



## Suretech Infrastructure

Sunil Newatia, Chairman & Managing Director

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**S**uretech Infrastructure is a leading distributor of earthmoving and foundation engineering solutions. The company has always been at the forefront of bringing the latest machines to India that are innovative, environment friendly and have safer technologies.

### Focusing on simpler technologies that are easier to maintain

While the West is moving towards higher use of proprietary electronics, keeping the Indian customer in mind, Suretech is focusing on simpler technologies that are easier to maintain by local engineers. Indigenisation of spares is another initiative that helps us achieve better sustainability in our machines.

Our principals have been striving to make their equipment safer and we shall be introducing some of these technologies during Excon. One of them is a pile lifting device (PLD) which helps in safer handling of steel casings while they are being readied for driving into the ground.

### Operator training an integral part of our operations

As we are selling equipment that are niche and sophisticated, we ensure that our operators and engineers are trained to operate and maintain them optimally. Our team is constantly updated on the changing technologies. Our aim is to provide products that are reliable, backed by product support and services to maintain their uptime.

### Use of alternative fuels/renewable energy

Alternative fuels/renewable energy sources are currently being developed. As construction equipment need very large engines, a lot of trials are needed before new engines can be introduced in the market.

Another challenge would be the higher cost of these engines and their acceptability by the market. Unless we have new laws on pollution and emissions, adoption of these technologies will be less.

### Digitisation of entire construction job sites should be mandatory for optimising equipment application and utilisation

There are several voids and time loss due to unavailability of right equipment at the right time. Simply digitising some equipment using telematics only provides information on that particular equipment, while most overseas job sites use digital infrastructure to control and predict when and where a particular equipment would be required and where they are to be moved next. This optimises use of equipment and speeds up project execution.

We on our part are ready to integrate our equipment into the digital infrastructure of the customer.

### Remanufacturing and refurbishment of old equipment

We have recently introduced remanufacturing and refurbishment of old equipment for the benefit of our customers. The machines we sell can last for several decades if they are refurbished or remanufactured at the end of their life cycle. We ourselves have one such machine in our rental fleet which is now 27 years old and has been refurbished twice. Remanufacturing, instead of scrapping old equipment, can save us from environmental damage and waste of precious resources.

### Upbeat on prospects of Construction Industry

India is currently in a safe situation considering the global turmoil and is poised to grow at a fast rate for the next 4-5 years. The success of MTHL project has opened the Government's vision on marine projects which are now poised for a quantum leap. As a major player in this segment, we are very optimistic of future growth.

BS V emission norms will be applicable only on wheeled equipment for now. Even during the adoption of BS IV, there were hardly any hurdles barring a few glitches which were quickly ironed out. I do not see any problems in adoption of BS V norms as most of the manufacturers are already prepared for the launch which you will see in Excon. With regards to our equipment, these emission norms are not applicable as yet, but as most of the equipment are being imported, they already conform to a minimum of Euro III / IV norms.

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