BATLIBOI

Inspirøn
Innovation First+

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

Textile Excellence, July 1 – 15, Page 19

'India Can Deliver World Class Technology'

In our series on Make In India, we feature here InspirOn Engineering Pvt Ltd. InspirOn, manufacturer of the much respected Motex stenters, has recently entered into a strategic marketing alliance with Batliboi Ltd. to market Motex stenters and other InspirOn equipment, including the Sprinton stenter. The Sprinton stenter matches the technological prowess of the best globally, claims InspirOn. And the company will put this claim to test during ITMA 2015. InspirOn is one of the very few Indian companies to confidently participate alongside the European heavyweights. In an exclusive interview with **Reena Mital, Prakash Bhagwati, Chairman, InspirOn Engineering Pvt Ltd**, talks about the company's R&D venture, & expectations from the Sprinton stenter.

InspirOn is making a huge investment in R&D. Very few Indian companies do this. Why did you feel the need to invest in research and development?

The aim is to develop our own technology, which not many Indian companies have done till now. For this, we need an environment that is separate from the factory environment. So we have identified land around 20 kms from our main manufacturing plant. This will be a large set-up, which will be used by the industry too, for its production and trial runs. This means that a customer who wants to do a finishing job, can bring his chemicals and fabric, and can use our machines.

There are a number of reasons why we want to offer this service to the industry at our R&D lab. Many production units find it difficult to invest in a stenter, in terms of space needed, and the fact that it is cost-effective to invest in a stenter if one can run it continuously over long periods of time. In a fragmented processing industry, this is not possible. So, at our facility, we have on offer the most modern machine, which the industry can use, thus also experiencing how quality can be improved with good technology. We also benefit from this exercise as we can get feedback from customers about their special requirements, which will help us in further developing our products.

In a country where R&D in textile engineering is almost unheard of, how will you find the human resources for your lab?

We have hired a German consultant, who is well versed with this technology, and its developments. Today, we have softwares that allow changes in process parameters and simulation is easy. India is known for its skills in software development and engineering. We are also working with Nirma Institute of Technology, and other Indian companies that offer relevant services. We have a good team of engineers in place.

How do you expect the processing sector in India to progress over the next few years?

I expect good investments coming into the sector. With better income levels and brand consciousness, the market needs high quality fabrics. Processors will have to get organised, and invest in good technologies. But the improvement also needs to happen in weaving, so that fabric quality improves overall.

How does your technology compare with other technologies in India?

Since we started with Monforts, we were already ahead of competition, there are hardly any local suppliers of modern technology. And now having got the German technology, we have improved upon it further. We are way ahead of competition in India, and at par with European makers. This will be confirmed in Milan this year when we see what others have on offer, and receive feedback on our technology.

What are your expectations from ITMA?

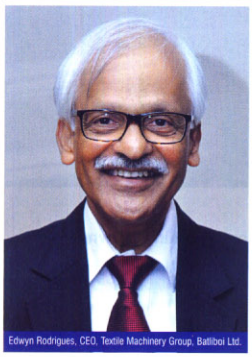
At ITMA we want to prove our capability, and convey the message that India can deliver world class technology.

What are your future plans?

Our focus will be to grow in the export markets. In stenters, we want to develop the export markets for our own technology.

Besides, we have a world class product - textile flyer. We are a global leader for this product, with almost 65% of our production being exported to OEMs in Europe. We also meet the global replacement demand in countries across the world. However, China has been a somewhat difficult market to enter, as they have their own local suppliers, offering products that are priced quite low. That is changing now. Many European machinery makers have facilities in China, and I believe this is a good time to market aggressively in China. ■

'Batliboi Is Always On The Lookout For Good Technology, Well Engineered Product, InspirOn Delivers On All These Fronts'



Edwyn Rodrigues, CEO, Textile Machinery Group, Batliboi Ltd.

Why did you choose to go with InspirOn, an Indian technology provider?

Batliboi has always been on the lookout for good stenters for our finishing line. Initially we did go to a Spanish manufacturer. But our experience was not good, the machines did not match our quality expectations, we had to spend a lot of time and effort in technical support. We thus started looking for another manufacturer & identified one in Italy. Coincidentally, the day my colleague was supposed to go and meet them, I received a call from InspirOn. I visited their factory, it is a most modern set-up, and cannot be distinguished from any other good European factory. InspirOn continuously invests in modern machine tools and R&D, at a time when which investments in Europe have slowed down. We want good technology, a well engineered product, and a product which is reliable machine after machine, and InspirOn delivers on all these fronts.

How do you plan to move ahead now in the market with the InspirOn technology?

In India, machines of this high level of technology are approximately 100 or so, including some imported ones. Then there are the smaller machines. So, we can expect the industry to invest in 20-25 high end machines in a year. The industry is not investing in very expensive stenters, and prefers value for money. Again, InspirOn, with higher production efficiency, & cost savings, will emerge a winner.

How do you perceive the performance of the processing sector?

The sector has languished for a long time because of remaining in the small scale, unorganised sector. This is changing now, investments are picking up, processors are ready to invest in modern equipment.

Moving forward, what would be Batliboi's offerings to the industry?

We plan to represent good Indian and international companies, and expand offerings in the segments we are currently in viz, spinning, knitting, weaving and processing. Technical textiles is one more segment that we are excited about. We have supplied machines to some large companies. We are developing our team of service engineers for the high end technical textiles manufacturing machines. ■

'We Hope To Have A Good Launch For Sprinton Stenters At ITMA 2015'

Amol Bhagwati
Managing Director, InspirOn

Tell us about the Sprinton stenter, which you claim is as good as the best in this segment.

This is based on German technology, and we have improved upon it a lot now. This stenter offers 15% higher efficiency than the existing machines in the market. We offer a more efficient product at a competitive price. ITMA 2015 will be the test for us, when we will know the perception of the global textile industry to this new machine. We are confident we will pass with flying colours.

What is your target for this machine?

We hope to have a good launch in ITMA 2015. And by next year, if we can begin exporting, that will be a good achievement.

How do you perceive the processing sector in India today?

This still remains a weak link in the industry. Spinning sector has adopted state-of-the-art technologies. That has not happened in our processing sector, where processors still opt for low capital intensity, mainly due to the fragmented nature of this segment.

There is however a change happening, organised process houses are coming up, demand for processing and finishing lines is increasing.

Given this background, how would you face competition from low cost stenter suppliers?

While the price of our stenters is probably double that of other Indian make stenters, we offer unmatched quality, and a short payback time on the investment. This has created a good market for us.

Tell us about your R&D plans?

We are investing a sum of Rs 10 crore to set up our R&D lab. This facility will have fully-loaded machines with 3-4 chambers, and all process control devices and modern equipment. The industry can use this facility to run fabric trials, we can recommend to customers the best packages based on their requirements. It will be an opportunity for us to interact with the industry, and understand how to further improve on our machines, based on customers' specialised needs.

As an Indian textile engineering company, what would your message be to your peers?

I want to say this - We as Indians should believe in ourselves, we have the capacity and the capability to manufacture world class products and cater to the world market. ■