



Mr. A.K. Modi (M.D)  
Mec Shot Blasting Equipments Pvt. Ltd.,  
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Mr. A.K.Modi – M.D  
Mec Shot Blasting Equipments Pvt.Ltd.  
in an exclusive interview with  
**ENGINEERING REVIEW,**  
elucidating his strategies for the  
company & forecasting the trends of  
surface preparation industry

**Q. Mech Shot Blasting a big name into surface preparation industry has done a phenomenal growth into air/airless shot blasting Machine, Paints spray booth, blast room systems in couple of years and left behind its competitors far behind in the race. According to you what is the success mantra behind it? Tell us something about its inception till its growth as on today?**

We are striving continuously to develop and manufacturer machines for industries in the field of surface preparation & simultaneously provide superior sales, service & applications assistance to its valuable customers is the success mantra of our organization. After assessing the market potential in the shot blasting field, company started its operation by fronting its products as low cost products against the giant international rivals. Embarked on its journey of surface preparation on the surface of oasis of Rajasthan. Around two decades before Mec Shot started manufacturing of blasting machines commonly used low cost machines & roused to supply custom oriented machines with robotic orientations.

Mec Shot aroused in a short time as a pioneer in the arena of designing & manufacturing of shot blasting and shot peening machine with media conveying dust collectors, painting & baking rooms and there accessories. In 1996 Mec Shot became the first organization to be accredited with ISO 9001:2000 by BVQI in the field

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of surface preparation for Quality Management System by procedural working with continuously improvements and first to be accredited with ‘CE’ marking. Altogether, all the way through, we have been the first to maneuver into every step of success in our field. Mec Shot conducts regular workshops to appraise the latest development in field of shot peening & surface preparation to its customers.

**Q. Could you tell us what’s a cutting edge of your products as compared to its competitors?**

We always strive for utmost satisfaction through Technology innovation, development, supply, commissioning and after sales service is the cutting edge of our products as compared to our competitors. We follow our quality policy & are the total solution provider in the field of surface preparation through air-operated & airless blasting machine. Our product quality accreditation with ‘CE’ marking is just one part of the total commitment to customers that makes the Mec Shot best value in the surface preparation industries. The repeated orders received from our various customers is the result of there utmost satisfaction in our products.

Personal Interface



Mec Shot Blasting Equipments Pvt. Ltd - Head Office &amp; Works

# Personal Interface

**Q. Please brief us about company's global reach and what are the global tie-ups made in order to out front the competition?**

We are planning to expend our market to Europe & America. In this sequence we had the joint venture and marketing collaboration in Middle-East the South-East Asia in order to have wide access on the globe. Apart from this we have also been successful in supplying our equipments in European Market against our European competitors after getting the 'CE' marking for our product range. Our vision is to continuously up-grade & extends the business activities to become Global player in abrasive blasting and shot peening technology. This may be achieved by collaboration with internationally recognized machine manufacturer in this field. We have stalled setup Asian Partner in UAE, Saudi Arabia, Dubai & Singapore to increase production & to reduce the delivery time. We also had an agreement with the German Paint Spray equipment manufacturer WIWA for having the sole representation of their painting equipments in India. A similar kind of agreement and also been reached with Electronic Inc., USA for their shot penning measuring instruments.

**Q. What is the market share of Mec Shot Blasting Products into Indian and global market? And what is the marketing strategy applied in order to retain and develop the market share?**

We hold the 70% domestic market share and now we are exporting to Middle East and South East Asia, Arabian countries, African countries & few in Europe with a 15% of our turn over. Our product customers are from

Teeth cleaning to Ship cleaning. Almost all the major industrial sectors like, Aerospace, Defence, Railway, Power sector, Steel production, Foundries, Automotive, Textile and Surgical instruments. We also produce Robotic shot peening machines for aero engine parts & turbine blades for power generators.

Our main strategy is to use modern technology to upgrade the manufacturing process by use of CNC Laser Cutting, CNC Bending machines, Tig & Mig Welding Machines and be a leader in the industries. We are committed for quality and this automation will help in production output to meet timely delivery & quality product to our various customers. We are also planning for accreditations of AS-9100 for NADCAP Certification to make Mec Shot Authorised service provider for Aero-Space Industries. Though, we are in our adolescent stage in the field, against the old foreign players but we have now become leading supplier.

**Q. You have been this industry for couple of years now, what difference do you see in Indian shot blasting market and global market? Do you think we are lacking far behind than foreign players in this industry?**

No, we are not lacking far behind the foreign players in this industry. We innovate and integrate new development for our renowned customers at regular intervals for safety of users and longevity. We study and analysis with the latest requirements and provide the solution as for Power Generation sector which includes Wind Mills, Hydro power etc. We are providing solution for Ship Building projects, Aero Space Industries etc as the product demand is on increase due to qual-



Mr. Vaibhav Modi (Executive Director)

where discharge of pollutant in the atmosphere has been banned. The Increase in consciousness of surface preparation requirement for good quality bound and present pollution control norms are the main factor which are driving the shot blasting market. In the recent years the demands for abrasive blasting have become mandatory requirement in all walks of life.

**Q. As a visionary where do you plan to take Mec Shot Blasting Co. in near future?**

We are advancing ahead with a Vision to capture the International market in the field of Abrasive Shot Blasting & Peening machine and become one of the top manufacturers of high-grade quality product. We have supplied machines to many countries in Singapore, Korea, Middle East, Dubai, Dammam, Riyadh, Syria, South Korea, Israel, Kenya and Denmark in Europe. In the forth coming years we are planning to set our presence in European & North American market.

Still we will continue to strive in improving our internal processes and be cost effective & make our presence felt in International Market. For sake of improvising our reach in the international market, we are on to have some tie ups with some foreign players in the relevant field.

**Q. What are your expansion plans to be the best into industry?**

'MEC SHOT' is expanding its horizon into export market for the sake of improvising its product quality and business reputation into global recognition. Apart from the existing marketing network, which is spread all over India, we are planning to spread our products to Europe & America. We also have opted the route of collaboration with some internationally renowned machine manufacturers to meet the present uprising demand of market.

In this line a complete automation in our facility is on the cards. With such automation we will be able to compete with our worldwide best rivals in the field as far as the quality of the machine, delivery schedule & price competitiveness are concerned. We are planning to invest somewhere around \$ 7.5mn for our new automated facility.

ity and pollution control norms. The main factors which differentiate us from other foreign players in the industries are Product Quality, Cost effective for customer, Customer awareness and Export requirement & to full fill Pollution Control Norms.

**Q. Brief us about the R&D and quality policy which has been your strength up till now?**

Our company policy is a guide vane for our uprising growth. In present industrial arena the customer's satisfaction is the main phenomena and so our policy of customer's utmost satisfaction is our main goal by providing product & services in time at a reasonable cost. The continuous research by agile & qualified workforce continuously improved and innovated new custom built machines for different industrial applications. Technology development wing strive continuously to innovate and develop various customize machines as per their requirement. We also provide all type of solution by analysing the finding and provide facts to different industries. This is not the end of plan as we are intending to get our technology development wing recognized by DSIR (Department of Scientific and Industrial Research) to make our research findings beneficial to Indian Industries.

**Q. According to you which are the key factors which drives the shot blasting market?**

Old traditions of surface preparation have been stopped as the produce low quality products and are not cost effective. The pollution control norms have become very strict



Factory Workshop View



# Personal Interface