AWPs in India like:

- Manitou Boom lifts range from 6 mts – to 28 mts
- Dingli's scissor lift and boom lifts
- MEC specialised range of scissor lifts

- Kreitzler custom designed extra high reach range of scissors
- Omme trailer mounted boom lifts range from 12 mts - 29 mts
- Teupen crawler mounted boom lifts range from 12mts - 50 mts.
- Comet truck mounted boom lifts range from 8mts - 41 mts.
- Bravi compact lifts product range from 3.3 mts - 6.6 mts and stock pickers.
- Bronto truck mounted boomlifts product range from 38mts. - 112 mts.

Mtandt is having the world class service network throughout India to support its customers.

#### Fixed Access and Fall Protection Systems Division

Mtandt is offering FAFPS under the brand name "Aardwolf Innotech" having tie-up with Innotech of Germany. It offers Fall Protection Lifeline system for continuous anchoring with proper shock absorbing features and fall arrestors –for both horizontal and vertical movements.

#### Mobile Access Platforms System (MAPS)

With expertise of four decades in manufacturing, Mtandt is making mobile access platforms (MAPs) under the brand name "Aardwolf Quickfit". These MAPS are modular and can be assem-

bled at the site very quickly. Mtandt MAPS enable customers to reach any height which is otherwise impossible by other means.

#### Maintenance Repairs and Operation Supplies Division

Mtandt is committed to supplying the world class personal protective equipment, safety clothing, fall protection gear, and safety shoes to its customers thus enabling them to make their workplace safer. Being the largest distributor of MRO supplies in entire southern India, Mtandt is representing many renowned brands including:

- Liberty Safety Shoes
- Ansell Hand Protection Gloves
- Honeywell PPEs
- Brady product range
- Viraj Safety Belts and Harnesses
- Arvind Mill clothing

#### Training and Certification (Academy of safe work practices)

Mtandt imparts world-class safety and service training to operators working at heights and to service technicians maintaining the equipment. The trainers are thoroughly trained and certified by the manufacturers and have hands-on experience on our equipment. Mtandt is going to be associated with IPAF (International Powered Access Federation). We are planning to get the accreditation from IPAF.

**As one of the established players in the field, what is your forecast for AWP demand in the next 2-3 years, given the present spell of economic slow-down?**

The market is expected to grow exponentially in the coming years as there are many projects lined up in the awarding stage. Also, increase in safety demands and limited availability of skilled labours are factors which have given spurt to demand for powered access platforms and other AWP.

Compared to USA, Europe and other developed countries like Japan and Singapore, the Indian AWP market is still in the process of maturing in terms of knowledge, use and awareness on the importance of the equipments.



Manitou Articulated Boom Lift

There is wide disparity between man to machine ratio as compared to USA and Europe.

**What according to you are the demand drivers for AWP in India?**

We believe the major demand drivers for AWP market growth in India are exponential growth in infrastructure segment and increasing demand for safe working practices. These factors are expected to take the AWP market to new heights.

**Are there any plans to enter newer verticals? If so, would you throw some light on the same?**

Yes, we want to complete the full cycle which involves manufacturing, trading and service. We are also in process of setting up factories to manufacture AWPS in India with leading international tie-ups which will eventually bring latest technologies to India. We are in the process of looking for strategic partner/ technological partner for all the divisions/activities which will enhance our efficiency and profitability.

**Lastly, what do you think are the primary concerns of the AWP industry that need to be addressed?**

We feel the key primary concerns include:



Dingli Scissor Lift



Omme Trailer Mounted Boom Lifts

ment without proper safety regulations, which makes them unsafe to use at workplace.

**What are plans for Excon 2013 to be held in Bengaluru?**

We will be displaying a large range of AWP's at the event. Additionally, we are also organising IPAF training/seminar during Excon to be conducted by Mr. Tim Whiteman, CEO & Managing Director of IPAF (International Powered Access Federation).

The machines that we will display during the event include:

- Bravi Leonardo HD
- BraviLui 460 with solo gyps
- Mobile Access Platform
- Manitou 120AETJ-C Aerial Working Platform
- Manitou 180ATJ Aerial Working Platform
- Comet Eurosky 14/2/6.5 HQ

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a) India is a labour intensive market where labour is available at very affordable rates. But there are no proper guidelines for workman safety in place and varied kind of regulatory issues exist in different states. Also, availability of trained

manpower that is qualified to work at heights is very less.

b) The driving force in the form of implementation of safety norms is still not upgraded from the government's side. Another area of concern is the usage of used-equip-

**4 World Trade Center Opens its Doors**



4 World Trade Center has become the very first tower at the 16-acre WTC site to open its doors. The event marks the beginning of the rebirth of Lower Manhattan 12 years after 9/11. Although the new tower, designed by Pritzker Prize-winning architect Fumihiko Maki, hasn't garnered as much attention as 1 WTC, its striking, asymmetrical form has an eye-catching appeal that rivals that of its famous neighbour.

On the ground floor of the building, Maki created a black granite lobby to reflect the somber character of the 9/11 memorial outside. Deeper inside 4 World Trade Center's entrance, there are three interactive walls that feature videos of waterfalls, the sky and trees to continue the artistic theme of the building. However, the building's most impressive feature is not inside of it. 4 WTC's 57th-floor terrace offers completely open panoramic views of Manhattan, western Queens and eastern New Jersey. Unfortunately, 4 World Trade Center is a commercial building that won't be open to the public except for the terrace, which the developer is renting out for events. Meanwhile, the Freedom Tower is expected to take its place as the tallest skyscraper in the western hemisphere soon, and 3 World Trade Center is only beginning to get off the ground and will be completed by 2016.

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