Monthly Newsletter

March 2026 | Vol 44

indef BUZZ



ABP SPEAKS - MOMENTS THAT MATTER

From First Win to Lasting Trust and Scale

One of the most significant milestones for Care Lifting Equipments, an Authorised Business Partner of Bajaj Indef, was the successful execution of a large-scale order exceeding ₹1 crore for a leading player in the engineering sector. The project involved the supply of 26 Wire Rope Hoists across multiple models, including WRH N Series, HW Series, and SMD Hoists, along with 23 Chain Pulley Blocks and necessary accessories. In addition, the requirement for spares was also fulfilled as part of the overall solution.

A trusted partner since 2013, Care Lifting Equipments brings over a decade of association with Bajaj Indef, further strengthened by the three decade long association of Mr. Sanjay Rane in driving such successful engagements.

Despite multiple execution challenges, the project was completed with a strong focus on coordination, timely delivery, and performance, ensuring complete customer satisfaction. This engagement demonstrated the capability to manage high volume and complex material handling requirements while maintaining reliability and consistency.



MR. SANJAY RANE

PARTNER

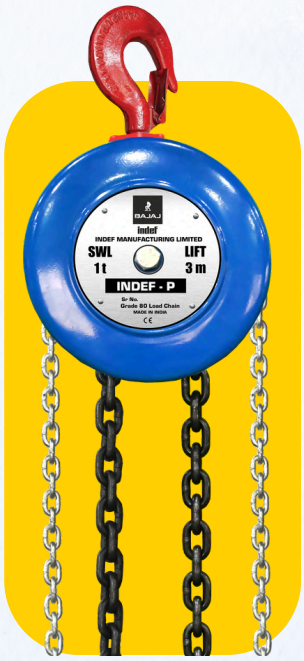
CARE LIFTING EQUIPMENTS

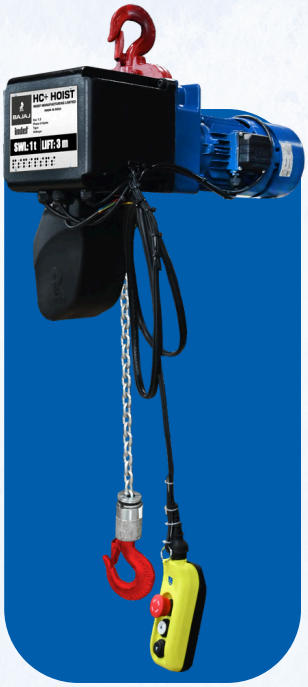
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In another notable engagement, Care Lifting Equipments successfully transformed a customer's approach to lifting solutions. The customer, who was previously dependent on imported chain hoists, was introduced to Bajaj Indef through a trial installation. Based on the performance and reliability of the Electric Chain Hoist, the customer transitioned to Bajaj Indef solutions.

Over time, this relationship has scaled significantly, with the customer now operating over 150 Bajaj Indef hoists and continuing to place repeat orders. This journey reflects how consistent product performance, application support, and sustained engagement can convert an initial opportunity into a long-term, high-value partnership.

These experiences highlight how focused execution and trust-driven efforts continue to strengthen customer relationships and drive sustained growth.









BAJAJ INDEF SUCCESS STORIES

Reliable Lifting for Demanding Refractory Applications

In the refractory industry, operations are closely linked to process flow. Whether it is mixing raw materials or handling customized molds, every movement plays a direct role in maintaining productivity. In two different applications within this space, we addressed critical lifting challenges where performance, reliability, and durability were essential.

Case Study - 1:

In one case, the requirement came from a global player in metal flow engineering, working on refractory manufacturing for smelter plants. The mixer plant was the core of their operation, where refractory sand and chemicals are continuously blended. Jumbo bags had to be lifted and placed into the mixer chute at a very high frequency.

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This created a clear challenge:

- Continuous lifting with high frequency
- Precise placement into the mixer
- No scope for delays or interruptions

WRH I II III SERIES



We understood that the lifting solution had to match the speed of the process. We provided our WRH II Wire Rope Hoist, designed for frequent and demanding operations. With smooth lifting control and the ability to handle continuous usage, it supported the process without slowing it down.

The Bajaj Indef WRH II Wire Rope Hoist is built for exactly the kind of demand this application places on a lifting solution. With a capacity range of 2T to 5T and lift heights up to 20 metres, it is engineered to handle high-frequency, heavy-duty operations without compromise.

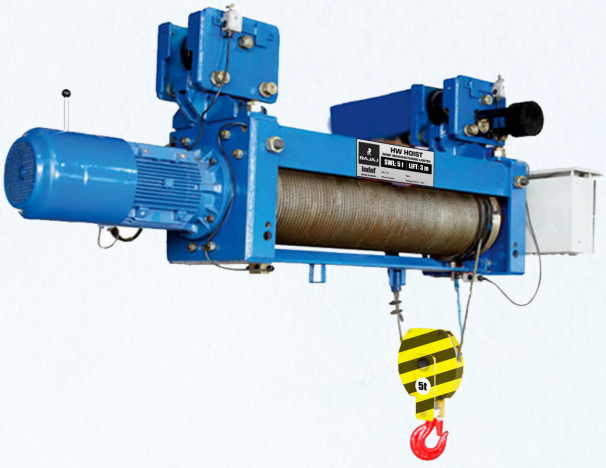
Of German origin and rated Class IV, the WRH II features precision machine-cut hardened alloy steel gears, a seamless pipe wire rope drum, and a self-aligning lower hook block that prevents rope overlap, all of which contribute to consistent, uninterrupted performance. Operating at a hoist speed of up to 8 m/min, it keeps pace with fast-moving process environments while its flame-proof design and low-noise operation make it well-suited for industrial settings where safety and reliability are non-negotiable. Easily serviceable with readily available spare parts, the WRH II is not just a hoist, it is a production asset.

As a result, the customer experienced smoother material flow, fewer interruptions, and better consistency in their mixing operation.

Case Study - 2:

HW SERIES

In another case, the requirement came from a leading refractory solutions provider working on mold applications. Their process involved manufacturing customized molds, each with different handling needs, in an environment exposed to dust and conditions that could lead to rusting.



Here, the challenge was different:

- Handling varied and customized loads
- Operating in corrosion prone conditions
- Maintaining consistent performance over time

We approached this by adapting the solution to the environment. We provided our HW Wire Rope Hoist with a specialized protective coating on the hook to prevent rusting. This ensured that the equipment remained reliable even in tough conditions.

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The Bajaj Indef HW Wire Rope Hoist is engineered to take on exactly the kind of variability and environmental adversity that mold handling operations demand. With a Safe Working Load range of 1T to 40T and lift heights up to 50 metres, it offers the capacity breadth to handle diverse and customised loads without requiring a change in equipment. Its highly efficient geared drive system with the gearbox coupled directly to the drum delivers precise load handling and a 20% longer service life, making it well-suited for operations where consistency matters over the long run.

The compact design keeps maintenance low and noise minimal, while long-lasting brakes that need no regular adjustment reduce downtime significantly. Available with thermocouple and encoder adaptations, and suitable for hazardous applications, the HW is a hoist that can be configured to match the specific demands of the environment it operates in, not the other way around.

With this solution in place, the customer saw improved equipment life, reduced maintenance concerns, and consistent performance in daily operations.

Across both applications, the focus remained the same. We delivered lifting solutions that fit the process, adapted to the environment, and ensured that operations continued without disruption.



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INSIDE A BAJAJ INDEF SOLUTION



Simplifying Heavy Load Movement with Bajaj Indef Transfer Trolley

As part of our continuous focus on solving real-world material handling challenges, we have developed a Transfer Trolley with a capacity of up to 100T, designed to enable efficient and flexible load movement across shop floors. Engineered to travel on rail tracks mounted at floor level, this solution allows seamless transfer of heavy materials from one point to another, both indoors and outdoors.

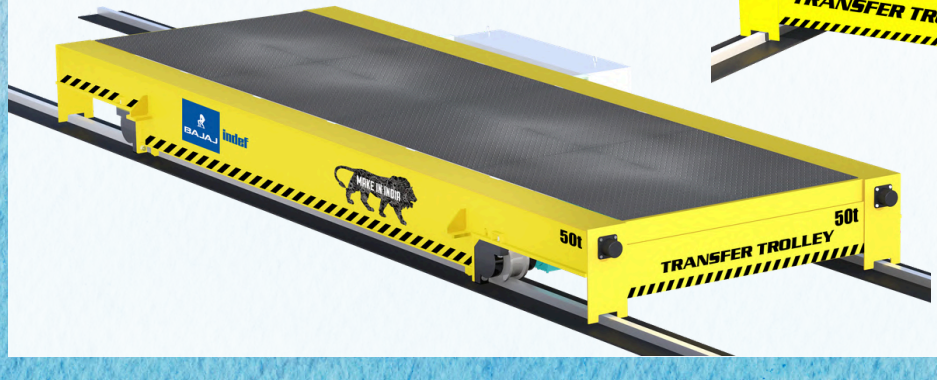
This development addresses a critical limitation faced in conventional setups. In many facilities, inter bay transfer or movement from indoor to outdoor locations is constrained when relying solely on EOT cranes, often requiring costly infrastructure extensions. The Transfer Trolley eliminates this dependency by offering a more adaptable alternative, where extending the rail track is significantly simpler and more cost-effective than modifying crane systems.

Suitable across a wide range of industries, this solution is ideal for applications that demand frequent, high-capacity material movement over defined paths. Its ability to operate across extended distances and varied environments ensures greater operational flexibility and efficiency.

At its core, the key advantage of the Transfer Trolley lies in its scalability and ease of integration. By enabling movement beyond crane coverage areas without major structural changes, it enhances workflow continuity, reduces bottlenecks, and optimizes overall plant layout, making it a practical and future ready solution for modern material handling needs.







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INDEF UPDATES



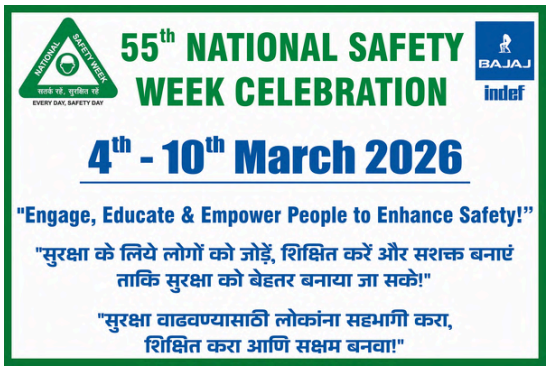
Driving Safety Awareness Through Engagement, Learning, and Participation

This year, we marked the 55th National Safety Day with a series of engaging activities aligned with this year's theme: "Engage, Educate & Empower People to Enhance Safety." The initiative aimed to reinforce the importance of safety as a shared responsibility across all levels of the organisation.

A structured lineup of activities was conducted throughout the week to encourage participation and deepen awareness. The program commenced with the Safety Oath, setting the tone for a collective commitment towards safer work practices. This was followed by interactive and creative engagements such as Drawing and Article Competitions, along with Poem and Slogan Competitions, enabling employees to express their understanding of safety in diverse formats. The "Find the Hazard" activity further sharpened observational skills, encouraging participants to proactively identify and mitigate potential risks within the workplace.

In addition, focused initiatives around Workplace Safety, including "5S" and Kaizen practices, highlighted the importance of continuous improvement, workplace organization, and process discipline in maintaining a safe and efficient environment.

The celebrations concluded with a prize distribution ceremony, recognizing the enthusiasm and contributions of participants. Overall, the initiative served as a meaningful platform to embed safety consciousness deeper into everyday operations, while fostering a culture of vigilance, ownership, and continuous improvement across teams.











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INDUSTRY TRENDS

CONCORD CONTROL SYSTEMS SECURES MAJOR RAIL SAFETY TECH ORDER WORTH ₹84.7 CR

Concord Control Systems has secured a contract worth ₹84.7 crore from Indian Railways for the supply of locomotive wireless control systems. The order involves end-to-end execution, including supply, installation, and commissioning of these systems, which are critical for improving real-time communication and operational control in locomotives.



Image Source: concordgroup.in

MARUTI SUZUKI EXPANDS GUJARAT OPERATIONS WITH FRESH ₹10,189 CR INFUSION

Maruti Suzuki India Limited has announced an investment of ₹10,189 crore to expand capacity at its Gujarat manufacturing facility. The investment will be routed through Suzuki Motor Gujarat Private Limited, where a new plant is planned to enhance production capabilities. This expansion is expected to add significant annual manufacturing capacity, supporting rising domestic demand and export commitments.

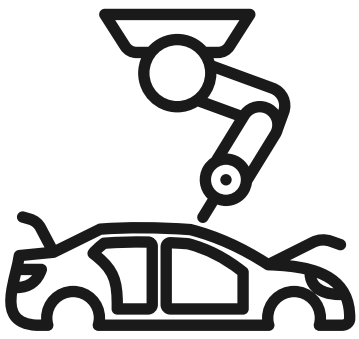


Image Source: 1000logos.net

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HINDUSTAN FOODS BUYS ULTRA BEAUTY CARE UNIT TO BOOST PRODUCTION CAPACITY

Hindustan Foods Limited has acquired a manufacturing facility from Ultra Beauty Care Private Limited in Aurangabad to expand its contract manufacturing capabilities. The acquisition strengthens Hindustan Foods' presence in the fast-growing beauty and personal care segment, enhancing its production footprint. The Aurangabad unit will support the company's strategy to scale operations and cater to increasing demand from leading FMCG brands.

Image Source: logos-download.com



INDIA ADVANCES CLEAN ENERGY GOALS WITH 8,000 TPA HYDROGEN CAPACITY

India's green hydrogen production capacity has reached 8,000 tonnes per annum as of February 2026, according to Minister of State Shri Shripad Naik. The government has set an ambitious target of producing 5 million metric tonnes of green hydrogen annually by 2030. Several projects have already been commissioned, with more under development, indicating strong momentum in the clean energy transition.



Image Source: www.mercomindia.com

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INDIA'S CHEMICALS INDUSTRY SET TO HIT $255 BILLION BY 2030

India's chemicals industry is projected to reach $255 billion by 2030, according to a report by McKinsey & Company. The growth will be driven by emerging, technology-led sectors such as speciality chemicals, electric vehicles, renewable energy, and electronics. The report highlights strong domestic demand, supportive government policies, and rising investments as key growth enablers.





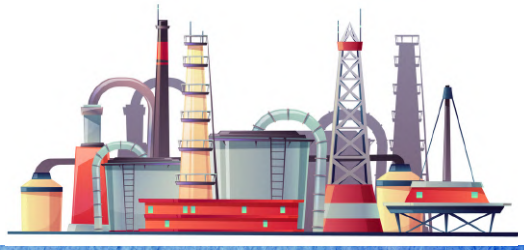


Image Source:chemindigest.com

DASSAULT SYSTÈMES PARTNERS JSW MOTORS TO POWER NEV INNOVATION

JSW Motors has partnered with Dassault Systèmes to deploy the 3DEXPERIENCE platform for its new energy vehicle (NEV) manufacturing operations. The platform will enable end-to-end digital integration across design, engineering, and manufacturing processes, accelerating product development cycles. By leveraging advanced virtual twin and simulation technologies, the company seeks to optimize production and reduce time-to-market.



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AMNS INDIA LAYS FOUNDATION FOR MEGA STEEL PROJECT IN ANDHRA PRADESH

The foundation stone for a ₹1.36 lakh crore integrated steel plant has been laid by ArcelorMittal Nippon Steel India in the Anakapalli district of Andhra Pradesh. The project will be developed in phases and is expected to create a large-scale, state-of-the-art steel manufacturing facility with significant production capacity. It is poised to generate substantial employment opportunities and drive industrial growth in the region.

Image Source1: commons.wikimedia.org
mage Source2: seeklogo.com

HONDA MOTORCYCLE & SCOOTER INDIA PLANS ₹1,500 CR CAPEX IN TAPUKARA

Honda Motorcycle & Scooter India has announced an investment of ₹1,500 crore to expand its Tapukara plant in Rajasthan. The expansion will add a new production line, increasing the facility's annual capacity by 6.7 lakh units. This move is aimed at meeting rising domestic demand for two-wheelers while enhancing manufacturing efficiency.

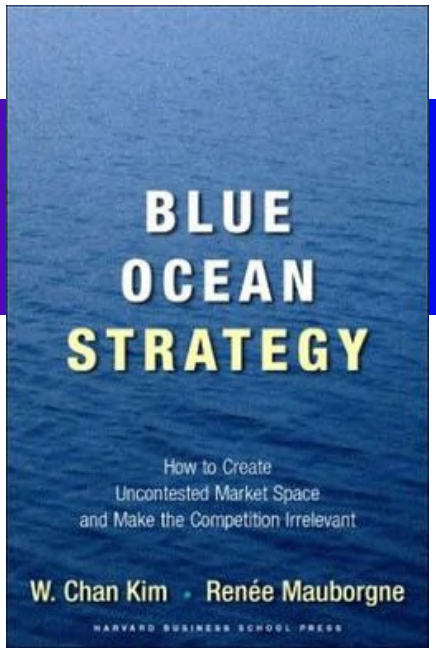


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INDEF READS

BLUE OCEAN STRATEGY HOW TO CREATE UNCONTESTED MARKET SPACE AND MAKE COMPETITION IRRELEVANT



Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne presents a transformative approach to business growth, shifting the focus from competing in crowded markets to creating entirely new ones. The book introduces the concept of "blue oceans," untapped market spaces where demand is created rather than fought over, in contrast to "red oceans," where intense competition leads to shrinking margins and limited growth.

Key Learnings:

Competing in saturated markets limits growth; focus on creating new demand instead of fighting for existing share.

Value innovation drives success by combining differentiation with cost efficiency.

Break industry norms using the Eliminate Reduce Raise Create framework to unlock new value.

Look beyond existing customers to tap into unmet needs and expand market boundaries.

Strategy and execution must go hand in hand to successfully create and sustain new market spaces.

Blue Ocean Strategy offers practical insights that extend across industries, especially in today's highly competitive business environment. It reinforces the idea that long term success does not come from outperforming competitors, but from redefining the rules of the game altogether. By encouraging organizations to innovate with purpose, explore untapped opportunities, and deliver meaningful value, the book provides a clear roadmap for achieving sustainable growth and market leadership.

Comic Strip



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