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### Jai Brand Power Works on Dynamic Delhi

Industrial trade fairs have become important for all industries now. The wood industry is no exception, INDIAWOOD and now DELHIWOOD exhibitions are important fairs for the vast woodworking industry. Manufacturers display their machines and allied products, woodworking shops and manufacturing units visit to see advancements, check the options and buy their requirements. Jai Industries had recognised 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 has taken 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 organisers' 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 the 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



(one of India's best in panel processing), Turanlar and SCM Group (European PPM). Most important machines that were instant hits at the Jai Enclave were from Jai's 'Pride of India' range (Pol). The Pol range comprises European quality machines made in India by Jai Industries; particularly popular were the Pol Panel Saw and Edge Bander. Since their launch in INDIAWOOD 2010, these machines have been declared the best machines in India today by Jai's customers and the industry in general.

Besides putting so many important machines 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 communications displays, catalogs and leaflets, service and marketing teams on their toes, executive officers to clinch the commercial deals and even directors being present to attend to important issues. Jai Industries 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 the 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 a solid customer base in and around Delhi, the inclusion of Sharma Machines in Delhi has worked positively for all concerned, mainly for the customers. The newly expanded, renovated and fully equipped 'Jai International PanWood machine-mall' at Sharma's is now fully functional and catering to the whole of North India. Visitors can see many entry level machines and some high-end machinery on display. By arrangement, demos can be held and Sharma Machines can provide all the required

service and support. A trained, capable team of engineers will attend to all customers. This 3,000-square-foot machine mall is situated in the main market of machinery, at Rohtak Road, Nangloi, an area considered central to industry.

Jai Industries came up with the concept of "Jai International PanWood machine-mall" some years back, where the wood industry can see and select global quality panel and wood working machines in a dignified ambience, with professional guidance and assured after-sales services. At present, such Jai MachineMalls are operative in most major centres of India, including Bangalore, Chennai, Cochin, Secunderabad, New Delhi, Mumbai, Indore and Kolkata. Above all, they have established a central hub called "PanWood Grand" in 25,000 square feet at Jai Industries' corporate headquarters Ahmedabad with a view to provide complete support to these machine malls.

Whether it is an exhibition like DELHIWOOD, a machine mall like Sharma's or the "PanWood Grand" experience; customers now depend on Jai brand power for all their woodworking or panel processing machinery requirements.

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