

Indiawood Put Jai Industries on a Growth Escalator

By Nirav Shah, Joint Managing Director

Jai Industries has gone truly international with its improved machineries and expanded range of offering so the shifting of Indiawood-2008 venue to the spacious and swanky Bangalore International Exhibition Centre suited it perfectly. Jai participated in full strength, displayed all its three ranges; namely 'WoodPro' – woodwork machines, 'Modula' and 'Jai-SCM' – wood & panel process machines. At every Indiawood event, gradually, Jai has increased its stake. This time Jai was among the first three largest space holders at the exhibition, displaying almost the entire range of machineries. People counted Jai as the company which displayed the maximum number of machines.

Jai Enclave was divided into three major stalls, each containing one of its three ranges. Jai-Modula and Jai-SCM were major attractions not only for the company but for the entire exhibition and Jai-WudPro was and has always been the main draw for the vast community of woodworkers. From the estimated 20,000 visitors to Indiawood, two-thirds actually visited Jai. The response was overwhelming. Though Jai Industries had a very big ground strength of over 100 people attending to visitors, many a times it fell short of fully satisfying the queries. Otherwise visitors certified the well presented and well organized show in the 'Jai Enclave'.

It was the first time that the panel processing industry was getting so much on display, and almost every machine's working was demonstrated live, constantly. What was unique about the Jai range of panel-pro machinery was the availability of a wide range of models in each machine category. e.g. Panel Saw had 7 models in Modula range, and if you combine SCM models as well, it is 10 models to choose from! Same is the case with Edge Banders and Four side Moulders etc. Customers commented themselves that till now we were hard pressed to find a quality machine, and there were not much choice; now Jai has made available that and at a very competitive costing. With this one show of strength, Jai has commanded its place in the top bracket.



Jai-SCM is now undisputed ultimate choice of customers looking for the European machinery. With Jai Industry as its torch-bearer and backbone in India, the trustworthiness and reliability of service and spares is assured. Jai-Modula range offers world class machines, specially manufactured at various destinations for Indian work environment, in a wide range of quality and cost advantage. Modula is a most awaited solution to Indian entrepreneurs' problem of dealing with unscrupulous and thus unreliable agents and dubious products. And this can be gauged from the enthusiastic response and actual deals struck at the venue itself! Mr. Nirav Shah, one of the two managing directors of Jai Industries, said, "As such the purpose of partaking in such trade exhibitions is making the wood industry aware of your company's offerings, actual trade inquiries and deals are by-products. But this time it surpassed all our expectations." Mr. Nikhil Shah, the managing director who looks after exports and international affairs, supports the view, "Yes, even the international visitors and NRIs have shown great interest in dealing with Jai Industries. We look forward to an extra-ordinary financial year this time. Also Indiawood has put our company on a growth escalator for the years to come."

Though the new venue was far away from Bangalore city, airport and railway station; and it was inconvenient to travel – visitors thronged the place all days. In fact, this helped in securing the real and truly interested customers for the show. Overall ambiance was excellent, Jai also had a specially designed Enclave which helped visitors to easily locate what they are looking for and comfortably see the live demo of the machines. Jai now invites whole of India to come discuss their needs with company and its authorized 'Pan'wood' centres spread all over the country. "Jai International Pan'wood machinemall" is a conceptual super-market of Panel process and Solid Wood machinery. These 'Pan'wood' centres can show you some of the machinery, provide complete information, guide you on selection, offer you perfect deal and sales and spares services. They are your one-stop panel-process machinery suppliers for all time to come.

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