

InspirOn, Batliboi Partner To Market Motex Stenter, Allied Products

InspirOn Engineering Pvt. Ltd., manufacturer of Motex® model of stenters and Batliboi Ltd, a multi-faceted engineering organisation, have entered into a strategic marketing alliance with effect from May 1, 2015. Batliboi will market Motex® stenters and other recently developed InspirOn stenters.

The alliance is conceived and created to market Motex stenters, KaPrec® heat recovery unit and later on the Sprinton® stenter, the recently developed and more energy efficient version, which will be showcased at ITMA 2015.

Visitors can look forward to a strong presence of both InspirOn and Batliboi teams at ITMA 2015 in Milan, Italy.

Prakash Bhagwati, Chairman of InspirOn Engineering Pvt. Ltd., said that InspirOn has started its own research and development for their products and would be investing Rs 10 crore on it this year.

To serve the corporate customer with greater intensity and focus, Batliboi was the most logical and perhaps the most likely choice for InspirOn as an established textile machinery agency house.

From Batliboi's point of view, a well-engineered and energy efficient stenter was what Batliboi was looking for, to complete their finishing machine products offerings.

Therefore the idea of a marketing tie-up was initiated between the two. This also goes very well in line with the Batliboi belief and commitment to promote well-made Indian products. The growing demand for stenters in the corporate sector will be served by Batliboi with its strong marketing network all over the country and this will be strongly complemented by InspirOn through product quality, precision engineering and efficient country wide spares and service network. ■



(LtoR) Nirmal Bhogilal, CMD, Batliboi Ltd. and Prakash Bhagwati, Chairman, InspirOn Engineering Pvt. Ltd. at the press conference.



(L-R) Edwyn Rodrigues, Nirmal Bhogilal, Prakash Bhagwati, Amol Bhagwati.