

# Construction

"A definitive information powerhouse for the Construction Industry"

## Business today

**5<sup>th</sup>**  
Anniversary  
Special  
2016



## Make In India

This ambitious campaign is gaining traction, creating lucrative opportunities to set up manufacturing units in the country, giving economic growth a boost. The roar of this 'Make in India' Lion is reverberating across the globe!



**"Will have to compete with the best and the cheapest"**

Kumar Mehta , Director, Jaypee India Ltd

### Your company's contribution to 'Make in India.'

Make In India is an excellent campaign launched by our Honourable Prime Minister Narendra Modi, which facilitates all the big business investors worldwide who want to do business in India. It is a big step taken by the Government of India to reduce the level of unemployment faced by the youths of India.

Our company has made a few strategies to contribute to the same initiative. We have simplified, developed, and updated our infrastructure in order to make it easier for foreign companies to do business with us in India. We are also aware that as manufacturers we will have to compete with the best and the cheapest, what rest of the world has to offer even in the domestic market. We have set up a much more technologically sound research and developed team to work for the betterment of the company and the country as well.

Everyday we are making new strategies to make 'Make in India' best for us.

### Milestones achieved by your company in 50 years.

"It's a big deal, each milestone is a big step." Jaypee India has been in this industry for 35+ years. Like every company we have set target milestones and we are striving to achieve them.

Our first and foremost milestone was to establish a profitable business model. We know who our client is, what our client value is and we deliver that value at right cost, which comprises us to be creating a profitable business model.

Secondly, creating a realistic marketing strategy that can scale. Marketing is the lifeblood of the business; business owners just sitting around and waiting for clients to call is sure to fail. Marketing can actively bring in new business. We are taking the advantage of internet and working with right people who will help us create beneficial techniques and will serve us with better opportunities.

Thirdly, we have hired and trained the best and solid team; we have employed our customised employee-training program in order to save time, energy and money in employing wrong people. This milestone has helped us grow our business by leaps and bounds.

Lastly, we have set a specific goal for sales. We, as a company know that without sales a business would stagnate, so having a goal would help us move towards the target growth.

### Best selling product developed by your company.

Today, Jaypee's wide range of products includes rebar bending machine, bar



cutting machine, auto stirrup benders, radius bending, vacuum dewatering system, needle vibrator, reversible drum mixer, batch mix plant, concrete mixer, automatic batching plant, walk behind vibratory roller, suspended platform hoist, passenger & material hoist, builder hoist, multi-functional hoist etc.

Jaypee has become a preferred and reputed single-point solution provider in the infrastructure industry. And thus we emerge as an infrastructure backbone for Indian economy.

