

Inauguration of Manitou India

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The Manitou group, worldwide leader in all-terrain handling equipment, inaugurates today its new entity Manitou Equipment

India Private Limited, following the recent acquisition of TEREX Equipment Private Limited. In doing so, the group underlines its commitment to develop backhoe loaders & skid steers loaders markets in India and in other emerging countries.

Over a week, Manitou Ancenis-based teams (France) are meeting their new Manitou Equipment India (MEI) counterparts in Greater Noïda. The objective is to present Manitou Group's ambitions to the 340 MEI employees and to exchange about cultural diversity, to facilitate collaboration between the different teams. To ease the transition, the Manitou group has set up a dedicated integration team, which will be in direct link with MEI for the next 8 months. To conclude this first week, 200 people are invited to the inauguration day, including numerous dealers, customers, suppliers and local partners.

A press conference has allowed the group's managing executive to present the group and the acquisition and integration project for MEI. *"With the experienced and motivated Manitou Equipment India teams, we have gained a recognized know-how. We also have an effective and competitive industrial platform on which we can build to truly benefit from a very promising Indian construction sector, and new opportunities which we will develop. We have a lot of cards in hand to expand the company in India and emerging countries. Our ambition is to develop existing MEI backhoes and skid steers and an additional range of localized products for Asia",* adds Michel Denis, President and CEO Manitou Group.

Source: Manitou