

How to Sell More Machines

THE ALL INDIA PLASTICS MANUFACTURERS' ASSOCIATION

Six key drivers for the future

World population explosion 8 Billion by 2030 , Food , Water , Urbanization , Sustainability

Climate and environment change: plasticulture & plastic food packaging will grow

Looming energy crisis: Plastic in auto will grow, energy efficient machines

Further Globalization: will grow consumption in China & India

Disease prevention and longevity Plastic in healthcare will grow

Accelerated technology development: Engineering plastic usage will grow

Source : Plastic Europe

India for Growth

Huge Headroom for growth

India is processing 8 Kg plastic /head/year
whereas International average is 28 Kg.

The Five year plan target is 20 kg per head per year by 2020

Its Humongous Opportunity
Are you ready for Challenge ?

Rising Consumption

Consumption 12 kg growing at 20%

Industry

SME & Unorganized
Customers are getting Organized

Worlds Largest work Force

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World Bank : Ease of Doing Business Ranking

India 134/189 (Mumbai)

Rest of India is even more tough
Manufacturing is tougher
SME is toughest

SME Entrepreneur is alone & Overloaded

His ROI is under challenge

How can you help processor ?
(To help him buy more machines)

" With great power, comes great responsibility"

Spiderman

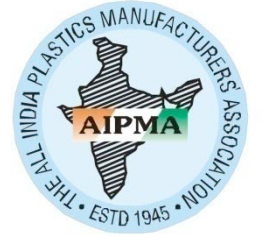


Corollary

" Take extended responsibility , to get real power."

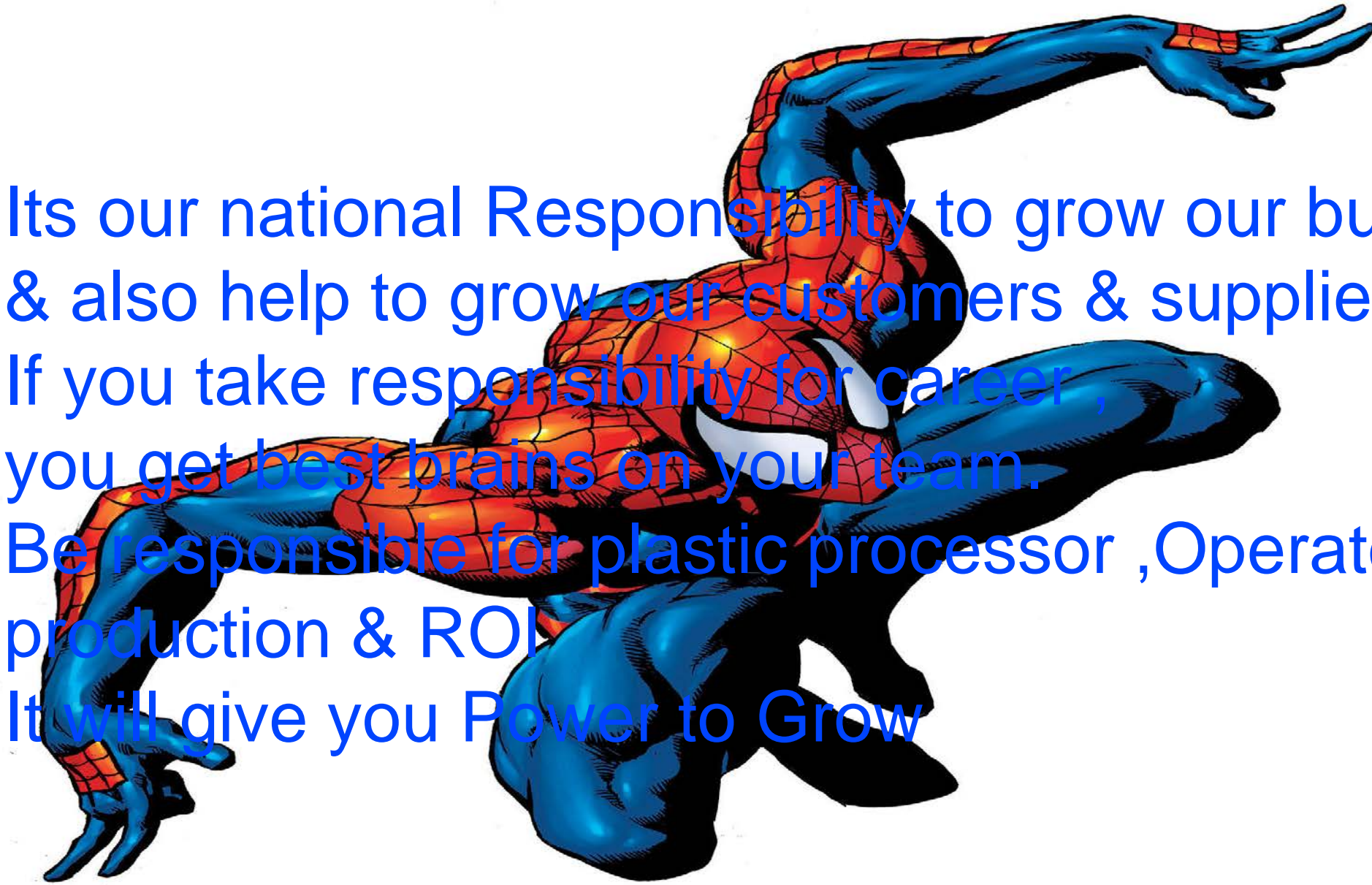
Jayesh Rambhia

Extending Responsibility Gives power



National responsibility to generate productive employment for world's largest workforce by 2020.

Its our national Responsibility to grow our businesses & also help to grow our customers & suppliers Business. If you take responsibility for career , you get best brains on your team. Be responsible for plastic processor ,Operators , production & ROI. It will give you Power to Grow



Customer Focus

Understanding & Meeting Customer Needs :

Both explicit & Implicit

for now & in future

in competitive & sustainable manner

Keeping customer informed



Sprite Bujhaye Pyaas baki sab bakwas

Changing Needs of Market

Quality

Zero Defect , JIT ,

Innovation

Over moulding , Rotary table , separate screw

Reliability

Zero downtime , preventive maintenance , help line 24X7

Fast

10 Minutes Mould change , color change , production, quick release coupling ,

Competence

total cost of ownership , power , manpower , space

Servo motors , Induction heating , ceramic jackets , scrap friendly screw , Bigger platten smaller screw ,
Better OEE

SHE : Safety , Health , Environment

short circuit protection , fire retardant, fume guard , low noise ,

Businessman To Tene re Kahiye Je Need Parayi Jane Re

UNIDO-AIPMA Technology Up-gradation Initiative



- UNIDO , AIPMA & CIPET initiative funded by DCPC
- Selected 20 units in each of 5 zones , totally 100 model units
- 5 national experts worked for 3 years
- Increase in production by 50.24%
- Increase in exports by 60.12%
- 1811 man days of training on design, technology, productivity and quality to 1036 specialists from plastic units
- Increase in Employee Productivity by 22 %
- Improvement of Overall Equipment Effectiveness
- Implementation of mould change in 10 minutes.
- Intellectual Property rights - number of IP applications have been filed by plastics units.
- Energy audits - led to energy savings upto 25%
- International experts from Netherlands and Germany visited & consulted SME units in several areas of plastics processing technology.
- Global exposure to technology by delegations to K show & China Plast.
- Market outreach of member units has been enhanced by exhibiting in PlastiVision India & PlastiVision Arabia.

- Largest beneficiary of program : Machine Makers

Challenges to ROI

OEE : 40% Injection & Blow
50 % extrusion

Over rated capacity machine for flexibility

Frequent Color change : blow moulding 3 to 12 hours

Frequent Mould change : 1 to 4 hours

Power : low availability & quality , high cost

Manpower on shop floor : huge shortage , un skilled, night shift closed in April/May

Management : not trained for manufacturing

Competitive , Demanding end user

Copy Cat designs

Machine breakdowns & Servicing

Mould: high cost & time

AIPMA - UNIDO Action Taken

SMED : 10 minute mould change

Energy Audit & follow up action : 25% saving in power

Retrofitting Servo , No load auto off grinders & cooling towers, electronic ballast

Compressed air leakage check

Cooling water flow & temperature

IPR Audit : creating brand , reducing competition

Manpower : Material handling , plant layouts ,time & motion study

Management : ROI & Productivity Focus

Sharing best practices

Operations Management : SOPs ,

Support Processors

1st Generation Manufacturers

Best Manufacturing Practices sharing

Help them Profit : Get them business

Meet at Factory

Be Friend / Philosopher / Guide

Can you help ?

Operator = Driver of your business

Modern User of Mobile

Environment : Fume Guard

Light where needed

Cooler Fan

Music / multiple alarm

Ease of operation

Skill Training

Ease of Maintenance :Labels on wire, parts

Trouble shooting helpline : 24X7 , local language

Machine communication

Catalog : local language , online interactive

Meet Operators Day

Try For A Day in a Year: Day / Night

Energy Efficiency as per EuroMap standards
No load auto off ancillaries

Quick serve : shared service center

Management training : ROI Focus

Sharing best practices

Operations Management

production Planning & control

Inventory management : less inventory needs more machines to give same service level

Productivity : improves ROI

Preventive Maintenance

Quality training

Marketing : export help : tenders , UNO/ WHO / UNICEF / UNIDO supplies

Money : auto finance

Frugal engineering - Nano machines

Mould making

Space

New Possibilities

Buy Back Old for New
Nano Machine : Frugal Engineering

Sell Service & Profit : Preventive Maintenance
Trouble shooting helpline
Training for better Capacity Utilization

Match User Interface like mobile : internet connected
New Apps : weight , time , MIS

Community Machine Farm

Consortium R&D & Purchase for components
UNIDO program as in IMTMA

Buyer on BoardHe will make you aware of constraint & opportunities from different angle

Mind the Gap

As Consumers World class Quality at Competitive Cost & Delivery As Manufacturer ??

Plastic Machine Maker

100

Higher skills , knowledge & scale

Higher Entry Barriers

CNC Machines largely imported:
SLA expectations

Plastic Processor

50000

Smaller scale & skills
Higher competition

Easy to start

Need to meet demand from large end users

Cars :

Cheap : Nano

Auto finance

Service Level : Road Mechanics available , spares available , company service centers across country

Replacement Cars

Variety

Google driver less

Ethanol driven

Smart Mobile

easy of use

Versatile

apps

Focus on Bottom of pyramid consumer

Sense of Urgency to grab opportunity



Evolve Fast & continuously to thrive with Change
Change Does Not Wait

Invest Now for better Future

When stocks are down its difficult but smart to buy

Have faith in Changing future

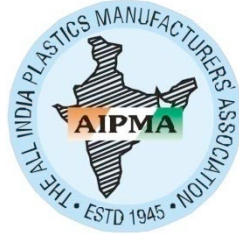
India has better Future

Plastic Industry will grow & will need more machines

Invest to serve a worldclass market



Darr ke aage Jeet hai



Marketing Reach

India , Middle East , Africa has been our traditional reach leverage it .

GCC countries process 25 million tons : 2.5 times bigger market than India

2nd Plastivision Arabia at UAE :

April 7-10 , 2014

During 2012 : 7000 visitors from 66 countries

All live machines displayed sold out

AIPMA Guarantee of confidence : Dubai to Bombay

Sea Freight AIPMA will bear

Concurrent events : Arabia Print Pack

Arabia Mould

GPCA Conference to attract major processors from MENA

Ride 25% UAE growth since last show

Thank You

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