



AMIT BANERJEE
(MD & CHAIRMAN)

BEML PVT LTD INTERVIEW

SPEED & RESPONSIVENESS-BEML

CAN YOU PLEASE GIVE AN OVERVIEW OF YOUR PROFESSIONAL BACKGROUND LEADING UP TO AND INCLUDING YOUR CURRENT ROLE?

I joined BEML as Assistant Engineer in the year 1984 from campus after completing B.Tech in Mechanical Engineering from IIT (BHU). My professional career spans over three decades, working in various capacities in R&D, Technology division and manufacturing functions like planning, procurement, production, inspection & testing including Business Development, Finance and HR. Under Rail & Metro vertical the products developed are Metro cars, EMUs (Electrical Multiple Units) and Maintenance vehicles. My significant contributions include establishing the indigenous design, engineering and testing capability for metro rolling stock involving sub-Systems like car-body, bogie, brake, outfitting, propulsion & controls, interfacing with signalling, telecom, track, power supply, etc. Developed indigenous vendor base for critical metro car aggregates. As a young engineer, I was actively involved in development of Defense Products like Pontoon floating bridge system (PMS Bridge), heavy-duty trucks for carrying missiles, tank transportation trailer, special wagons and ground support equipment like Aircraft towing tractor & Weapon Loader.

WHAT HAVE BEEN SOME SIGNIFICANT HIGHLIGHTS OF BEML HISTORY?

BEML has delivered many 'Firsts' since its inception in 1964.

As CMD, I feel honored to be a part of this Company and its workforce, who not only stood resolutely during pandemic, but also achieved a milestone of highest ever sales during 2021-22.

Some major achievements over the years are Indigenous Designed & Developed and supplied:

- Nation's First Stainless Steel Electrical Multiple Unit (SSEMU) to Indian Railways for suburban commuting.
- India's First Intermediate Metro car for Delhi Metro Rail Corporation.
- India's Biggest 180 Ton (BE1800E) Excavator, which operates entirely on electrical power with zero emission.
- India's Biggest 205 Ton (BH205E) Dump Truck with environment friendly Electric Drive Systems.
- India's Biggest 850HP (BD475) Bull Dozer.
- First proto of Arjun Armored Repair & Recovery Vehicle (ARRV) to CVRDE.
- Nation's First state-of-the-art six car Metro Train set to Kolkata Metro.
- Supplied India's first Driverless Metro car to Mumbai Metro line 2 & 7.

WHAT ARE SOME OF BEML'S KEY VALUES AND BELIEFS? HOW IMPORTANT IS CUSTOMER'S SATISFACTION?

The Company's core values were christened as BEML FIRST to Focus on Customer, Innovation & Technology, Reliability & Quality, Speed, and Responsiveness and Trust & teamwork:

F – FOCUS ON CUSTOMER;
I – INNOVATION & TECHNOLOGY;
R– RELIABILITY & QUALITY;
S– SPEED & RESPONSIVENESS;
T – TRUST & TEAMWORK;

Comparative study by way of comparing its products with international manufacturers is a routine practice to develop the products that have intense competitive edge. The market is scanned on a regular basis by the R&D group in association with the marketing group to understand, imbibe and develop the technological innovations being brought out by the international players.

Proactive innovations are also undertaken in line with the changing customer expectations. 24/7 service centres created nearer to major customers is a testimony to the principle of "Customer First".

WHAT DO YOU THINK SETS YOUR BUSINESS APART FROM ITS COMPETITORS?

The product range, presence at customer pit head and timely supply with quality products are the few major factors which make us proud to be an Indian MNC. I am happy to share that more than 74% of our sales are being executed based on the orders received through competitive bidding. In fact, we have won India's biggest single order for supply of Driverless train for Mumbai Metro line 2 & 7. Also, we have received trial cum sale order for 1 no. Rope Shovel model BRS-21, which is under execution.

HOW HAVE YOU FOUND THE MANUFACTURING INDUSTRY IN INDIA?

With increasing degree of economic liberalization and opening of market sectors including Defence to private sector, a host of multinational companies who are world leaders have set up their operations in India. These companies have the advantages of a global market, better technology, quality, economies of scale and higher labour productivity. Also, several Public Sector Enterprise and Private sector Companies have established world-class facilities in order to promote Atma Nirbhar Bharat campaign.

However, still lots of enhancement / new technologies' viz. Industry 4.0, Natural Language Processing based systems, AI based automations, etc. are underway which will make India a perfect manufacturing hub to meet global requirements.

HOW IMPORTANT IS CULTURE TO THE BUSINESS? HOW DO YOU INSTIL THIS IN YOUR EMPLOYEES?

'People & Only People' have been the main bedrock on which the organization has based its credo of 'New frontiers, New dreams'. The organization strongly believes that it can realize the dream of Rs. 8000 crore sales by 2027-28, if it can unleash and actualize its human potential. The company has accordingly committed substantial investment towards R&D efforts. The most important factor in encouraging people 'to think without constraints and experiment without fear', is creation and fostering an environment where fear of failure is low and at the same time, there is a rewarding climate for innovative and creative solutions. To promote such a...