

ITALIAN MACHINE TOOLS, ROBOTICS & AUTOMATION INDUSTRY ~ NEWS

May 2024

PIATTAFORMA INDIA PROJECT

NEWSLETTER NO. 89



UCIMU-SISTEMI PER PRODURRE



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SCM ANNOUNCES THE OPENING OF A NEW SUBSIDIARY IN INDIAN MARKET

SCM, a global leading producer of secondary woodworking machinery, continues to invest in Indian market to strengthen its direct presence and provide local businesses in the sector with an even more extensive and all-round assistance not only in India, but in the whole region including Sri Lanka, Bangladesh, Bhutan, Nepal & Maldives.

According to these priorities the Italian Group is going to open a **new Subsidiary in Bengaluru** by this summer. As stated by the new Country Manager of SCM India, **Kunal Roy**, *"SCM has made strategic investments to expand Sales&Service team in India in order to cater to the entire region. We have executed some very prestigious projects in 2023 across various regions in this market, such as Maharashtra, Gujarat, Tamil Nadu&Telangana and Delhi. We are also continuously expanding our service team to ensure that we are able to provide a highly specialised, fast and reliable service support to any customers in the region"*.

As stated by Kunal Roy, the Indian woodworking market has huge growth potential, and the sector will continue growing as the quality standards of region's furniture manufacturing continuously improve, with signals of a strong expansion. SCM used to export its products to India through some dealers in the region. However, with the evolution of both products and the market, there is now a growing requirement for direct contact with customers in terms of expertise, supply, and customisation of solutions tailored to their specific needs. This is only possible with the establishment of a subsidiary in the region, with product specialists attending to each customer's needs.



SCM is also investing in expanding its service network across the region to assist the market in their daily operations, which represents a significant advancement compared to less organised machine manufacturers. Nevertheless, SCM will continue working with their regional dealers as part of their long-term growth strategy.

SCM decided to open in Bengaluru because this city is the hub of business in India. **Giovanni Casadei**, SCM regional manager for India, Middle East and South East Asian markets, adds: *“SCM’s Indian subsidiary is part of a plan which includes all the subsidiaries that SCM owns across Asia, including Malaysia, China and the newly-opened Vietnam branch. Again, our aim is to establish a closer connection to our customers.”*

SCM has progressively improved its performance in India over the last five years, benefiting from the country’s robust economic growth, which has led to people’s preference for higher quality and more variety in home furnishings. This trend aligns with the purpose of SCM machinery, and what is said to be an increasing number of Indian furniture manufacturers seeking out their products.

“We are confident that the percentage of clients looking for high quality, reliable, and efficient technologies like the SCM’s Made-in- Italy solutions will keep growing – concludes Kunal Roy. That is where we can be very confident of successfully standing out in the market”.

www.scmgroup.com/en

The project Piattaforma India has been promoted by UCIMU – Association of Italian Machine Tools Manufacturers and AMAPLAST – Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers Association. The two associations agreed on the idea that promoting a network of associations and entrepreneurs who have developed knowledge and experience on the Indian market, can be useful in favoring of new paths of development for business. The Indian companies who are interested to form JV, cooperation, technical tie up, purchase machinery etc from/with Italian companies can contact below mentioned address for any assistance:

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