

# “We Manufacture One of the Most Technologically Advanced and Superior Quality Cranes in India.”



**R S Nalwa, Managing Director, Unicon Cranes, in a tete-a-tete with Urban Infra World, talks about how the company has established itself as one of the top crane manufacturing companies in India.**

**Unicon Technologies has had a journey of 35 long years. What kind of growth has the company witnessed since inception?**

The foundation of the company was laid by me. As an IIT Mumbai alumnus, I started Unicon Cranes in 1976, after having worked for crane companies in India and abroad. The company started with manufacturing specialised products such as furnace maintenance platforms, specialised gear boxes and slowly stepped into its core competence field of manufacturing cranes.

The company won an order for more than 20 process cranes from a reputed organisation in the year 1979. Thereon Unicon started its journey towards manufacturing Electric Overhead Transport (EOT), gantry, semi gantry and single girder cranes for most of the reputed companies of India. The company with its consistent Research and Development (R&D) and foresightedness developed specialised designs and solutions for many complex material handling problems. This led to the customers trust in us to manufacture many high capacity cranes.

With the growing demand we added infrastructure facilities comprising of the most modern machines and manufacturing facilities. Today Unicon Cranes stands tall and proud of the fact that after more than 35 years of marathon experience, we manufacture one of the most technologically advanced and superior quality cranes in India.

**As a manufacturer of cranes, what kind of demand exists in the market?**

Considering that India is one of the fastest developing nations of the world, there is a phenomenal growth in the infrastructure of the country. Industrial sectors like power, steel etc are on a rapid growth path and have substantial demand of cranes. Alongside, the other industries such as automobile, chemical, and paper also contribute to a significant consumption of cranes. Therefore, considering the infrastructure development of the country, there exists a sizeable demand of cranes.

**Has growth in infrastructure development in India given an impetus to sales of cranes at Unicon?**

Today, the world has recognised India as the fastest growing nation. Most definitely this has led to the increase in demand for cranes. Over the past years Unicon has increased the turnover many folds. Our foresightedness helped us in forecasting the demand and timely increasing our manufacturing facilities so that we remain ahead in this race to meet the demands of our customers. Although due to the increasing demand there has been a substantial increase in many new crane manufacturing companies in India. But, having proven ourselves in supplying top quality product and services, we definitely enjoy our customer loyalty wherein major component of our sales is through our existing customers base in form of repeat orders. Having said this, we also ensure that we do not over book ourselves to avoid delays in the delivery as we realise



that the cranes is the heart of any industry and a delay in supply will have a strong effect on the commissioning of the complete project.

**The company serves sectors like steel, power, construction etc. Are there plans to cater to other industries as well?**

Although, we are catering to wide array of industry such as steel, power, paper, construction, chemical etc., for their requirement of EOT, gantry and semi gantry cranes, we have also planned for manufacturing of additional specialised cranes required in these industries. We have recently introduced special light weight cranes with which we shall be competing with certain world renowned companies. Our design and technical know-how has been our core competence and has enabled us to sustain ourselves through these years. We are very hopeful that with the addition of these cranes we shall add another feather, to the many existing, in the hat of Unicon Cranes.

**Is there an expansion plan on the anvil?**

Considering the growing demand, the company has constantly added infrastructure facilities in the form of space, machinery and man power. And this has been the reason that we have never let down our customers' requirements of top quality product and on-time delivery. We will be shortly coming up with a state-of-the-art crane manufacturing plant for which work is under progress.



**Are there any plans to venture into the foreign market?**

In the past we have exported many cranes to other countries, but the domestic demand has kept us busy for the past few years. We have plans of resuming the exports and setting up local offices in other countries to cater to their demands and provide efficient services.

**Where do you see the company headed in the next 10 years?**

The company has a very strong foundation of the management constituted by me and supported by my two sons, the directors of the company, Mr. Manish Nalwa and Mr. Sachin Nalwa, along with many senior people who form the part of the management. The company after having established its name in the domestic market shall be taking concrete steps in establishing Unicon as a global leader in the crane industry. Foreseeing the future, major efforts would be in process automations and incorporation of the most modern methods of manufacturing. We also have plans to expand our service network so that we can provide quick after sales service to our customers. We are hopeful that we shall leave no stoned unturned in establishing Unicon as a synonym for dependability, quality and safety. 