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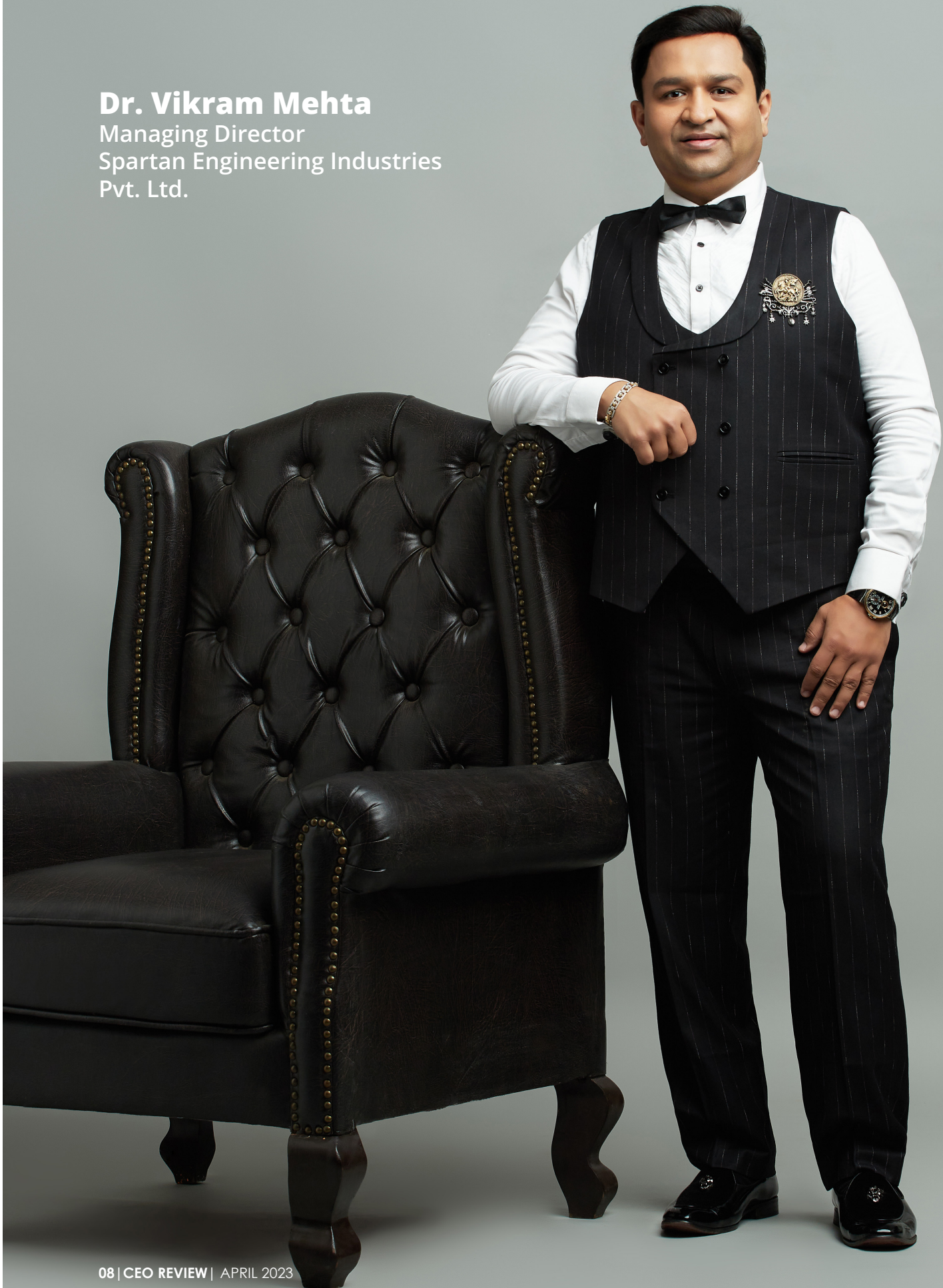


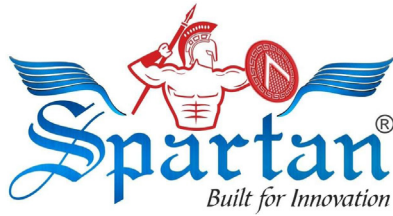
DR. VIKRAM MEHTA: SPEARHEADING INNOVATION IN CONSTRUCTION EQUIPMENT MANUFACTURING

Dr. Vikram Mehta
Managing Director



Dr. Vikram Mehta
Managing Director
Spartan Engineering Industries
Pvt. Ltd.





DR. VIKRAM MEHTA: SPEARHEAD- ING INNOVATION IN CONSTRUCTION EQUIPMENT MANUFACTURING

Amidst the vast expanse of ambition and intellectual ascendancy, wherein cognition forges destinies and dreams soar boundlessly, a singular institution emerges as a bastion of eminence—the hallowed halls of The Wharton School, Pennsylvania. Herein, prodigious minds are honed, armed with the arsenal to vanquish industries, metamorphose societies, and etch an enduring legacy upon the annals of humanity’s narrative.

Today, we embark on a riveting exploration of the noteworthy Indian alumni who have emerged from the corridors of The Wharton School, each trailblazing their way to success in their respective fields. These exceptional leaders have navigated challenges, seized opportunities, and become architects of change, blazing a trail that inspires countless others.

Among these elites, we shine a spotlight on Dr. Vikram Mehta—a visionary force in the construction space of India. As an illustrious alumnus of The Wharton School, Mehta has harnessed his education, experience, and unwavering determination to reshape the construction industry and build a legacy that echoes across the nation.

EVOLUTION OF SPARTAN ENGINEERING INDUSTRIES

Since its inception in 1971, Spartan Engineering Industries Pvt. Ltd. has undergone a remarkable journey of growth and innovation. Initially focusing on the domestic market, Spartan swiftly expanded its horizons to become a global player in the construction equipment manufacturing sector. With a commitment to excellence and a customer-centric approach, Spartan has established itself as India’s most preferred and fastest-growing construction equipment manufacturer.

In 2005, Spartan made a strategic entry into the construction equipment manufacturing sector by introducing Cutting & Bending Machines. This marked the beginning of a new chapter in Spartan’s evolution, leading to the establishment of its own factories for specialized manufacturing of Cutting & Bending Machines and Hoists. Notably, in 2010, Spartan expanded its manufacturing capabilities with the establishment of a factory in Atgaon, Mumbai, dedicated to producing high-quality hoists. The introduction of innovative products such as Rope Type Hoists further solidified Spartan’s position as a leader in the industry, setting the stage for continued growth and success.

GLOBAL EXPANSION STRATEGIES OF SPARTAN ENGINEERING INDUSTRIES

Spartan Engineering Industries has strategically expanded its global presence through meticulous planning and aggressive market penetration strategies. With exports to 10 countries worldwide, Spartan has demonstrated a keen understanding of international markets and has leveraged its strengths to establish a strong foothold.

Over the last three years, Spartan has focused on expanding beyond its domestic borders by forging strategic dealership agreements with renowned brands in key markets such as Dubai, Saudi Arabia, Oman, Qatar, Bahrain, Kenya, Tanzania, and Uganda. These partnerships have enabled Spartan to access new markets and tap into the demand for construction equipment in diverse regions.

Furthermore, Spartan’s proactive approach to market expansion is evident in its goal to increase its presence in 25 countries by the year 2027. This ambitious target reflects the company’s commitment to becoming a global leader in the construction equipment manufacturing industry. With the establishment

COVER STORY

of its own office in Dubai in 2022, Spartan has taken a significant step towards realizing this vision. By appointing experienced professionals to lead its international operations, Spartan aims to drive business growth and establish leadership in key regions, such as the UAE, in the coming years.

VISIONARY LEADERSHIP AND ENTREPRENEURIAL EXCELLENCE OF DR. VIKRAM MEHTA

Dr. Vikram Mehta, the Managing Director of Spartan Engineering Industries Pvt. Ltd., embodies the spirit of a dynamic and visionary entrepreneur. With an impressive educational background from prestigious institutions like Wharton, Kellogg, and SP Jain, coupled with over 20 years of experience in business management, Dr. Mehta has led Spartan to unparalleled success in the construction equipment industry.

Taking the reins of his father's engineering business in 2005, Dr. Mehta embarked on a transformative journey to elevate Spartan into a leading construction equipment manufacturing powerhouse. Under his leadership, Spartan diversified its product portfolio to include cutting-edge solutions such as Bar Cutting & Bending machines, Passenger & Material Hoists, Rope Suspended Platforms, and Boom Placers. His relentless pursuit of innovation has earned Spartan recognition as a renowned brand in India, with accolades including the prestigious 'Navratna of Construction Industry' by BAI and 'Business Excellence' from AIBCF.

Innovation is the cornerstone of progress; it is through constant innovation that we drive change and redefine industry standards.

- DR. VIKRAM MEHTA

Dr. Mehta's vision extends beyond mere business success; he has fostered a culture of employee-friendly practices and continuous improvement within Spartan. Introducing initiatives like KASH (Knowledge, Attitude, and Skills & Habits), WIN WIN, and Vision Meetings, he has prioritized employee development and well-being alongside business growth.

Furthermore, Dr. Mehta's spiritual grounding and commitment to personal development reflect in his adoption of teachings from spiritual guru Mr. T T Rangarajan. This holistic approach to leadership underscores his dedication to excellence in both personal and professional realms.

Recognized as Entrepreneur of the Year by ET Ascent and Maharashtra Saavali Puraskar Award recipient, Dr. Vikram Mehta's journey exemplifies entrepreneurial excellence and visionary leadership. With a steadfast goal to estab-



lish Spartan as a leading Indian MNC across 25 countries and achieve a 1000 crore diversified group by 2030, Dr. Mehta's commitment to innovation and trust paves the way for a brighter future in the construction equipment industry.

GUIDING PRINCIPLES OF SPARTAN ENGINEERING INDUSTRIES

At Spartan Engineering Industries, a set of core values serves as the compass guiding every operation and decision. These values include a relentless Passion for Perfection and Innovation, unwavering Integrity & Honesty, prioritizing Customer Service Above All Else, fostering continuous Employee Growth through Self-Improvement, and nurturing Strong Relationships with both internal and external stakeholders. Anchored by its core purpose, Spartan aims to revolutionize the construction and infrastructure industry by providing Advanced Mechanized Solutions that enhance productivity, speed, and safety while saving customers' valuable resources of Money, Time, and Efforts.

SPARTAN'S CONTRIBUTION TO INFRASTRUCTURE DEVELOPMENT

Spartan Engineering Industries has been a cornerstone in the nation's infrastructure development, supplying essential machinery for projects ranging from roads and bridges to dams. The company's commitment to excellence is evident in its meticulous process of machinery development, ensuring suitability for Indian site conditions. Through New Product Development (NPD) meetings and extensive research at industry exhibitions, Spartan identifies and refines machinery designs tailored to local requirements.

Moreover, Spartan's operational excellence in production further enhances the reliability and performance of its equipment. Adhering strictly to the 5S system and maintaining ISO certifications for environmental and occupational health and safety standards, Spartan ensures that its products meet the highest quality benchmarks. This dedication to excellence has earned Spartan accolades such as the 'Excellence in Operations Award' by 'ManufacturingToday' and recognition as a 'Sarvottam manufacturer' by BAI. By consistently delivering top-tier machinery and upholding operational standards, Spartan Engineering Industries continues to play a pivotal role in

advancing the nation's infrastructure, facilitating smoother and more efficient construction processes across various projects.

ENSURING QUALITY EXCELLENCE AT SPARTAN

Spartan Engineering Industries maintains stringent quality control measures to uphold its ISO 9001:2015 & CE certification, ensuring the superiority of its construction machineries and equipment. Calibration of measuring and testing instruments is conducted at accredited NABL Laboratories to guarantee accuracy and precision.

Throughout the manufacturing process, Spartan implements comprehensive inspection protocols, including assembly inspection to verify component integrity and functionality. Final inspections encompass functional and visual testing, ensuring adherence to the Bill of Materials (BOM) and checklist requirements. Additionally, electric panel testing guarantees proper wiring and functionality of safety features.

Embracing a culture of continuous improvement, Spartan employs methodologies like Kaizen and 5S to enhance productivity and eliminate waste. By standardizing processes and fostering a disciplined work environment, Spartan ensures consistency in quality across its product line. Furthermore, the adoption of the ZED (Zero Defect) approach emphasizes global acceptance and excellence, culminating in the delivery of top-notch construction equipment worldwide.

Technological Advancements at Spartan Engineering Industries:

a. Embracing Technological Advancements:

- Integration of advanced technologies to enhance construction equipment manufacturing processes.
- Continuous investment in research and development to stay at the forefront of industry innovation.
- Adoption of cutting-edge solutions to improve efficiency, safety, and productivity.

b. Recent Innovations in Spartan's Product Line:

- Implementation of Electrical Improvements
- Introduction of branding board for enhanced brand visibility and recognition.
- Upgraded design of busbar for improved electrical connectivity and efficiency.
- Integration of Punch Grid DBR (Dynamic Brake Resistor) in hoists for enhanced braking performance.
- Focus on Safety Features
- Incorporation of comprehensive safety features in passenger and material hoists to ensure operator safety.
- Rigorous CE testing of electrical and mechanical components to meet international safety standards.
- Deployment of CE-certified safety devices and advanced safety features in control panels to mitigate risks.

DRIVING MARKET GROWTH: INNOVATING THE CONSTRUCTION LANDSCAPE

Dr. Vikram Mehta's visionary leadership and commitment to innovation have been instrumental in propelling Spartan Engineering Industries to its status as India's fastest-growing construction equipment manufacturing company. Leveraging his entrepreneurial spirit and expertise gained from prestigious institutions like The Wharton School, Dr. Mehta revolutionized his father's engineering firm into Spartan Engineering Industries. Through a strategic expansion of the product line to include ad-

vanced machinery like tower cranes and passenger hoists, coupled with a relentless pursuit of innovation, Spartan has successfully met the evolving needs of the construction sector, driving its remarkable growth trajectory. Despite market challenges, Dr. Mehta's unwavering dedication to excellence and innovation ensures Spartan's sustained growth and market leadership.

PINNACLE OF SUCCESS: SPARTAN'S MILESTONES AND ACHIEVEMENTS

Under the visionary leadership of Dr. Vikram Mehta, Spartan Engineering Industries has amassed a remarkable array of milestones and achievements, solidifying its position as a trailblazer in the construction equipment manufacturing sector. The company's commitment to excellence has been recognized through numerous awards and accolades, including the prestigious Maharashtra Savli Purshkar Award by MH's Governor Mr. Bhagat Singh Koshyari in 2022 and the India's Small Giant Top SME 30 Award by Shri. Kalraj Mishra, Hon'ble Union Cabinet Minister. Other notable achievements include:

- Top SME 100 Award by SME Chamber of Commerce
- Innovation Award 2019 Fire India 2019 Expo, New Delhi
- Sarvottam Manufacturer of Passenger & Material Hoist in Dubai by 'BAI'
- Brand of the Decade Award 2022
- 'Outstanding Company in MHEs (Material Handling Equipments)' by EPC World

These accolades serve as a testament to Spartan's dedication to innovation, quality, and operational excellence, propelling the company toward its vision of global leadership in the construction equipment industry.

SPARTAN'S CAR PARKING SOLUTIONS – TRUSTWORTHY | RELIABLE | SAFE

Spartan introduced our yet other offering to the construction Industry in terms of Automated Car Parking Systems from Spartan Engineering Industries. As a trusted provider of innovative solutions in the construction industry, we are excited to extend our offerings to Builders & Developers like you.

At Spartan Engineering Industries, we have always strived to anticipate and meet the evolving needs of our clients. With the increasing demand for efficient and secure parking facilities, we



recognized an opportunity to leverage our expertise and provide a comprehensive range of car parking solutions tailored specifically for the construction industry.

Our Car Parking System division specializes in designing, implementing, and maintaining advanced parking systems that maximize space utilization, enhance security, and improve overall efficiency. Whether you are working on residential, commercial, or mixed-use projects, we have the expertise to deliver customized solutions that meet your unique requirements. Spartan has all kinds of Car parking Systems with customised solutions too.



Types of Parking System:

- Stack Parking
- Puzzle Parking
- Tower Parking
- Car Lift
- Bike Stack Parking

ENSURING CUSTOMER DELIGHT: SPARTAN'S COMMITMENT TO CUSTOMER SATISFACTION

With a vast customer base exceeding 4000 satisfied clients, Spartan Engineering Industries prioritizes customer satisfaction throughout the entire lifecycle of its products. employs several strategies to achieve this, including:

1. Expert Technicians: Spartan boasts a team of well-trained technicians with extensive experience in the construction industry, ensuring prompt and effective service.
2. Comprehensive Training: Through in-house training facilities, Spartan imparts training on safe usage and maintenance of its machines to engineers and operators, enhancing customer con-

fidence.

3. Responsive Service: Utilizing an ERP-backed Call Management System and dedicated service coordinators, Spartan ensures timely response to customer queries and issues, providing round-the-clock support.

4. Tailored Maintenance Contracts: Offering Annual Maintenance Contracts (AMC) and Preventive Maintenance Contracts (PMC), Spartan enhances machine productivity, reliability, and longevity, further cementing its commitment to customer satisfaction.

DRIVING SOCIAL IMPACT: SPARTAN'S CSR INITIATIVES

Spartan Engineering Industries goes beyond its role as a construction equipment manufacturer by actively contributing to the social and economic development of communities surrounding its projects. On Founder's Day, Spartan conducts a variety of CSR activities across regions and factories, showcasing its commitment to societal welfare. These initiatives include donations to NGOs, orphanages, and foundations, with each regional office and department demonstrating unwavering support for societal well-being. From providing groceries to the Andh Apang Kalyan Kendra in Ahmedabad to donating gifts and dinner for senior citizens at the Vatsalya Trust in Mumbai, Spartan's CSR efforts touch the lives of diverse communities, embodying its dedication to making a positive impact beyond business operations.

INVESTING IN EXCELLENCE: SPARTAN'S TRAINING AND DEVELOPMENT INITIATIVES

Spartan Engineering Industries recognizes the importance of a skilled workforce in delivering top-notch service and maintaining customer satisfaction. To uphold its commitment to excellence, Spartan invests significantly in onsite training and development programs. Led by the Customer Delight department, these initiatives encompass a range of activities, including onsite training sessions, classroom instruction, technical solutions for work site challenges, safety audits, and more. By empowering its engineers and technicians with the necessary knowledge and skills, Spartan ensures they remain competent and capable of delivering exceptional service to clients.

STRATEGIC PARTNERSHIPS FOR TECHNOLOGICAL ADVANCEMENTS

Spartan Engineering Industries places a strong emphasis on collaboration to remain at the forefront of technological advancements in construction equipment manufacturing. By partnering with other industry players and research institutions, Spartan gains access to cutting-edge technologies, innovative ideas, and industry best practices. These collaborations enable Spartan to enhance its product offerings, improve manufacturing processes, and stay ahead of market trends, ensuring continued innovation and leadership in the industry.

- ISO 9001-2015 Factories & Head Office
- Environment ISO 14001:2015
- OHSAS 45001:2018
- CE Certificate R&P Hoist
- CE certificate Fire Lift
- CE certificate of Bending Machine
- CE Certificate of Cutting Machine

ENTREPRENEURIAL WISDOM FROM DR. VIKRAM MEHTA

Drawing from his remarkable journey and success in the construction equipment manufacturing industry, Dr. Vikram Mehta shares invaluable advice for aspiring entrepreneurs.

He emphasizes the importance of harnessing education, experience, and determination to reshape industries and leave a lasting impact. With a focus on seizing opportunities, navigating challenges, and embracing innovation, Dr. Mehta encourages budding entrepreneurs to be visionary forces, driving change and building legacies that inspire others. As an esteemed alumnus of The Wharton School, his entrepreneurial insights serve as a guiding light for those aspiring to carve their paths to success in related industries.

Success is not just about achieving milestones; it's about the impact we leave behind and the lives we touch along the way.
- DR. VIKRAM MEHTA

ABOUT SPARTAN FIRE EVACUATION LIFT

Spartan, the leading national manufacturer of construction hoists, has successfully contributed in the field of disaster management (fire-related) with the development of advanced emergency fire evacuation lifts. Alongside saving occupants of the residential buildings, these lifts aid the rescue operations of fire-fighters, helping them reach the fire-affected areas in a short span to not only conserve their energy but also protect them from potential fire hazards. Its modernistic, hi-tech construction further leverages the potential of the Internet of Things for a solid emergency response system. Spartan lifts meet the National Building Code's safety requirements and are suitable for all construction models from 3-storeys all the way up to 120-storey buildings.



FINAL WORDS:

Spartan Engineering Industries, under the visionary leadership of Dr. Vikram Mehta, stands as a shining example of excellence in the construction equipment manufacturing industry. With a relentless pursuit of innovation, commitment to quality, and dedication to customer satisfaction, Spartan has carved a niche for itself, both nationally and internationally. As the company continues to evolve, embracing technological advancements, fostering industry collaborations, and prioritizing social impact, it remains poised for even greater heights of success. With a steadfast focus on empowerment, efficiency, and advancement, Spartan Engineering Industries is not just shaping the industry but also transforming communities and inspiring future generations of entrepreneurs.

