

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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**BRAND FOCUS**

**Batliboi and Inspiron join hands to market Motex Stenter and allied products**



M/s Inspiron Engineering Pvt. Ltd., manufacturer of MotexR model of Stenters at Ahmedabad and M/s Batliboi Ltd, a multi-faceted Engineering organization with offices all over India, have entered into a strategic marketing alliance with effect from 1st of May, 2015. Batliboi will market MotexR and other recently developed 'Inspiron' stenters.

The alliance is conceived and created to market Motex Stenter, KaPrecR heat recovery unit and later on the SprintonR stenter, the recently developed and more energy efficient version, which will be presented at ITMA 2015. Visitors can look forward to a strong presence of both Inspiron and Batliboi Teams at the ITMA 2015 in Milan.

To serve the Corporate Customer with greater intensity and focus, Batliboi was the most logical and perhaps 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 product offering. Therefore the idea of a marketing tie-up was initiated between these two respected Business Houses earlier this year which eventually fructified on 1st May, 2015. This also goes very well in line with the Batliboi belief and commitment to promote well-made Indian 'Products'.

The growing demand for stenters in the corporate sector will be serviced by Batliboi with its strong marketing network all over the country and this will be strongly complemented by Inspiron through product quality, precision engineering and efficient country wide spares and service network.

The strength of Inspiron's design and engineering capabilities and the market reach, enthusiasm & reputation for reliability of Batliboi Textile Machinery Group, is a potent combination to ensure success of the alliance.

