

Fab-India Launches New Asphalt Batching Plant for Road Construction



“With a vision to be a part of Build India, Fab India is launching its latest Asphalt Batching plant for Road construction. Apart from this, we are also introducing many new products for this sector,” discloses **Mr. Suresh Patel**, Director, Fab India in an interview with **NBM&CW**.

What is your overview of market potential of road construction equipment in India?

Indian road construction industry is at nascent stage. Hence, the market potential is very high and with every new budget, the government is allocating a gamut of highway projects.

Could you please brief us on the evolution and progression of Fab India, touching upon important milestones, to reach the position where the company stands today?

Established in the year 1991, Fab India is a dominant firm involved in manufacturing, supplying, and installation of road construction equipment and pyrolysis equipment. With our vast experience, we are known for providing complete road equipment and recycling solutions to clients with proven technologies.

Fab-India has now started a new vision to be a part of Build India by launching its latest Asphalt Batching plant for road construction. In this financial year, we have focused only on Asphalt Batching plant, but with the time we will launch many products either alone or with the collaboration of European technology.

What is the product range Fab India offering for road construction sector? What are their technical attributes?

Currently, we are offering three big products-Asphalt Batching Plant of various capacities, drum mix plants, and wet mix plants.

India is a very price-sensitive market; how do you mitigate this sensitivity keeping products affordability and reliability intact?

As Indian people prefer Good quality along with good price so we have tried to maximize and offer the best quality by manufacturing all the parts in-house.

How are you ensuring timely onsite service support and spare parts availability?

We have a specialized team of service engineers & technicians and also have different special departments of the spare parts, which help us to provide timely service support and reach upto the clients' satisfaction.

There is stiff competition in road construction equipment sector. How are you strategizing your sales and marketing? Would you please furnish details about the significant move to strengthen your market position?



We are trying to reach the exact requirements of our clients by regularly taking the feedbacks from the market and focusing on the target audiences with the help of all the social media, online, and other attributes.

What are the preparations going on at your end to participate in the forthcoming Excon 2015?

As we are participating for the first time at Excon, so we are unaware of the response. But we are ready from our side and optimistic for positive response as the show is the largest construction equipment trade fair in India.



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