

“Competing with the best”



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EMO always gives you new insights into the world of technology and innovations. The keen area of interest among visitors was solutions for hard-to-machine metal categories. This indeed was our thrust area with a major focus on automotive sector. From our company perspective, the response was excellent. We have got potential leads in new unexplored geographies. With the right mix of product portfolio, we stand high on the radar of European distributors wanting to extend their brand range and OEMs looking for customised solutions. We are working towards building on the leads and convert them into business opportunities.

Totem brand has a good presence in Europe. To consolidate



our position in this strategically important location, we will be focusing on industry-specific offerings. Over the immediate horizon, being nimble and flexible with opportunities is the way forward for us.

India is the toast of the world. We were on a level-playing field with our European competitors in EMO. We, representing the Indian industry, looked at EMO participation as an opportunity to compete with the best. Indian industry is in a unique position now, technologically at par with the global competition yet on a strong footing in standard product range. This gives us maneuverability while dealing with prospects. There is no particular weakness, but always a scope for improvement.