

## Press Conference

Venue : Marine Plaza, Marine Drive, Mumbai Date : Thursday, June 11, 2015, 6.30 pm  
 Sub : Batliboi and Inspiron join hands to market Motex Stenter and allied products

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# SPECIAL REPORT

## Inspiron and Batliboi enter into strategic marketing alliance

INSPIRON Engineering Pvt. Ltd. and Batliboi Ltd, have entered into a strategic marketing alliance to market Montex stenters and other recently developed Inspiron stenters.

The tieup between Inspiron Engineering Pvt. Ltd., manufacturer of Montex model of stenters and Batliboi Ltd, a multi-faceted Engineering organisation, with effect from May 1, 2015 was conceived and created to market Montex Stenters, KaPrec heat recovery unit and later on the Sprinton stenter, the recently developed and more energy efficient version, which will be showcased at ITMA 2015. Visitors can look forward to a strong presence of both Inspiron and Batliboi teams at ITMA 2015 in Milan, Italy.

Mr. Nirmal Bhogilal, Managing Director, Batliboi Limited speaking about the alliance said that Batliboi was scouting for a well engineered and energy efficient stenter to complete its finishing machine product offering, which would increase their footprint in the Textile industry.

Mr Bhogilal said further that to serve the corporate customer with greater intensity and focus, Batliboi was the most logical and perhaps the most likely choice for Inspiron as an established textile machinery agency house. On the other hand from Batliboi's point of view, a well-engineered and energy efficient stenter was what Batliboi was looking for, to complete their finishing machine products offerings. Therefore the idea of a marketing tie-up was initiated between the two. This also goes very well in line with the Batliboi belief and commitment to promote well-made Indian products, he said.

The growing demand for stenters in the corporate sector will be served by Batliboi with its strong marketing network all over the country and this will be strongly complemented by



Mr. Nirmal Bhogilal, Chairman & MD - Batliboi Ltd., and Mr. Prakash Bhagwati, Chairman - Inspiron Engineering Pvt. Ltd.

Inspiron through product quality, precision engineering and efficient country wide spares and service network.

Mr. Prakash Bhagwati, Chairman and Managing Director, Inspiron Engineering Pvt. Ltd., said that Batliboi was the most logical and perhaps most likely choice for Inspiron as an established textile machinery agency house to help serve the corporate customers. He said that the synergy between the companies will not only addup and multiply achieving the goals of both the companies. Mr Bhagwati said that the company has invested more than 10 crores this year in its own research and development for their products.

Meanwhile Mr. Amol Bhagwati, Managing Director, Inspiron revealed that they would be launching its



L- R : Mr. Edwyn Rodrigues, CEO Batliboi Textile Machinery Group ; Mr. Nirmal Bhogilal, Chairman & Managing Director - Batliboi Ltd., Mr. Prakash Bhagwati, Chairman - Inspiron Engineering Pvt. Ltd., Mr. Amol Bhagwati, Managing Director - Inspiron Engineering Pvt. Ltd.,



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indigenously manufactured stenter--SprintOn, at the forthcoming ITMA expo in Milano, Italy. This stenter will be state-of-the-art machine with atleast 15 percent increase in drying efficiency, which will result in energy savings.

“Our order booking has been good and machines are being lifted within 10-15 days of manufacture,” informed Mr.Amol Bhagwati. In the domestic market the company has posted an excellent performance with full capacity utilisation

and delivery of 30 machines during the last fiscal.

The market size for stenters in India is over 200 machines of which the value premium sector comprise 70 stenters per year, revealed Mr Bhagwati.

Mr Edwyn Rodrigues, CEO Textile Machinery Group, Batliboi Ltd speaking on the occasion said that this alliance would help Batliboi attain a high level of excellence and emerge as singular source in providing total solutions to the textile industry. ■