

JAI-MODULA IS GAINING LEADERSHIP IN ITS SEGMENT

Panel processing machineries were relatively new thing in India, when Jai Industries launched it in 2005 under JAI - Modula brand name. Every year Modula got stronger and stronger, and this year it has achieved the highest number of machines sold & installed in India. There are valid reasons for this success.

Till Jai made these world-class machines available from it's one of the best dealers' network in India, these machines were largely had to be imported. This enlisted very many hassles for buyers, who were even otherwise bothered with various issues of Panel process being new line of Interior & furniture making business. They hardly got to see the machine, let alone the demo of machine. Costs were biggest barrier. Spares & after sales service were dubiously absent, or damn costly. JAI was already a trusted brand of 4 decades in wood-working machinery. So, customers were happy.

Initial pull was ensured by this Brand value and dealers' presence all-over India. Then on JAI customers were pleasantly surprised to see the performance of Modula machines and felt always satisfied with due guidance on m/c, usage, industry knowledge sharing along with spares and services from Jai Industries. Creating awareness, providing choices and keeping alive the communication is JAI's strongest point. Then came exclusive "International Pan'wood Machine-mall" outlets for this panel process machinery's marketing. These set-up offered a chance to see basic m/cs, offered guidance on others, arranged a visit to "Pan'wood Grand" (Asia's biggest machine mall, a central Hub for JAI) for demos and other requirements of a demanding customer, where experts can completely guide the buyer before he decides to purchase a costly machine.

What TATA is in car segment in Indian context, JAI is in Panel-process segment; a game changer. Not everybody can claim 'Spirit of excellence', trustworthiness, honesty & legacy of 4 decades. In effect, it changed the perception of cautious Indian buyer, opened up a huge demand and proved Indian brain and muscles in these technology centric high-end machinery market. All it's m/cs are built for rugged use yet with finer points of a knock-out performer. Jai Industries design them, define engineering nitty gritty suitable to Indian terrain and traditions, makes a lot of them here while collaborating with world manufacturers for some others. That's why Jai-Modula can out-perform an equivalent machine from anywhere in the world. Yet to offer a choice, it has two European giant Companies / their brands brought to India to give ultimate quality at a little premium (compared to Modula). SCM Group from Italy and Turanlar from Turkey. Among them they have some brilliant machines, which you can see-select n purchase from Jai. Almost all machines' live demo is possible at 'Pan'wood Grand', Ahmedabad.

This whole range of panel-process machinery is un-parallel in India. You can not have these many m/cs, this much choices in models according to your requirement, budget planning from a single company other than Jai Industries. JAI in totality has 'The Widest Range' on offer. Future is even more exciting, with growing needs of these m/cs and growth of JAI as the most respected brand in this sub-continent. These machines are actually exported to many countries now. With "Pride of India" range (within the Modula fold) going great guns, there is no looking back!

www.thewoodportal.com
Information Hub For The Global Wood Industry

THE
WOOD
PORTAL