“India remains attractive market for conveyor belt industry”

Sempertrans, a business segment of the Semperit Group and headquartered in Vienna, Austria, is one of the world’s leading suppliers of conveyor belt solutions. In a freewheeling interview to Coal Insights, Deepak Bhandari - Sales Head India – Sempertrans, chalked out the company’s business strategy in India, while elaborating utilities of its various products and network of engineering and field services.

Excerpts:

What is the size of the conveyor belt market in India?
The Indian conveyor belt market is estimated at around $250 million.

Although its growth rate has slowed amidst a global slowdown, India remains the world’s fastest growing economy and as such an attractive market for the conveyor belt industry.

Please tell us about your products and services portfolio for the global market.
Sempertrans has been manufacturing high quality conveyor belts for more than 50 years for all applications in mining, cement, steel industries and many others.

Our product portfolio includes a versatile range of technologically-advanced textile and steel cord conveyor belts, in addition to unique specialty belts, e.g. self-centring Autostable, pipe-shaped Transpipe, cut- and rip-resistant Flextrans, etc.

Our Global Application Engineering and Field Service teams support our customers all across the globe, providing expert guidance on the design and configuration of conveyor belts.

They also work along with our customers for supervision of conveyor belt installation, splicing, maintenance and training.

What are your offerings for the Indian mining sector?
For the Indian mining industry, we offer innovative cover grades like the anti-abrasive Transdura, flame retardant Transflam, heat resistant Transtherm and the oil resistant cover Transoil, as well as belts with chemical or tensile abrasion resistance qualities. Our TransEvo belt enables power savings of up to 25 percent and is purposely recommended for long-distance coal conveying, both in case of surface and underground mining.

Our self-centring Autostable belt helps avoid all mistracking-related damages to the belt or the conveyor structure. As a result, the life expectancy of the conveyor belt is increased while the total cost of ownership is reduced. Our products adhere to and regularly exceed national and international standards such as IS and CAN.

Sempertrans’ “Made in India” conveyor belts are produced at our state-of-the-art plant in Roha, Maharashtra. The factory receives full support from Semperit’s global network of engineering, R&D, quality management, process control and operations experts. We also have production sites in Poland, France and China and sell through several regional sales offices around the world – from coal mines in India, Australia and Indonesia to copper mines in Peru and Chile. We are also the main supplier for the world’s largest lignite mines in Germany and Poland.

In India, we have a very experienced sales force and four local sales offices which cover the entire market. Customers in India also have access to the technical expertise of our Global Application Engineering team, based in Germany, and our Field Service specialists, who will work with them every step to help them achieve the highest level of safety, efficiency and durability for their conveying operations.

What is the share of the mining applications in your conveyor belt business, especially in India?
Around 10 percent of Sempertrans’ activity in India is tied to mining companies. We have supplied conveyor belts to many customers specialised in iron ore, copper and coal mining. Other important applications in India are the cement and steel industries, as well as ports and power plants.

Could you tell us about some unique offerings from Sempertrans to beat competition?
Sempertrans, being ISO 9001-2008 certified, provides products and services of the highest quality standards. Our strong customer-centric approach relies on our continuous commitment to making sure that we deliver what we promise and what our customers expect from us.

Based on their inputs, time and time again we develop and improve our first-class conveyor belt solutions to meet specific project requirements. For example, we tailored a Metaltrans belt for the Flyingbelt project in Brazil, an innovative conveyor system standing on a ropeway, according to the specifications of the elaborate structure.

Lastly, what is your outlook on the Indian coal and mining sector?
The Indian mining sector is going through interesting times. Today India is the third largest coal producer, second largest cement producer and the third largest steel producer in the world. Hence, it has been a key contributor to the demand for conveyor belts. Sempertrans is the third largest player on the Indian conveyor belt market and devoted to strengthening its position in the long term.