

Voltas breaks through into Larsen & Toubro with construction equipment

For more than a dozen years, L&T has been out of reach for Voltas' sales team. Now, at long last, after a year-and-a-half of intense concentrated effort to build this all-important relationship, the team bagged that prized multi-crore-rupee order for one set of jaw / cone / screening plant for L&T's railway project at Shambalpur, Orissa.

And what a prize it is! L&T has grown into India's largest construction and infrastructure company, with a strong presence in road-building, infrastructure, railways, plant & machinery, mining and so many more. In its efforts, Voltas had to contend with a particular preferred competitor, who had monopolized L&T's choice with their wheeled-cum-truck plants, of which they've supplied 14 sets over the years. Voltas was out to break through with mobile Powerscreen crushing & screening plants - and finally did.

As expressed by Anindya Ganguly (GM - Ops, Mining & Construction Equipment, Voltas): 'Now that our team has had a chance to prove its equipment and service, there will hopefully be several more orders coming our way from L&T. Let's say we passed the screen test...and crushed our competition!'