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HOLISTIC APPROACH IN PROVIDING END-TO-END SOLUTIONS

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CEO, Srei Equipment Finance Limited



What would you like to share about your premium participation as a major player at the Bauma Conexpo 2018?

Events like Bauma serve as confluence ground for all industry participants – manufacturers, customers, financiers and regulators. In its fifth edition, this year's Bauma was bigger and better than its predecessor in terms of sheer size and magnitude with 700 exhibitors from 26 countries and 39,173 participants.

Bauma is an important platform for the industry and forms an important part of the company's tactical intent. This year Bauma has exceeded our expectations as we witnessed a sizable footfall at our outdoor stall number O.F37.

We offered many attractive products for our customers. We had tie-ups with major manufacturers under which we provided attractive interest rates, moratorium periods and other customised solutions to our prospective customers. We also had an interactive finance game for our customers wherein they could play for loan to value (LTV) or interest rates and win attractive deals. *

Apart from regular business offerings, we engaged with our customers and ensured that they had a fun-filled experience through games such as Happy Rainbow Box Game wherein they could collect goodies, take selfies and upload in social media, to win attractive prizes.



How do you see government elections around the corner, in terms of impact that they would make on the market?

The focus on Indian infrastructure has been the cornerstone of all the governments from the last 15-20 years. The policy resets done by the government in the recent past will ensure that infrastructure investments will continue in the core sector irrespective of which government is at the helm.



What is your expert opinion on your competitiveness in the market?

The clear market differentiator for Srei Equipment Finance Limited (SEFL) has been its holistic approach in providing end-to-end solutions that cover the entire value chain in the equipment life cycle that includes equipment procurement, deployment, maintenance, second life financing, and exit stages. Our partnerships with OEMs, which includes various arrangements such as general associations, preferred financier associations and private label associations, are the most distinguishing aspect of our equipment-centric business model. Our customer-focused approach also has contributed to our success. We cater to a wide range of customers, from 'First Time Users' and 'First Time Buyers'

to fleet owners and mid-size contractors to large corporations and project owners. Supported by our holistic equipment financing solutions approach, our customer-focused approach has helped us retain our customers as their business has grown in size as well as expand our customer base through their referrals.

According to Feedback's Report titled "Market Assessment of the Construction Mining & Allied Equipment (CME) Segment in India" dated July 10, 2018, our market share in the Indian CME market was approximately 33% in Fiscal 2018. We believe that due to our experience in the CME vertical, our robust business model, equipment-centric risk model, our Pan-India distribution network and our strong customer relationships supported by repeat business, we are well positioned to maintain our market leading position and to capitalise on the growth opportunities in the infrastructure sector generally. In addition, we believe our presence in diversified verticals also allows us to better manage our risk exposures across industry sectors and provides larger growth opportunities.



Kindly comment in brief about your business strategies and new developments in your company to retain your key leadership in the market?

We have experienced steady growth and aim to maintain our strong market position by leveraging growth opportunities in the equipment financing market through end-to-end equipment lifecycle and customer centricity.

In addition to providing CME financing, as part of our growth strategy, we intend to continue to expand our operations in other business verticals as well. We plan to enter into partnerships with new OEMs and vendors and expand in equipment categories and business verticals with attractive growth opportunities. We aim to strengthen our relationships with OEMs by increasing original spare part sales. This will also help in the upkeep of our funded equipment. We also plan to partner with OEMs and dealers for financing refurbished assets. We are continuously attempting to optimize borrowings and explore alternate avenues of funding. The company is open to adopting newer technologies to achieve greater operational efficiency and advanced risk management processes. ■