



Dr. Vikram Mehta
Managing Director,
Spartan Engineering
Industries Limited.

Spartan - An indigenous crown jewel of the global construction equipment industry

Spartan has played a pivotal role in the nation's development by providing machinery to infrastructure projects.

construction equipment industry. Clients all over the world vouch for Spartan's innovation as it is an ISO 9001:2015 certified manufacturer and supplier of high-quality construction machinery and equipment like bar bending machines, bar cutting machines, spiral bending machines, stirrup bending machines, scrap bar straightening machines, passenger and material hoists, multi-functional material hoists, rope suspended platforms, lift shafts, mini-lifts, firemen evacuation lifts, boom placers, etc.

Spartan has played a pivotal role in the nation's development by providing machinery for infrastructure projects. "Our projects range from roads, flyovers, bridges, buildings, houses, dams, and tunnels," informs Dr. Mehta.

Constructing legends

Dr. Mehta is an alumnus of Wharton University. He did his MBA at SP Jain

To achieve your goals, along with a passionate heart and mind and a fighting spirit, you need an attitude of innovation and the ability to make that innovation solve various issues and problems, thus earning long-lasting trust. A pragmatic innovation has been the bedrock of trustworthy personal and professional relationships since the dawn of civilisation in the era of antiquity.

Like in ancient Greece, a Spartan warrior was famous for achieving impossible goals, a fighter of the highest degree, passionate for their compatriots and kingdom, excited for innovation, and trustworthy beyond the foundational faith of generations. Today, Spartan Engineering Industries is recognised as the indigenous crown jewel of the global construction equipment industry, christened in its legend.

Founded in 1971, Spartan forayed into manufacturing and supplying construction equipment in 2005. Since its four decades of existence in the engineering industry, Spartan has become a leading Indian MNC in construction equipment manufacturing.

Built for innovation, the brand Spartan promises that it is "committed to safety, reliability, and service excellence." Stating the big, hairy, audacious goal,

Spartan's young, dynamic, second-generational entrepreneurial leader and Managing Director, Dr. Vikram Mehta, says, "We aim to be a leading India MNC, established in 25 countries, built on innovation and trust, and become a ₹500 Crore diversified group with 10 percent net profit by 2026."

Built on innovation

Today, its exports to ten countries worldwide, 7000+ machines on site every year, 150+ well-trained engineers and technicians, 20 national and international awards, 4,000+ satisfied customers, and many more such milestones make Spartan the number one global player in the engineering and



Spartan Rope Suspended Platforms

and graduated in production engineering from Fr. Agnel Engineering College, a premier engineering institute in Mumbai.

He joined his father's business in 2005. He transformed his father's engineering business into a construction equipment manufacturing business, Spartan Engineering Industries Pvt. Ltd. He led the business by manufacturing bar cutting and bar bending machines, followed by bigger and heavier machines like tower cranes, passenger and material hoists, and rope-suspended platforms. Now Spartan has full-fledged sales and service teams in 16 cities across India, with three state-of-the-art manufacturing facilities in Mumbai.

Navratna of the construction industry

He has introduced to India one of the most advanced, safe, and innovative hoists, like multi-functional material hoists, making Spartan a renowned brand in India for hoists. His innovation in hoists has been rewarded by BAI (the Builder's Association of India) by felicitating him with the "Navratna of the Construction Industry." To add to the award list, he has also been awarded "Business Excellence" from the AIBCF. His vision has won him many other awards for Spartan. Such as being one of India's top 30 and top 100 SMEs. With a vision to be a leading indigenous construction equipment manufacturer, he has come a long way towards achieving it with heavy investment in the research and design team and infrastructure.

Dr. Mehta has not only been an excellent entrepreneur, but he has made Spartan one of the most employee-friendly companies. He has introduced many development systems and processes like KASH (knowledge, attitude, skills, and habits), WIN WIN, Pat on the back initiative, and one page strategy, best performer award, gratitude book, vision meetings, happy mind sessions, etc.

Trust: the core principle of technovations

Stating Spartan's core purpose, he says it is "to enhance the productivity, speed, and safety in the construction and infrastructure industries by providing advanced mechanised solutions,

thereby saving customers' money, time, and efforts." He reiterates, "We see ourselves achieving this with a vision to be a leading Indian MNC by establishing in 25 countries and focusing on innovation and trust." This is how we plan to become a Rs. 500 Cr diversified group with a 10 percent net profit by 2026.

Spartan boasts three state-of-the-art manufacturing facilities at Atgaon on the Mumbai-Nashik highway, Kalwa in Navi Mumbai, and Bhiwandi in Thane. These are fully equipped with world-class equipment to manufacture an array of construction equipment and fire evacuation lifts. They have five acres and a 16,000-square-foot shed and office. The production facility covers



Twin Passenger Material Hoist

fabrication, production assembly, testing, R&D, design and development, spare management, and dispatch.

Being an experienced leader, Dr. Mehta shares his opinion on how adopting modern technologies like AI and ML impacts the construction equipment space and how Spartan is adapting to the change. He says that Spartan's USP has been innovation. Spartan is built on a solid foundation of innovation, which is the prime reason for its success. "We are already on a massive project to incorporate AI and machine learning into our marketing and training. "This is going to separate us as one of the first construction equipment manufacturing companies in India," he reveals.

An invincible bond

When asked about the current situation, the initial challenges they faced, the current challenges, and how Spartan has overcome them, Dr. Mehta says that challenges have taught them a lot. It has also impacted the way the business is being carried out. During the pandemic, Spartan's main goal was to be with customers, understand and empathise with their challenges, and face the crisis with a lot of grit and patience. Spartan's complete team was in touch with all the nationwide customers, all the deliveries were made on time, and service was provided at all sites wherever possible. Customers' trust in Spartan increased manifold during the pandemic, and Spartan could do some record business over time.

He predicts optimistically, "From here onwards, there will be only growth in the construction business." All projects that were put on hold due to the pandemic have already been resumed. "As we see in the interviews of prominent government authorities and boards, many infrastructures and real estate projects are in the pipeline." Spartan is ready to take up these opportunities and will see steady growth and a leadership position in the construction equipment industry.

Illuminating global horizons

To all the budding entrepreneurs aspiring to venture into the construction equipment space, Dr. Mehta advises them to be patient and persistent and to have faith in the Indian economy and the Indian construction industry scenario. "India is already on its path to becoming the world's fastest-growing economy, and the construction industry will be the major beneficiary of this outcome," he asserts.

On envisioning scaling brand Spartan's operations and offerings in the future, Dr. Mehta shares, "We aim to drive worldwide operations from a 3,500-square-foot plush corporate office located in a prestigious commercial hub." Spartan will strengthen its global infrastructure through three global offices in Dubai, Brazil, and Colombo.

According to him, Spartan will be the ten countries' leading market share holder. Spartan will be the largest manufacturer in sales, rentals, and refurbishing across India in the rack and pinion hoist business.