

Aluminium Formwork Can Play Vital Role in the New Regulatory Environment

-Rohitt Sharma, Director, MFS Formwork Systems Pvt. Ltd

MFS Group, incorporated as professional organization is one of India's most popular home-grown players involved in the manufacture and supply of a complete range Aluminium Formwork and Scaffolding System. With a proven track record of design, manufacturing and timely delivery of quality products, MFS is today associated with some of the most happening projects across the country.

The Masterbuilder caught up with Rohitt Sharma, Director, MFS Formwork Systems a veteran with over two decades of experience in the Indian formwork industry to know more about the Group's product portfolio, expansion plans and the current mood in the construction sector.

Excerpts from the interview...

Your thoughts on the competitive environment & market opportunity in the country today?

The major challenge for Indian manufacturers like us is to compete with global players. It requires quality deliverables as per global standards. Upgrading of our product on regular basis is one of the key features of "MFS Aluminium Formwork System." Apart from this we have a highly skilled execution team for flawless usage of our system by providing professional education & training to site personnel for

ensuring best deliverables. As we foresee huge demand for quality product we plan to put up new manufacturing units with modern machinery to fulfill the demand by staying at par with the expectation of our esteemed customers.

Make in India is major national initiative, which focuses on maximum Usage of equipment which is manufactured in India. This comes, as a great opportunity for Indian manufacturers to compete with global agencies but at the same time it also requires quality deliverables as per global standards. We are fully geared to cater Indian construction industry with best Quality Products, On - Time Deliveries and Best Technical Services as we have firm belief in our team & it's capability to face any challenge with positive attitude. It would be refreshing to see Indian Formwork Industry to grow to new heights. At 'MFS' we encourage this great initiative and shall contribute to make it successful.

We are determined for change in the mindset by delivering better quality products than any global players. We look forward to take "MFS Aluminum Formwork System", to the next level with market goodwill of our satisfied customers.

Please tell us more about your products and the competitive edge it has to offer?

MFS Steel Scaffolding Systems"&



Rohitt Sharma

"MFS' Aluminium Formwork Systems" offers Formwork solutions & services for Construction & maintenance industry and are known as complete solution provider in the respective industries. It includes basic to advanced aspects of Formwork & Scaffolding components which can cater the need of forming any modern structure. Aluminium formwork systems, steel scaffolding systems & access scaffolding are the front line products. MFS also offers complete designing of formwork system, training / supervision / inspection of formwork at site besides supply of formwork systems. MFS Steel /Aluminium Formwork Systems also provides technical support / services for usage of existing inventory in other projects with minimum additional inventory. We at "MFS" work with our customers as an "Associates" and not as "Vendor" by getting involved in depth which results in





providing best Technical solution ensuring long term relations with the customers.

There is a lot of talk about economic revival in recent times. As someone who is closely watching the construction industry, has it translated into increased earnings for formwork companies?

There are clear signs of overall economic revival and into construction sector in particular. Now this is a realistic market where growth has to be earned. This requires dedication, intense planning at grass root level, exploring opportunities at early stage & capitalising on the same by providing technical & economical solution. This is great opportunity for everyone associated with construction industry. With new regulatory bill where timely completion of project is essence "MFS Aluminium Formwork System" will play a vital role. Present Government is very keen to develop the infrastructure across regions and new ground reality policies are being made to give boost to the entire construction and infrastructure industry. These steps are very encouraging to the industry as a whole. Unlike past, Infrastructure & real estate sectors are no more hesitant in using advance construction techniques. Over the period, increasing awareness of advance technology have made developers realize about the potential of Aluminium Formwork System, even small developers & contractors have started using the same & Considering the vital benefits it has been accepted widely and has become the necessity of the construction and infra industry which has resulted increase in the sales revenue.

Quality control on-site is often an issue in a country like India, where a majority of construction workers are semi-literate. In such a scenario what sort of value additions due you provide to you customers?

We focus on providing system with in built Quality control & self mechanisation. Less dependency on manual labour is one of the key features of "MFS Aluminium Formwork System". This ensures quality deliverables with safety. Accidents involving Formwork & Scaffolding often occur when Formwork system or its components are not being used as per the user manual provided by the Formwork associate. Contractor to ease his working starts using the components at places for which they are not designed for or some accessories are not placed as per the requirement. To avoid this we provide proper Training & Education to site staff for proper usage of the system to avoid accidents. We at "MFS" provide valuable support to our customers, through a dedicated team of experienced Engineers & Technicians, thus enriching the value-chain as a complete formwork company.

Take us through some of the projects wherein MFS formwork systems have played a key role in recent times.?

Every project is Challenging and Unique with its own requirements. We at "MFS" ensure close coordination with various agencies like Architects, Structural Consultants, MEP Consultants & Site Team from the Initial stage which helps in Identifying the possible Bottlenecks. Once Identified at the stage of Planning any Hur-

dle or Challenge can be tackled ensuring Progress with Quality & Safety.

"MFS Aluminium Formwork System" is associated with various "Mass Housing Construction Projects" where Quality and Speed can be maintained at a reasonably high level. We are associated with "Telangana Housing Projects" where Delivery of Housing Units is required in very short span. With "MFS Aluminium Formwork System" we are able to Complete One unit per day due to Speedy Construction, Consistency in Architectural Dimensions, Excellent Finish, Less Dependency on Skilled Workers and Simplicity in Erection & De-Shuttering makes "MFS Aluminium Formwork System" more Viable & Preferred Formwork Technology for construction of Mass Housing Projects.

A word about your manufacturing facilities?

MFS Aluminium Formwork System is backed with state of the art manufacturing unit at Faridabad (NCR) equipped with Modern machineries & Technical team who are always on toes to deliver best quality product. With technology at par keeping in mind all the latest developments & requirement we continuously upgrade our manufacturing facilities with automatic machines including Special Purpose Machines based on Robotic Concept for consistent quality & in built quality control system which ensures flawless deliverables making our product more user friendly & viable.

With annual manufacturing capacity of approximate 600,000 sqm and implementation of latest & advance techniques we always endeavour to be at forefront of advancing Formwork Technologies and continue to bring our valued customer, the highest quality, Best Services & Unsurpassed Value. With the focus of core engineering skills & decades of experience towards taking an innovated approach to continually upgrade the system, we are continually adapting to rapidly changing demands of our valued customer.

Can you throw light on your R&D activity?

With growing demand & competition from global companies regular R&D with automisation is necessity for delivering quality deliverables which we have already done at design & manufacturing process.