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## NEWS

# A new player starts in the market for warp preparation machines in India

## KARL MAYER, RABATEX INDUSTRIES and A.T.E. set up a joint venture, 29.03.2019

On 29 March 2019 KARL MAYER, RABATEX INDUSTRIES and A.T.E. signed a contract for setting up a joint venture. The legally independent company is called KARL MAYER Textile Machinery India Private Limited, has its registered office in Mumbai and production facility in Ahmedabad.

KARL MAYER is the majority shareholder and takes responsibility for the management of the new company.

KARL MAYER Textile Machinery India Private Limited will focus mainly on the manufacturing and sale of warp preparation machines and creels mainly for Indian market, as well as service and spare parts sale for warp preparation and warp knitting machines.

By means of the newly founded entity, the joint venture partners aim to enhance their position and distribution in the Indian market. Moreover, it is intended to make good use of the existing competencies and synergies, especially in terms of purchasing and customer service.

„With the further development of our international organization, and with our proven way to produce in our main markets, we want to continue to make a contribution to the long-term success of our customers. We are really proud of setting up this joint venture. By pooling our strengths, we will be able to even better support our customers, being close to them in the local market“, explains Arno Gärtner, CEO of KARL MAYER.

„The special contribution of KARL MAYER and RABATEX INDUSTRIES to the joint venture will be production know-how and manufacturing capabilities in the sector of warp preparation machines. Both companies are important players in the warp preparation industry“, says Roland Kohn, President of the Business Unit Warp Preparation of the KARL MAYER Group. KARL MAYER is recognized as a leading and innovative machine manufacturer in the world market in all the areas it is active in.

A.T.E. enriches the group due to its proximity to the market and its strength in customer support. The company has already been KARL MAYER's distribution partner for many years. „We are honoured to deepen our relationship with KARL MAYER and start a new relationship with RABATEX INDUSTRIES with this new joint venture. We thank our many customers that have encouraged us to take this step with their continuous support. We are confident we will be able to serve them better“ says Anuj Bhagwati, Managing Director of A.T.E.

Dr. Pawan Kumar Singh, Managing Director of KARL MAYER Textile Machinery India Private Limited underlines this statement: „We are striving for market leadership in India and supporting the 'MAKE IN INDIA' initiative of the Government of India. By combining our know-how and our resources in the field of warp preparation machines, we can provide solutions to our customers with exactly those things which they require for their competitiveness, from production to customer service and support“.

RABATEX INDUSTRIES also relies on the synergies of the new relationship. „RABATEX INDUSTRIES is excited about this association with KARL MAYER, a technology leader in warp preparation machine industry and A.T.E., India's leading customer focused textile machinery marketer. Our respective strengths will help us in providing advanced technology machinery backed by professional aftersales service to the Indian textile industry“, said Haresh Panchal, Managing Partner of RABATEX INDUSTRIES.

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Fig. from left to right: Anuj Bhagwati, Managing Director of A.T.E., Arno Gärtner, CEO of KARL MAYER, and Haresh Panchal, Managing Partner of RABATEX INDUSTRIES, during the signing of the contract



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