



NIRAV SHAH, DIRECTOR, JAI INDUSTRIES, AHMEDABAD

## Success Story of Jai Industries

Exclusive Interview feature by : Modern Woodwork



### JAI INDUSTRIES, AHMEDABAD

With a legacy of 45 years, Jai Industries is today a synonym for wood-working machinery. Particularly last 25 years have been a roller-coaster journey for "Jai" as a new world brand, that too in an industrial field! As one of the architect of this phenomenal growth and director of Jai Industries, Nirav Shah says in the interview, "Till almost 1990 Jai was a small player, manufacturing machines numbered in two digits a month....there after we haven't looked back." Today Jai is one of the biggest player in the industry with a men-power of 500 manufacturing 1800 machines a month and overall more than 225,000 installations achieved!

The industry was founded in 1965 by late shri Niranjan Shah. In the late 80s his elder son Nikhil joined him. He started the process of modernization and professional management. Soon younger brother Nirav too, joined. Together they have changed the course of not only Jai Industries, but of entire wood-work industry! It is now represented in all major cities of India and some of the important world markets, as well. Nirav Shah has brought about a sea change in style, functioning and turn-over figures of Jai Industries, which have jumped and multiplied in crores, as is reflected in production figures. Here is a peak in to the phenomenon called "JAI".

**Q** First of all, congratulations to you for the spectacular growth of Jai Industries. Could you tell our readers a little about Jai Industries' progress from its foundation to its present size and structure?

N. SHAH: Thank you for taking interest in Jai Industries. And that's one of the key for our success, we were able to engage a lot of people in taking interest in our products. We had been sure of our quality and commitment and were able to convey the same to the markets and machine users. You will be surprised to know that till almost 1990 Jai was a small player, manufacturing machines numbered in two digits a month, with men-power of under 10! Today we manufacture more than 1800 machines per month and have a work-force of around 500 people.

Initially Jai was mfg. only basic range of solid wood-work machines. Once Nikhil (the elder bro) and I joined, we started expanding the marketing base. Within a few years, Jai machines were available all-over India. This reach and ready availability in itself was a big benefit to wood-working fraternity, because usually manufacturers were not able to provide good quality machines in time with spares and service availability. Goodwill was established. Then on we applied professional management practices, advertising and marketing for a rapport with our customers. Markets' and customers' feedback has always helped us in bettering our self.

Today we can claim leadership by many an aspects and have gone global, selling our ranges 'WudPro' (solid wood m/cs) and "Modula" (panel process m/cs) and associating with European giants like SCM Group of Italy and Turanlar of Turkey.

**Q** Throughout this journey, what inspired you and gave you the drive to grow your business?

N. SHAH: Always the response and results we get from our efforts. It has motivated us further to do more. Like thousands of end users using Jai machines and coming back every time they need more machines to buy Jai! Like hundreds of Jai employees and associates who benefit from this growth and contribute more in making it scale new heights. This way when we were repeatedly approached by our existing customers for their Panel Process machinery needs, we entered that field and launched Modula Range in 2006. Challenge was to emulate the same levels of quality and service in this huge high end machinery market. Personally, such challenges are my driving force!

**Q** Jai Industries represents a wide range of woodworking machinery brands in India. What according to you are the advantages of representing multiple brands and companies in the same range?

N. SHAH: This is a good question. We wanted to offer all the options to suit our customer's needs and budget both. That's how the range got so wide and all encompassing. Now, this could also confuse the buyer and dilute 'Jai's brand value. But our marketing and communication innovations have always turned such problems in to advantage! Through innovative strategies we converted 'JAI' in to an umbrella brand which can contain and support many sub-brands. Thus the present basket of 4 ranges of machines came in to existence.

**One is Jai Wupro :** 100% manufactured by Jai to fulfill the need of single carpenters to medium sized furniture workshops, machines priced from Rs.3500 to Rs. 2,50,000/-

**Second is Jai-Modula :** In this range, some machines are manufactured by Jai like Edge Bander, Multi Boring, Post Form, Spindle moulder etc. and many more are outsourced from Taiwan & China to fulfill the need of cost conscious entry level customers of Modular furniture. Machines prices range from Rs 2 lacs to 15 lacs.



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**Third is Jai-SCM :** SCM is world's leading company in solid wood & PPM machines and only company who manufactures machines 100% in Italy. We have this range for customers who would like to go for European high precision machines and have better purchasing capacity. Also those who already have entry level setup and wants to go for high-end second stage machines like Auto-Edge Bander, Beam Saws ,CNC Router & Boring, Sander etc.

**Forth is Jai-Turanlar :** Turanlar machines are specialized range of PPM machines with unique features that you don't get in other ranges; like Roller Press, Through-feed Post form / Spindle, Auto curvilinear Edge Bander etc.

So all products are different in their offerings and it is in no way fall under same range label. The obvious advantage is that customers get variety of machines as per their requirement under one roof.

**Q** That brings us to the next question. You have pioneered the concept of Woodworking Machinery Malls in India. Could you please tell us more about it?

N. SHAH: Yes. We named our exclusive outlets that offer the full range as "PanWood Machine Mall"s. Here, 'Pan' stand for Panel Processing and 'Wood' stand for Solid Wood-work. We wanted to convey that it is big, has plenty of options and with modern comforts of buying. That's how the 'Machine-Mall' word came about. These PanWood centres have a good range of machines on display with demo facilities, so that buyers don't just have to buy only through catalogs. We already have these machine-malls in all major cities of the country and we will be expanding.

We felt the need to go even further in this Endeavour and have come up with a huge HUB for all these PanWood centres. We recently opened "PanWood Grand", the biggest machine mall in whole of Asia in wood-work segment, at Ahmedabad; our corporate head-quarter. It has 100 high-end machines on display within 25,000 square feet area on ground. With facilities like conference, training, presentations,



spare parts, live demos and professional staff for guidance; it is one and only of its kind in India.

**Q What is your take on the Indian woodworking machinery market?**

N. SHAH: Though our own history shows that we have been in the industry since nearly half a century, I personally feel that real growth of the industry has begun during last decade only. The machinery makers and wood-working industries themselves are now getting the real taste of demand for quality and quantity. It is coinciding with India growth story and real momentum is yet to come.



**Welcome to Jai,**  
welcome to **Quality, Honesty**  
and **Excellence**



**Q What are your views on the present global slowdown? Do you think that the slowdown is now over in India?**

N. SHAH: Slowdown is the fair description of the economic situation in India. Media screamed of 'Recession', but according to me there never was a recession in India. Europe and America mainly, faced hard times due to recession; and people in India were psychologically affected by this melt-down. Customers stopped buying, unless it was most necessary. Various factors, including political stability, have contributed to revival of hope and people are back to the normal economic activities. At Jai, we had a steady business all along, and now are getting more inquiries which easily turn in to sales. Let's assume, the bad times are over.

**Q What is your vision for Jai Industries? What are your future plans and where do you see Jai Industries 10 years from now?**

N. SHAH: In the solid wood work machinery segment we are No 1. We always had an unsurpassable headway, like selling 10 times more than nearest competitors. Today, with large sales in export market, our 'WudPro' range is unbeatable. My vision is to achieve same status for Jai's Panel Process ranges. For this, we are making Jai Industry the best company to deal with, for customers and companies alike; world-over! Also, we are diversifying in other manufacturing fields for industrial and consumer products. But anything we do, you can be sure that we will adhere to "the Spirit of Excellence".