

MANLIFT

HIGHLIGHTS

Manlift India: Celebrating 10 Years of Success!

Interview: With *Christian Peters* from Expomobilia

Manlift: Sale Spotlight!

Why is Rental more sustainable?

Manlift India Customer Support Department

Manlift Qatar: Education City Stadium

WOLFF 355 B
40 43 278
40 52 268
40 74 285 163
40 88 312 165
WOLFFKRAM

MANLIFT



Table of Contents

03

Manlift India: Celebrating 10 Years of Success!

05

Interview: With *Christian Peters* from Expomobilia

06

Manlift: Sale Spotlight!

07

Why is Rental more sustainable?

09

Manlift India Customer Support Department

11

Manlift Qatar: Education City Stadium

Introduction

I would like to welcome all of our readers to the 2nd edition of our Manlift highlights magazine! In keeping with our promise and steps towards sustainability, we will continue to launch the highlights magazine in a completely digital format and remain committed to engaging with our customers through digital means.

COVID has had a major impact on the access industry firstly due to the lockdown requirements faced by many countries globally. This came with major difficulties in respect to customer interaction when providing our service, expertise and also in regards to picking up and delivery. At Manlift, our focus is providing 'The Best Customer Experience', and with our business continuation plans we have taken additional measure to keep our customers and MEWP's safe and prevent the potential spread of the virus.

We have placed a huge emphasis on Digital Innovation which we believe will play a huge role in the future of the industry. Our teams have gone above and beyond to meet clients digitally and also satisfy customers needs through the use of our **Manlift Rental App**, our **Augmented Reality** features and also our **VR training**. We look forward to offering our customers even more with the launch of our new customer portal MyManlift, coming soon.

Beyond COVID-19, we will continue to use our in-depth experience and knowledge with over 10 years in the market to provide the highest quality of service, share our knowledge and expertise through providing certified training and ultimately aim to become the **"First Choice for the Job done at Height!"**

As a group, Manlift is committed to our customers and will continue to provide the best solutions to work at height safely and efficiently.

David King, Managing Director



Manlift India: Celebrating 10 Years of Success!

On the 7th of September, 2020, we celebrated 10 Years of Manlift India. A major success in achieving this major milestone as a company which allows us to reflect on the long journey we have traversed and look forward to many more years of providing service and success.



When Manlift came to India, traditional forms of elevation were used in construction and other areas of work, the most common being scaffolds and ladders which resulted in safety hazards and unfortunately often led to a high number of accidents on sites. Manlift India is proud to have introduced a safer option - Aerial Work platforms which guaranteed safety and greater efficiency by reducing the risk and fear which were hitherto common hindrances to the process.

We began our operations in India with one depot (in Noida), six machines and four employees. Along our journey of ten long years we have grown and flourished. We now have four depots (Greater Noida, Penukonda, Sanand and Bangalore) within easy access to all Indian states, our fleet size has grown to over a thousand, and the Manlift family in India has grown to 1000 employees working tirelessly to make safety a priority in the industry and provide the "best customer experience". We began our journey in India with only 6 machines which we have now developed into a professional fleet of over 1,300 machines.

Our IPAF certified training centres at Greater Noida and

Sanand have also given several people the opportunity to gain expertise through internationally recognised certification courses in operating Mobile Elevating Work Platforms (MEWPs).

Over the last 10 years, Manlift has become a pioneer in the Indian market, to the extent that people recognise the Manlift brand from a distance. We have created such a presence in the market that Aerial lifts have now become synonymous with Manlift and Manlift has become a name in itself - a name that stands for **Safety, Responsibility** and **Sustainability** while continuously supporting our customers through our **Integrity, Teamwork** and constant Engagement. Our clients are from various sectors including Metro Rail Corporations, Power transmission corporations, Airport Authorities, prominent malls, warehousing for all the top Indian e-commerce platforms, major construction companies, Electronics and mobile devices and even several media channels including the National broadcaster Doordarshan which has used our aerial lifts for live broadcast of the annual Republic Day and Independence Day celebrations of the Indian Government.





This 10 year celebration of Manlift India is filled with both nostalgia and purpose. As we look back at the incredible journey reminiscing about obstacles we have overcome and the remarkable relationships we have forged with our clients, we are imbued with an added sense of purpose and resolve to continue to strive for greater heights. As we celebrate 10 years of "Taking You to New Heights Safely" we look forward to many more.

The country manager Siddarth Shrivastav is proud to say,

"Manlift are pioneers in Aerial Work Platforms in India and will continue to be the market leaders by far in decades to come. The first ten years were phenomenal in expansion and brand building and now we are restructuring to build a solid platform to leap into the huge growing potential of India. Moving into a more than double sized Mother Depot is just the beginning of exciting times to come. People Process and Planning will be our growth pillars and Perform & Transform will be our business philosophy."



A major key in the success of not only Manlift India but the Manlift Group as a whole is our operating system, **The Manlift Way**. Through our vision to deliver the best customer experience in the industry, we have created standardised, repeatable systems for every aspect of our business, to ensure the same quality product and service with every single customer, every time we do business, anywhere in the world that we do business.

But we're not satisfied yet, and indeed, there is always room for improvement and progress further. Continuous improvement is essential to The Manlift Way, in fact because we know that no matter how well we are doing, we can always deliver more to our customers, and in fact because we know the competition is not standing still. So we continue to work closely with our customers to find out what we can do better and what else they need. To **deliver the best customer experience** in the industry today, and an even better one tomorrow.

David King - Managing Director Manlift Group says,



"We are proud to be in India for the last 10 years, a real milestone in our history. The AWP market is maturing and acceptance levels are increasing daily, we will continue to invest in our fleet and personnel to bring safe working at height practices to the region."



Interview: We had a brief chat with Christian Peters from Expomobilia

We had a quick chat with *Christian Peters from Expomobilia*, he shared his experience about working with Manlift.

What is your position and what are the key projects you are currently working on?

As a Site/ Procurement Manager SWISS Pavilion. I am working on the construction of the SWISS EXPO2020 Pavilion in Dubai, UAE.

Why did you decide to choose Manlift?

Manlift is already at EXPO2020 and familiar with the EXPO2020 procedures.



Christian Peters
(Site/ Procurement Manager Expomobilia)



How do you know about or find us?

Recommendation from a sub-contractor.

What are the key things you were looking for?

Reliable equipment, fast delivery, quick service & maintenance.

Did you find these at Manlift?

In most of the cases, yes.

Are there any specific requirements for Expo Projects? Does Manlift comply?

Due to the nature of the project, in particular inside the building with a ramp and ceilings heights, we required some special equipment such as a Spider lift. Manlift was in charge for that.

What are the main challenges you face when renting machines? Reliability and condition of the equipment?

Time required for safety trainings, Safety, Price etc

How does your experience with Manlift differ from any previous rental experiences?

We appreciate the fast response.

How was your overall experience with Manlift? And would you recommend Manlift?

I would work with Manlift again and we keep on ordering equipment. Yes.

The team at Manlift would like to sincerely thank Christian Peters and the team at Expomobilia for this interview and also for trusting in Manlift to consistently provide "the best customer experience".



Manlift: Sale Spotlight!

A wide range of new and well maintained used aerial work platforms are available for sale. Our fleet leads the way to the best customer experience, as we offer custom solutions to fulfil your specific requirements.

Holland Lift HL 220-E12

Scissor Lift

Working height: 21.70m

Lift capacity: 500kg

Machine weight: 9120kg



LEO18GT

Spider Lift

Working height: 18.83m

Lift capacity: 200kg

Machine weight: 2450 kg



Used Platforms for Sale

JLG E450AJ

Electric Boom Lift

Working height: 15.72m

Lift capacity: 230kg

Machine weight: 6670kg

Model: 2008



JLG 860SJ

Telescopic Boom Lift

Working height: 28.21m

Lift capacity: 230kg

Machine weight: 17200kg

Model: 2008



JLG 800AJ

Articulated Boom Lift

Working height: 26.38m

Lift capacity: 230kg

Machine weight: 16110kg

Model: 2008



JLG 3394RT

Scissor Lift

Working height: 12.06m

Lift capacity: 1020kg

Machine weight: 6600kg

Model: 2006



Genie GS3369RT

Scissor Lift

Working height: 11.90m

Lift capacity: 454kg

Machine weight: 3921kg

Model: 2013



JLG 1250AJP

Ultra Boom Lift

Working height: 40m

Lift capacity: 450kg

Machine weight: 21000kg

Model: 2014



Safety: Manlift offers well maintained used machines to ensure safety while working at height.



After Sale Support: We offer excellent after sale support to assist our customers.



Custom Solutions: Manlift offers custom solutions to get the job done at height safely and efficiently.



OEM Spare Parts: Shortest lead time for a wide range of more than 10,000 OEM spare parts.



AMC: We provide Annual Maintenance Contracts to ensure maximum machine uptime.

Contact us:

sales@manliftgroup.com | www.manliftgroup.com



Why is Rental more sustainable?

MANLIFT 
LIFTING SUSTAINABILITY



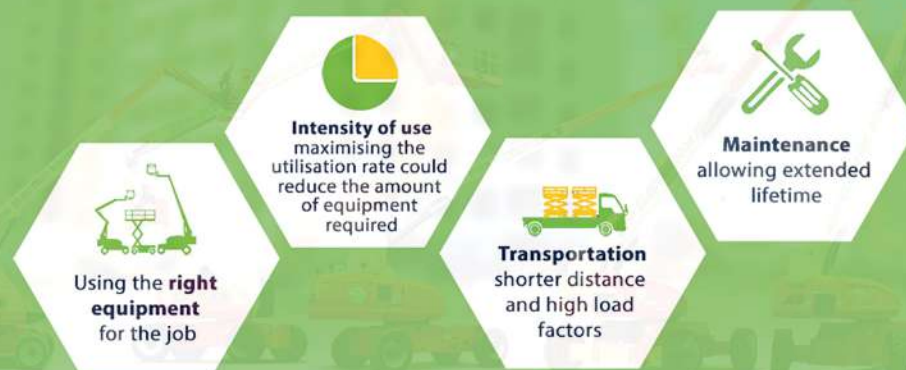
Recent research has found that renting can be 30% to 50% better for the environment when it comes to greenhouse gas emissions. This means that equipment rental can play a big role in helping contractors to meet increasingly ambitious sustainability goals.

The research was conducted into the total carbon footprint of key types of equipment, including aerial work platforms. The study measured the carbon emissions of each equipment type over the full course of its life, from the manufacture and use through to disposal. The researchers then compared these life cycle CO2 emissions for purchased and rental machines.

The researchers working on the study created a CO2 calculator based on the factors which have the most impact on a machine's carbon footprint, including utilisation, specification, transportation, and maintenance.

RENTAL IS PART OF THE SOLUTION

Recent research has found that renting can be 30% to 50% better for the environment when it comes to greenhouse gas emissions.



- The specification is all about using the **right equipment for the job**, both in terms of the appropriate working height and also the machine with the lowest emissions.
- **Utilisation** refers to how intensely the machine is used. Rental machines tend to have high utilisation rates because when one customer has finished with a machine it is very quickly turned around and delivered to the next customer.
- For **transportation**, rental companies carefully plan their collections and deliveries to optimise the use of truck trailers.
- And of course, **maintenance** is vital to extending the life of the machine.

Taken together all of these elements mean that a rental machine often has a much lower carbon footprint over its entire life than a purchased aerial work platform.

Electric Solutions by Manlift

To better meet customer demands for sustainable solutions we offer sustainable alternatives to diesel-powered machines. With working heights from 22 to 43 meters, these machines provide zero emissions as well as majorly reduced noise levels benefitting the environment as well as the operator. These solutions are ideal for applications indoors (exhibition halls, logistic centres, indoor manufacturing plants), but also for outside applications.

[DOWNLOAD 100% ELECTRIC BOOM LIFTS LEAFLET](#)

Benefits of 100% Electric by Manlift

- Zero emissions
- More sustainable than diesel
- No fuel needed
- Low noise levels
- Ability to work indoors and outdoors
- Fully compliant with the TUV test requirements





***Upto
50%
Off**

At Manlift, we ensure shortest lead time for a wide range of more than 10,000 OEM spare parts for JLG, GENIE and Teupen.


Spare Parts for Aerial Work Platforms

Our vast range of stock offers:

- Joysticks
- Filters
- Decals
- Batteries
- Limit switches
- Toggle Switches
- Valves and more...

CONTACT US:

 abhilash.pillai@manliftgroup.com

 +974 3312 7271

 manliftgroup.com/en/parts

**Offer subject to availability*





CUSTOMER SUPPORT DEPARTMENT INDIA

CONTACT US!

✉ support.india@manliftgroup.com

☎ +919818825438 (*accessible via phone call and WhatsApp*)

☎ 18001025438 (**TOLL FREE**)

Manlift Customer Support Department Striving to Achieve “The Best Customer Experience”

At Manlift, our foremost aim is to deliver “the best customer experience”. Manlift India has taken a step closer to this aim by setting up a Customer Support Department effectively from the 15th of June, 2020.

We are pleased to inform our customers that our Customer Support Helpline and Email ID will ensure a seamless redressal of all queries and complaints/problems.

A four member team will work towards our goal of easing the process for the customer. Their main focus is towards prompt responses for all complaints that are raised especially regarding operator centric problems and breakdowns at the site. The Customer Support Department will follow a systematic process wherein the technical/maintenance team will be informed as soon as a breakdown complaint is registered, however, the process will not end there. With customer satisfaction as a top priority, the team will continue to follow up with both the technical team as well as the customer till the technical team reaches the site and the problem is resolved. Any complaints / issues related to operators such as not reaching the site on time or absent from work or not following the laid down procedures are also addressed through the Customer Support Department. This way the Customer Support Department assures continuous & seamless support to our esteemed customers.

Our Customer Support Department will not only focus on immediate support but also long term improvement. Keeping this in mind, whenever a complaint is raised, the data will be analysed keeping in mind to improve our focus areas like Up-time and Field Resolution time. Every time we receive a breakdown complaint, it will be recorded in the performance history of the machine and if we notice that a machine breakdown frequently at the site, an in-depth analysis will be done to find the root cause and the same will be addressed to arrest this

frequent breakdown. In addition, if a machine breaks down within three days after reaching a site, a root cause analysis is carried out to reduce this breakdown. Periodic assessments will be conducted ensuring we continuously improve and strive for excellence.

With the formation of the Customer Support Department, we hope to ensure the customer is able to see a visible improvement in our support and services. If you face any issue at any point of your journey with Manlift India, do not hesitate to reach out to our Customer Support Department. Our Customer Support Department is here to assist and support you at every step of the way, strengthening our endeavour to provide “the best customer experience”.



Manlift Rental App
now allows you to
book **TRAINING**
on the go!



Get the app

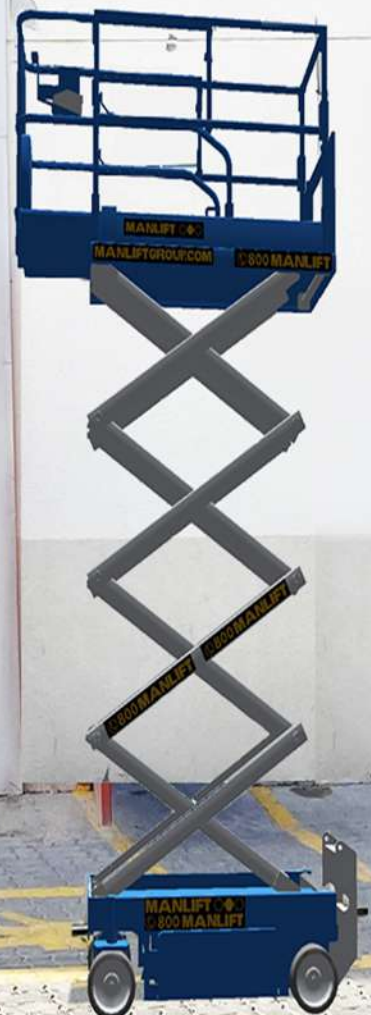


Choose the Right Aerial Work Platform!

Do you have trouble choosing the best machine for you? Have you ever selected the wrong machine, or later discovered there was a better solution for the job?

Manlift's Augmented Reality (AR) feature allows you to choose the right machine to get the job done at height safely and efficiently.

Available at

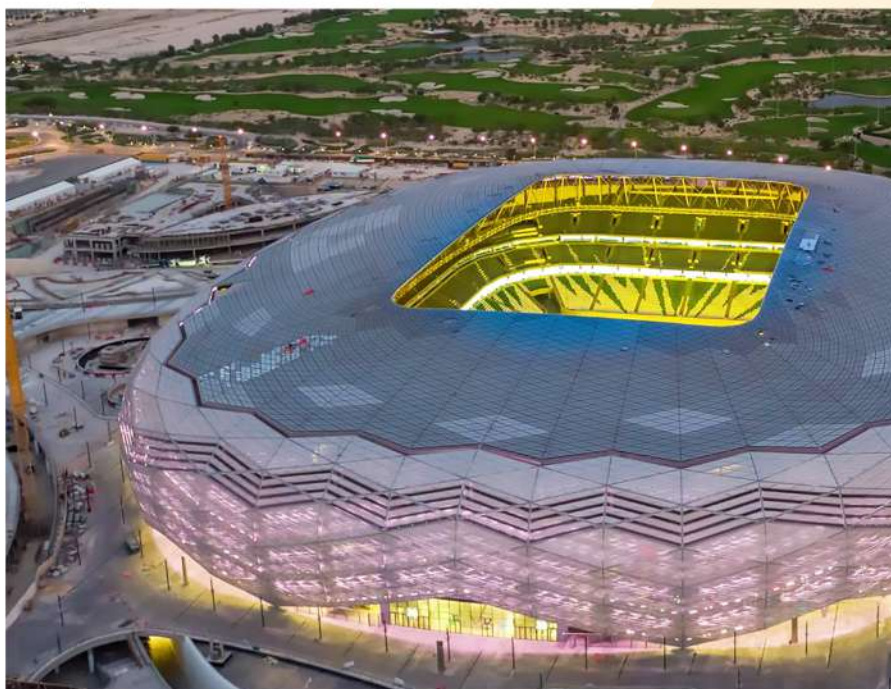


Manlift Qatar: Education City Stadium

Manlift is a market leader in the field of access platform rentals in Qatar with over 10 years of experience serving professionals who work at heights in any type of industry. As a specialist in aerial work platforms rental, we have reached a leading position in the construction industry, technical engineering, painting industry and cleaning sector. Furthermore, government organisations have found Manlift to be a reliable partner for access platform rentals. We offer a wide range of aerial work platforms which includes, scissor lifts, boom lifts, articulated boom lifts, spider lifts and telescopic boom lifts

With 2022 Qatar World Cup moving ever closer, Manlift Qatar has been working on major key developments. Over the last 24 months, we have been a key supplier of Aerial Work Platforms for the Education City Stadium. The project has an estimated client total project value of QAR 287million.

While all the stadiums were at the peak of their construction and searching for ultra boom units, Manlift Qatar managed to support the main and subcontracts with the most demanded machines retaining our availability of support to each and every one of our clients to the best possible level.



We supplied the project with over 10 machines consisting of:

- JLG 1200
- JLG 3246ES
- Genie S125
- Genie S105
- Genie S85
- Upright AB38

To ensure the customer received the best customer experience we provided:

- On-time delivery, & collection
- 24/7 technical and customer support
- Accurate Invoicing
- Increased Safety
- Maximum Uptime and Productivity

Our team of specialists are there to support before, during and after your rental. We are dedicated to making sure you get your job done at height safely and efficiently. We look forward to continuing to support and provide the best customer experience for all major projects across Qatar, the Middle East and India.

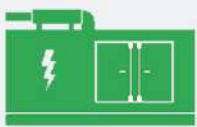




Manlift Power Offers Reliable Temporary Power Solutions

Manlift Power provides leading-edge Temporary Power Solutions through a high quality generator fleet, extensive industry expertise and exceptional service support. As your power provider we offer full turnkey, tailored and synchronized power solutions up to 50MW. We offer premium brands of Diesel Generators from Cummins, Perkins, MLP Generators and Ingersoll Rand for rental solutions.

We believe in delivering the best solutions to our customers – the most skilled technicians and a fleet of Generators, ranging from 40KVA – 1250KVA, purpose built for rental.



STRONG AVAILABILITY

With our extensive rental fleet of Power Generators and flexible operations we can rapidly mobilize equipment to support all of your power needs.



FULL TURN-KEY SOLUTION

From assessment of needs, delivery and mobilization, to fuel management we get things running with our comprehensive service – so you can focus on getting the job done.



24/7 SUPPORT

Our experts are always available to advise you on the most efficient and reliable power solutions at your jobsite. With our toll-free 'Technical hotline' we offer 24/7 and 365 technical support.



UNMATCHED RESPONSE

With our average technical response time of less than 1 hour, we beat the clock and keep an eye on your costs. We offer hassle-free support to help keep your site projects ahead of schedule.



RENEW YOUR PAL CARD



**Approved
Training Centre**

MANLIFT MIDDLE EAST LLC

OFFICE# G01,G07 - GROUND
FLOOR FALCON HOUSE
(NEAR NMC HOSPITAL)
DUBAI INVESTMENT PARK 1,
DUBAI - UAE
PO BOX: 213645
T: +971 4 885 6065
F: +971 4 885 6034

MANLIFT QATAR WLL

BUILDING 94,
STREET 451, ZONE 56,
SALWA ROAD
DOHA, QATAR
PO BOX: 23135
T: +974 4411 6891
F: +974 4481 6219

MANLIFT INDIA PRIVATE LIMITED

1ST FLOOR, WEGMANS BUSINESS
PARK, PLOT NO.3, KNOWLEDGE PARK-III,
GREATER NOIDA, INDUSTRIAL AREA,
DIST. GAUTAM BUDDH NAGAR,
UTTAR PRADESH
PO BOX: 201308
T: +91 1800 102 5438
F: +91 120 455 8999