



JAI BRAND-POWER works on dynamic Delhi

Industrial Trade fairs have become important for all industries now. Wood industry is no exception. IndiaWood and now DelhiWood exhibitions are important fairs for the vast wood-work industry. Manufacturers display their machines and allied products, the wood-work shops and mfg. units visit to see advancements, check the options and buy their requirements. Jai Industry had recognized this potential of trade fairs almost two decades back.



Participating suited its goal of taking the JAI brand closer to customers and serving them better, promoting region specific markets and expanding the network and customer base.

JAI took part in many renowned National, International (outside India too) and regional fairs. It always attached

proper importance to each fair, which showed in its scale, style and commitment to satisfying visitors. From the Fair Organizers' point of view, there are some industry leaders whose presence in the fair is important to attract other participants and visitors as well. Jai Industries has long been considered one of them. The same leadership qualities were apparently on display in JAI's participation at recently concluded DelhiWood 2011 exhibition.

Jai Enclave was the single biggest stall area here, with more than 50 important machines physically displayed in 300 square meters; including its ranges WudPro (basic woodwork), Modula (India's one of the best in Panel Process) and Turanlar and Scm Group (European PPM). Most important m/cs that were instantly hit at this Jai Enclave were from 'Pride of India' range. Pol is Euro quality machines made in India by JAI, particularly popular were Pol Panel Saw & Edge Bander. Since their launch in IndiaWood 2010, these machines are declared the best machines in India today by its customers and industry in general.

Beside putting so many important m/cs on display, JAI's team of professionals were attending to customers very immaculately. There were on-going demos, thorough information, insight and guidance provided by experts, informative and impressive communication display / catalogs and leaflets, service and marketing teams on toes, executive officers to clinch the commercial deals and even directors being present to attend to important issues. When JAI put-up a show, the nation and the world-quarters stop and take notice! Jai Industry received maximum numbers of visitors, booked a lot of machines

for immediate deliveries and generated inquiries (including many overseas ones) that will keep prospective customers engaged with company for a long time to come!

JAI's sales partner for the Delhi region 'Sharma Machines' have proved to be a valuable addition to Jai Industries' stature and credibility. Though JAI always had a good presence and solid customer base in and around Delhi, inclusion of 'Sharma Machines' in Delhi has worked positively for all concerned, mainly customers. The newly expanded, renovated and fully equipped "Jai International PanWood machine-mall" at Sharma's is now fully functional and catering to whole of North India. You can see many entry level m/cs and some high-end machinery on display. By arrangement demos can be held and 'Sharma Machines' can provide all the service & support you need. A trained capable team of engineers will attend to all customers. This 3000 square feet machine-mall is situated in the main market of machinery, at Rohtak road, Nangloi, an area considered central to industry.

To remind the readers, Jai Industries had come-up with this unique concept of "Jai International PanWood machine-mall" some years back, where wood industry can see & select global quality Panel and Wood work m/cs in dignified ambience, with professional guidance and assured after sales services. At present such Jai MachineMalls are operative in most major centres of India like Bangalore, Chennai, Cochin, Secunderabad, New Delhi, Mumbai, Indore and Kolkata. And above all, they have established a central hub called "PanWood Grand" in 25,000 square feet at Jai Industries' corporate head quarters Ahmedabad; with a view to provide complete support to these MachineMalls.

Whether it is an exhibition like DelhiWood, or a machine-mall like Sharma's or the 'PanWood Grand' experience; customers now depend on JAI brand power for all their wood-work or panel-process machinery requirements. That's what we call leadership!

