



JAI ENCLAVE AT INDIAWOOD 2014

JAI ENCLAVE WAS THE MOST HAPPENING PLACE AT INDIAWOOD 2014

IndiaWood 2014 was a significant event for Jai Industries as it was the starting point of JAI's "50years celebration" campaign. The company had lined-up very many happenings and offerings to mark it, which were appreciated by one and all and the event became a landmark for JAI as a company and for panel & wood industry as a whole. JAI has been always and was this time too – one of the major attractions for visitors of IndiaWood exhibition. You will not find an industry person who has been to IndiaWood 2014 and has not visited JAI Enclave!

Jai Industries had the biggest stall with largest floor space at this edition of IndiaWood. It was divided in 3 sections that displayed 3 different range of machinery. One was for JAI-Modula range of panel processing machinery, second for JAI-WudPro range of solid wood machinery and a separate exclusive stall for Europe's best panel and wood work machinery giant SCM Group; which works in collaboration

with JAI in India. The organizers of IndiaWood acknowledged JAI's stature by requesting company's directors as special invitees to the opening ceremony. All the sections at JAI Enclave remained populated with visitors at any given time. Their visits were rewarded well, as they were able to see a lot of new machines in all sections and live demonstration was available for all of them. Company's technical and commercial experts were

available to guide customers for selection of machines according to their unit's requirement and budget. In addition, JAI's dealers and distributors from all-over India presenting various states and cities were also present, making customers' present and future deals very convenient and friendly. As we all know, JAI has the biggest sales network in India and company's sales partners made it a point to come and congratulate JAI for

its completion of 50 years... making it so that JAI received highest visitor – footfalls.

During this 50 years JAI has retained its core values of ethics, quality, economy and consolidated leadership position in every new segment it entered with new machines. Spirit of Excellence is not just a slogan for company, it is a guiding force which has made JAI brand the best and biggest in India.

This year was special and JAI celebrated it with highest number of new machine launches at IndiaWood. WudPro – solid wood work m/cs – range got enhanced by the addition of a whole new "Prima Series". Machines in this series are of premium quality. With high-end features and more precision. Also, a lot of existing m/cs were redesigned and improved, making this segment

best of the best for Indian wood-work industry. Modula – panel process m/cs – range saw the highest number of new m/cs launches and new improved models to meet the fast expanding market of panel-work in India. JAI is the first Indian company to manufacture Euro-precision machines in-house here. It is termed 'Pride of India' range and customers who are using these machines vouch it to be true. This 'Pride of India' m/cs combine best of the both world; best features, best quality with best install cost and best service & spares availability! JAI-SCM range too saw good many new European m/cs introduced to Indian customers, particularly in solid wood work segment.

Customers were more than happy, as they got a full range of options with real choices to select from... like machines

which are best of India, or best of Asia or best of Europe! What worked in favour of JAI customers is, the quality and cost comparability ratio of JAI machines is unbeatable. Combined with Jai Industries' record of 3,50,000 machines installation and its reputation as the best service provider, JAI got the highest number of orders and inquiries at this IndiaWood 2014 event.

As one of the managing director Nirav Shah says, "JAI had a very strong foundation 50 years ago, we are just building upon it. Our core vision is perform with spirit of excellence in everything we do, with focus on customer satisfaction which ensures world-class quality and value for money deals for them." All those who visited JAI Enclave this year at IndiaWood will whole heartedly agree to this claim of Jai Industries.

