

# Scripting a Sustained Success Story

The mtandt Group has added more threads through various tie ups to promote innovative products to spice up the well scripted success saga.

In a highly volatile market when uncertainty is the most certain aspect of the economy, registering qualitative growth is no mean task. Thanks to the commitment and tireless efforts of the group, mtandt has come up with strong results despite the weak, highly volatile and uncertain economy. What is more, the company expects to close this financial year with annual increase in turnover by 60% over last financial year 2015-16. If the given stats are to be trusted in first two quarters of the current year, the Group has achieved an increase in revenue by 35% as compared to previous year, and as per the current order status the Group is quite confident of achieving the targeted revenue growth of 60%. “Since 1974, we have written an impressive, sustained success story. The mtandt Group signifies real value and reliability in a world full of uncertainties”, states **Rakesh Modi, Managing Director, Mtandt Group**. According to him the Group aims to grow further next year as well. “We want to get better in every aspect in 2017 and strive for taking the group to next level,” says Mr. Modi. “Our goal for this fiscal is to achieve further growth both in terms of volumes and in the Group’s sales revenue and operating profit,” chimes in **Pradeep Agarwal, Associate Director, Mtandt Group**.

## Dreaming it Big

The mtandt Group, a pioneer in bringing aerial work platforms and portable roads in India has already announced an investment of US \$ 100m for setting up manufacturing facility and enhancing rental equipment inventory. “ We will be setting up a state of art production facility for manufacturing PortaDeck® portable road, Aardwolf No Limit® unlimited scaffolding solution and will scale up production of Aardwolf



Quickfit mobile aluminium scaffoldings keeping in view increasing demand from industrial, construction and defence segment,” states **Gopal Modi, Group Executive Director, Production & Purchase, mtandt**.

▲  
The group behind the success saga.



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**RAKESH MODI**  
Managing Director  
mtandt

mtandt will be distributing XCMG's hydraulic fire trucks upto 102 m reach height. ▶



The group has already invested heavily in the rental segment to become a leading player in the country. "We will be enhancing our rental fleet inventory by bringing in more new machines to keep the fleet young and give contractors access to the most modern, safe and environmentally friendly equipment without the capital outlay. We are investing in capital equipment service and refurbishing facility to serve our customer in better way," avers **Sanjay Khanna, President, mtandt Rental.**

**Strategic Tie ups**

The intent is clear. It's nothing but sustainable growth. And to aid this the Group has already tied up with various OEM's to promote their innovative products in India and neighbouring markets like Sri Lanka, Nepal, Bhutan and Bangladesh.

**XCMG:** mtandt will be distributing XCMG's hydraulic fire trucks upto 102 m reach height. Construction machineries like piling rigs, motor graders, wheeled loaders and all terrain cranes are also sold and serviced by Mtandt.

**Ruthmann:** Mtandt joined hands with the world renowned aerial work platform manufacturer, Ruthmann for their truck mounted aerial work platform business. Through this partnership, mtandt will have exclusive sales and service rights for entire product range of Ruthmannsteiger in India.

**Aardwolf Monzon:** For last four decades mtandt Group has specialized in developing, manufacturing and supply of innovative scaffolding solutions. The Group has now joined hands with Aardwolf Quickfit, and has introduced for the first time in India 'No Limit – The Unlimited Scaffolding Solutions'. Its unique ability to get fit into infinite combinations makes it most effective, convenient and time saving to install a better option than other conventional solutions.

**Porta Deck** - Engineered and manufactured by mtandt Group, Portadeck is the trusted choice for many industries – construction, drilling, mining, shoring, utility/transmission, site remediation and heavy-haul. The same features prized by these industries make Portadeck mats ideal for military applications and they

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**GOPAL MODI**  
Group Executive Director  
Production & Purchase, mtandt





can be used to create access roadways, helicopter landing pads, maintenance areas, motor pools, warehouse or hangar floors, encampments, and even mobile medical facilities.

Portadeck is the strongest modular matting system mntandt Group manufactures. Its unique composition of HDPE, UV protection, anti-static and other additives makes it non-absorbent, prevents degradation, and eliminates warping and breaking due to climate.

mntandt has also introduced innovative construction machineries like rack & pinion passenger and material hoists from renowned manufacturers around the world.



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Associate Director  
mntandt Group



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**The Group**

Founded in 1974 by Rajkumar Modi and currently led by Rakesh Modi, mntandt is the largest aerial work platform rental company of India. With a vision to provide sustainable growth to all the stakeholders associated with the Group, mntandt has been proactive in entering into partnerships with international market leaders across the world, thus drawing technological expertise and higher returns for its stakeholders. Our strong intention is to grow, and grow at better rates than the market growth, sums up Modi. **ET**



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**SANJAY KHANNA**  
President, mntandt Rental