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**NIRANJAN KIRLOSKAR**

Managing Director, Fleetguard Filters

**What Is the Current Demand-Supply Scenario for Construction Equipment Filters?**

The infrastructure and construction equipment industry are booming in India. With massive projects and expansions happening this is the best time to be the most preferred and leading supplier. With over 37 years of quality products, growth, and impeccable delivery standards today, Fleetguard stands as the best choice for solutions the industry reckons with. Part of the reason is we have had a 99.9% constant delivery rating for years at end now.

This exceptional track record underscores our commitment to ensuring the availability of genuine filters for our customers. Considering the ongoing road construction projects and the increased utilization of construction equipment, there has been a noticeable uptick in the demand for filters in this sector. Our substantial capacities and well-established supply chain are strategically designed to facilitate the widespread distribution of our filters across the nation, meeting our customers' requirements promptly.

**How Do Filters Contribute to Improved Fuel Efficiency and Equipment Productivity?**

Filters are to a vehicle what your respiratory organs are to your body. Always undermined but irreplaceable. Filters play a pivotal role in protecting your engine and bolstering the fuel efficiency, overall performance, reliability, and productivity of construction equipment. Effective air filters guarantee the provision of clean, unobstructed airflow to the engine, thereby promoting heightened fuel efficiency and minimizing engine wear and

tear. High-quality lube filters contribute to enhanced reliability and extended equipment lifespan. Similarly, top-notch fuel filters ensure outstanding fuel system performance and durability, leading to improved fuel efficiency. Hydraulic filters are instrumental in ensuring trouble-free operation and prolonging the lifespan of valuable hydraulic components. Collectively, these filters enhance fuel efficiency, equipment reliability, extended operational life, and increased uptime.

**What Innovative Filtration Products and Solutions Has Your Company Introduced for Construction and Mining Equipment?**

Fleetguard is distinguished as an industry leader and maintains its position by harnessing the best in innovation. With state-of-the-art Analytics Led Design (ALD) facilities and robust Research and Development (R&D) capabilities in place, we continually strive to deliver cutting-edge technology products and filtration solutions.

We stand as a leader in delivering cutting-edge technology products and filtration solutions to meet the diverse needs of engines and equipment. We have introduced filtration solutions tailored to address the requirements arising from new emission regulations. With many first-off in the industry, we have set newer standards and benchmarks. Also, we have many patents and are committed to constantly providing solutions that will keep our customers technologically ahead of the market curve. Our filters are designed to offer extended service intervals and exceptional reliability to maximize engine and equipment life before major overhauls, thereby ensuring high equipment uptime.

Fleetguard is committed to its rapid innovation capabilities, exemplified by our industry-leading New Product Development (NPD) turnaround times.

**How Does Your Company Provide Filters for Diverse Geological, Climatic, and Environmental Conditions?**

The operating environment in India poses unique challenges, differing significantly from those in developed nations. Fleetguard employs a team of expert Application Engineers who possess an in-depth understanding of various applications and the environmental challenges they entail. Our filtration system solutions are meticulously crafted to safeguard a range of engine systems, ultimately enhancing equipment performance and longevity, even in the face of India’s diverse environmental conditions.

**What Are Your Company’s Plans for Product Development and Expanding Market Presence in India?**

Fleetguard is committed to its rapid innovation capabilities, exemplified by our industry-leading New Product Development (NPD) turnaround times. At Fleetguard, we recognize the paramount importance of agility in responding to evolving customer and equipment needs while concurrently reducing the Total Cost of Ownership (TCO).

Our focus remains on assisting Original Equipment Manufacturers (OEMs) in their efforts to not only meet but exceed new emission standards. Leveraging our cutting-edge NPD capabilities, we



empower OEMs to efficiently navigate these challenges, ensuring compliance and actively contributing to the future growth and development of the Indian market.

**What Are the Key Challenges in the Filters Market?**

One of the most significant challenges in the filter market pertains to the availability of non-genuine, “will-fit” products that are offered at lower costs. These products can be tempting due to their price point, but they often compromise equipment performance and pose a significant risk to costly component parts. It is crucial to educate customers about these risks and guide them toward making informed decisions that protect their equipment and investments. ■

**EQUIPMENT TIMES**

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