

Wow!

David Macdonald reports about Jai Industries' recently inaugurated permanent in-house exhibition – the Machine Mall, or 'Pan'wood Grand'.



Text and Pictures by David Macdonald

I could think of no other word to simply describe what I saw and it is definitely **Worthy of Words** (ha!). Never before, anywhere in the world, have I seen such a large, permanent display of machines (readers are invited to inform me if they have!). I was happy to accept the invitation from Mr. Nirav Shah, Director of Jai Industries to visit Ahmedabad and to interview him about Jai's Pan'wood Grand in-house display. As you can see by the pictures, it looks exactly like a pavilion at an exhibition. Including meeting rooms, the facility is 25,000 square feet and more than 100 machines are there for demonstration and training. Mr. Shah said that customer feedback has been very positive as, for some machines, they could only previously be seen at one of their factories. Now, from the most basic, entry-level DIY machine to the most advanced CNC models from SCM in Italy, Jai customers can see, touch, feel and try out the machine which is suited to their requirements and budget. In this way, Mr. Shah explained that Jai's customers feel more convinced and satisfied. Pan'wood Grand serves as a demonstration space, selection centre, training facility, customer care centre and spares store.



Pan'wood Grand is divided into four areas: Jai SCM (European panel and woodworking machines), Jai Modula (panel processing machines), Jai WudPro (various woodworking machines) and Turanlar (specialized panel processing machines from Turkey). Jai became the exclusive agent for Turanlar in April this year and Mr. Shah enthusiastically

reported: "Since we were granted the agency for Turanlar, we have sold more machines than the previous five years from Turkey!"



Mr. Nirav Shah in his grand achievement – the Pan'wood Grand.

Mr. Shah elaborated: "We have customers that fall into three main segments. The first is entry-level with machines like panel saws and manual edgebanders. The second segment would be looking at auto edgebanders, manual beam saws and hot/cold presses. The third segment of customers are needing CNC machines, vacuum presses and auto beam saws." Mr. Shah continued: "Jai is in all these stages and we guide and maintain relationships with our customers from the first to the third stage."

The Length and Breadth of Jai

Jai Industries was established by Mr. Shah's father in 1965 and is now run by Mr. Shah and his brother Nikhil. In 2006, Jai launched into machinery for panel processing having previously only catered to solid wood machinery. Mr. Shah elaborated: "We found the need for panel processing machinery and we can now offer the largest product range in India. We are also the largest manufacturer in India producing 1,500 units per month. Our aim is to cater to each and every individual's needs for solid wood and panels. We should have a machine for each budget."

As Jai's literature states, the Pan'wood Grand is now the 'hub' of the company's other Pan'wood Centres which are located in Bangalore, Chennai, Cochin, Secunderabad, New Delhi, Mumbai, Indore and Kolkatta. The Pan'wood Grand is also conveniently located just 10 km. from Ahmedabad airport and 5 km. from the railway station.

www.jaiindustries.com