

# Mahindra Stiller proud of its 'Made in India' tag



Mr. Jyotinder Singh Jubbal,  
Managing Director,  
Mahindra Stiller Auto Trucks Ltd.

The reigns of Faridabad-based Mahindra Stiller Auto Trucks Ltd. is now in the hands of Mr. Jyotinder Singh Jubbal. Mahindra Stiller Auto Trucks (MSATL for short) was founded by his father late Mr. Manjit Singh, a double graduate in Mechanical and Electrical Engineering and hailing from a family which has business in its blood. Late Mr. Manjit Singh was a technocrat to the core while being a patriot – one who was proud of Indian entrepreneurial ability and the 'made in India' label. He had coined the slogan 'Be Indian, Buy Indian' and displayed and practiced it in his factory. He often expressed that India had enough expertise to manufacture products of international quality.

## Home grown technology

MSATL, known for its wide variety of precision engineered products, manufactures all its products using home grown technology without any collaboration.

MSATL factory in Faridabad makes diesel engine operated platform trucks up to 5T capacity and tow (hauling) trucks up to 11 T. Its battery operated versions are made up to 20 T capacity. It makes battery operated stackers, pallet trucks and walkie trucks up to 3 T. The Stiller battery operated hydraulic crane (up to 3 T) is a big hit in the user industry. The same is the case with its elevating tables which are used for wide ranging applications on the shop floor including maintenance.

It also offers trailers & trolleys, and tipping & dumper trucks. Last, but not the least, its battery operated vehicles are a runaway success. All these products are known by the brand name 'Stiller'.

## Customized Products

Besides standard products, MSATL also supplies custom-built equipment for very special applications. The

ingenuity of the company's design team has been implicitly acknowledged by Vikram Sarabhai Space Centre for whom the company has specially developed diesel engine operated Tow Trucks.

It has supplied Hydraulic Elevating Tables to Indian Space Research

Organization with a platform which rotates 360 degree and side travel of platform in X, Y & Z axis movements.

The company's largest custom-made Elevating Tables of 3 T having a platform size of 5 x 2.5 metres with a lift of 5 metres is in operation at giant automobile manufacturing units like LML, Escorts, Yamaha Motors and so on.

Premier steel plants in India have also benefitted from the engineering prowess of MSATL. It has specially developed and supplied battery operated Platform Trucks of 5 T capacity to handle cinder at Tata Steel as well as Durgapur Steel Plant.

Yet another winsome product from the stable of MSATL has gone to Printers House in Faridabad. It is the largest ever Hydraulic Elevating Platform of 10 T capacity along with battery operated pallet truck of 8 T capacity for container stuffing.

Heard of battery operated stackers for drum handling? MSATL has it in its range. It features fully hydraulic clamping, lifting and tilting up to 180 degrees.

The company also makes battery operated golf carts and passenger vehicles for golf courses, hotels, farmhouses and industry.

MSATL's success saga of customization doesn't end here. Its customers for diesel-engine driven pallet trucks are none other than the Indian Railways, Ordnance Factories, Naval Dockyards, L&T, Escorts, Eicher,

BHEL, HAL, NTPC, SAIL, JCT, SAMTEL Group, Maruti... The list goes on like a Who's Who of Indian Engineering.

## Secret of success

Mr. Jyotinder Singh Jubbal inherits the qualities and work culture of his father. He gives his cent percent to make technology to work and come out with exemplary products which stand above the rest and apart in a class of their own. His company continues to treat every order as a new challenge and goes that extra mile to experiment with technology and come out with solutions to satisfy the exacting needs of the customer and beyond. Isn't it a great legacy?

- P.K. Balasubramanian