



Who are your primary customers for the non-nuclear gauges?

We work very closely with various sectors: private contractors and major corporate companies; central government departments and state organizations; the military defense; and education and research institutions. The reach and need is very widespread, and we provide the tools and support in India for the non-nuclear technology that is desirable in India.

Why was your first PQI sale so successful and what did it mean to the entry in the India market?

The first Pavement Quality Indicator Model PQI 301 was sold to one of the quality conscious Department at Delhi for a prestigious Major Road project. It was effectively put to use for their Delhi - Dwarka - Airport road project. This project was executed by the one of the leading Corporate construction companies in India.

This was a classic case where the road maintenance expenditures were almost nil in the subsequent years with the usage of the PQI, unlike the other projects executed without the use of PQI.

With our marketing and promotional strategy, we were able to highlight the accuracy of the results of PQI. Our quality conscious officials across our country started using this product. As a result, State government and Corporations have made the use of the TransTech, USA made, Pavement Quality Indicator mandatory for achieving the required field density. The PQI extends the long life of the road assets, and the test results of PQI are made mandatory for passing the contractors bill for payment.

The newly formed Central Government at the centre have taken up extensive road projects across the country and it is expected that this product will have a high growth rate with Central and State road authorities, corporations Rural roads,

Within 7 years of being an exclusive distributor of TransTech products, Taisei International has developed the Indian market into a top selling region.

Taisei is the 2013 TransTech distributor of the year for having exceptional sales of non-nuclear PQI's and SDG's. **Congratulations to our partners at Taisei!**

Taisei was founded in 1999 and boasts several divisions crossing many industries, such as construction, agriculture, steel, industrial, and road quality data collecting. Their diverse applications make our partnership very valuable in the construction market.

Where are you headquartered? And additional office locations:

Taisei International is headquartered in Chennai, India. There are four other locations within India located in Secunderabad, Pune, Bangaluru and Trivandrum.

Who should customers contact at Taisei International?

For inquiries about the TransTech non-nuclear gauges, please contact Mr. G Parasuraman, President.

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