



On cleaning spree

Rosemor International Ltd, UK has gained phenomenal experience and expertise with design and development, marketing and first-class customer support. **Efi Rosen**, MD, Rosemor International Ltd shares his company's plans and future prospects in India with **Juhi Shrivastava**

How is the company performing?

For over 22 years the company's growth has gone from strength to strength. Rosemor's growth for the last three years has been 20–25 per cent every year. Today we have reached most of the European and Scandinavian countries. We also export our products to Russia, Latvia, South Africa, Australia, China, Saudi Arabia, Lebanon, Israel, Trinidad, Brazil, Singapore, US and Canada. We have introduced our first machine in India in November 2007.

What are the products and systems offered by Rosemor International? What are the characteristic features of your offerings?

While we offer a variety of cleaning systems, the most significant is the automatic escalator cleaning machine that is the only machine in the world that cleans not only the horizontal surface but also the riser of escalator steps. The machine has been designed to dislodge the dirt and grease, pressure wash with chemicals, scrub, rinse and dry the escalator steps – all in one cycle! This enables cleaning of the escalator steps to spick and span

condition within hours – what used to take a few days earlier.

What is the importance of Rosemor automatic escalator cleaning machine?

Our automatic escalator cleaning machines leave escalators looking new and clean. It provides a fresh and clean environment for customers, passengers and users of the escalators in malls, airports, metros and railways, cinemas, corporate offices and convention/exhibition centres. The machine effectively improves the maintenance of the escalators and thereby improves the life of the escalators. It has also resulted in considerable reduction in cleaning and maintenance costs of escalators compared to other methods.

How much Rotomac escalator cleaner and Rotofast traveller cleaners contribute to the total turnover of the company? On what principle do these products operate?

The Rotomac and the Rotofast present 70 per cent of the company turnover. The unique features of the Rotomac and Rotofast are that

they are both designed and manufactured in Germany in the heart of the most advanced engineering area for aircraft technology development. This advanced engineering gives the cutting edge of today and tomorrows products and the benefits are it gives high reliability, fast performance and longevity of the machine.

What kind of advice and services Rosemor offers to its clients?

We already have trained maintenance and operations personnel in India. These trained personnel will then train users and assist in maintaining maximum uptime of the escalator cleaning machines. We share with clients our experience with cleaning challenges in various countries and a range of work environments to enable respond to all possible situations that the client may face.

With growing mall culture in India, what opportunities you foresee in India in the next couple of years?

We see India in the next 2–5 years

About Rosemor International Ltd

Established in 1985 Rosemor International Ltd, UK is committed to offering its customers the industry-leading products and systems supported with expert advice and service. The products are designed by aircraft engineers. The Rosemor automatic escalator cleaning machines is in service in each of the four terminals currently operating at London's Heathrow airport. Rosemor also has other unique products, as well as its original product line-up, with which it serves its national accounts in the UK. In addition to a complete floor care range, this also includes supplying pressure washers and car washes to police authorities, the Royal Mail, and several other major customers.

becoming probably the biggest customer for Rosemor. It may take longer but the scope and the people in India are thriving to succeed and want to accelerate ahead to reach the same standards as other developed countries, and ultimately to exceed.

What is your game plan to tap this opportunity?

As the MD of Rosemor International, I can say, we are preparing to invest a great deal of time and effort to learn how we can succeed in India. I believe that India has all the resources needed for use and development of this technology.

As far as the strategy plans for development of the Indian market are concerned the same is being given finishing touches. However, the marketing tie-up is already in place with Gruppe Little silver (GLS), Mumbai. With GLS staff already trained to provide the technical support at all the major locations with its existing pan-India network of service engineers, the launch will be substantial.

Which Indian city offers highest potential for your products?

The early opportunities are in the metropolitan cities like Mumbai and Delhi. However the other

major cities and towns will catch up very fast as the cleaning culture spreads riding on the back of the retail revolution and high-class infrastructure facilities like metros, MRTS, modern railway stations and airports.

What is going to be your marketing and distribution pattern in India?

The coverage will be across India but controlled from a central location to ensure a consistent and high quality delivery of product and marketing support.

How Indian market is different from the UK market?

India has a long way to go but the opportunities are immense as compared to the UK where we have a limitation in terms of size of the country. India is a huge country.

The Indian market is the market of the future. Adoption of technology will be rapid – possibly faster than it has been in many advanced countries. The Indian markets are very responsive to a new technology. There will be a big chunk of intermediate technology that this country will simply pass by and embrace state-of-the-art solutions – as you have already seen in the telecom and some other sectors.

Are you planning any modifications in your products to best suit the Indian market?

Now, there doesn't appear any need for such modification. However Rosemor products have always been responsive to market needs, commercially and technically. We see no reason why we wouldn't introduce changes should changes be demanded by the market.

Who will be your competitors in India?

As far as competitors go, there is no other company in the world that produces an automatic machine to deep clean the rises.

Where are your manufacturing plants located?

The manufacturing facility is in Germany.

Are you planning a manufacturing plant for India, what would be the capacity and location of that plant?

The manufacture of the machine will continue in Germany for the moment. However the market response will determine the next steps. There is no doubt that India has all the ingredients required for a successful and competitive manufacturing facility.

What are your company's expansion plans?

Growing of markets like China and India is part of our expansion plans.

Where do you see your company five years hence in India?

India itself will change substantially in the next five years. Similarly the cleaning markets will evolve, expand and also change. We intend to closely follow in the wake of this wave of growth and ride the crest. Rosemor will grow with India and possibly also grow from India into other areas. 🍷