

“The demand for **extrusion** and **thermoforming machinery** will only increase in the future”

...opines **C N Doshi**, Chairman, **Rajoo Engineers Ltd.** In an exclusive interaction with **Avani Jain**, he underlines that the extrusion and thermoforming machinery segment is witnessing growth of about 15 per cent & 20 per cent, respectively, and their demand is majorly in the packaging segment. He also discusses the technological advancements, challenges and opportunities faced by the segment.

Photo: Nikhil Patel

#### How is the extrusion and thermoforming machinery segment faring in India?

The extrusion and thermoforming machinery segment is witnessing growth of about 15 per cent and 20 per cent, respectively. The demand for extrusion and thermoforming machines is majorly in the packaging segment, and almost 50-60 per cent of these machines are sold to packaging companies in the country. Further, with the growth of retail market in India and latest packaging developments in all packaging sectors such as food & medical surfacing the scene, the demand for extrusion and thermoforming machinery will only increase in future.

#### Which technological advancements has the industry witnessed?

The thermoforming industry has not seen many changes, and we still lack in terms of meeting the international standards. However, the extrusion machinery segment has witnessed major technological changes over the years and Indian machines are good and comparable to European and American standards. Further, the extrusion machinery segment has undergone changes in terms of increased automation and energy efficiency measures. At our company, we have adopted various measures to decrease energy consumption of the extrusion machines. The energy consumption of our machines is reduced to one-third as compared to machines used few years back. A lot of changes have been made in the screw and die design to ensure energy efficiency and increased output.

#### What makes you superior to your competitors?

The quality and pricing of our machines makes us better than the others. We understand the requirement of the customer much better than our competitors and try to provide them the best possible solutions. Also, our machines are energy-efficient and involve automation to a large extent. In fact, we are a front-runner in providing advanced technological solutions to our customers.

#### What challenges and opportunities does this segment face?

In the thermoforming industry, the machines are not able to stack properly the articles produced. So one has to employ large manpower; thus, the output remains restricted to manpower availability. The need of the hour is automation in order to increase production. For companies like us, this brings home opportunities for introducing the tilting-mould technology in India, which is prevalent in foreign countries. This technology helps stack properly the article produced and eliminates the need for manpower. In the extrusion segment, there are no challenges as our machines are almost at par with the global standards. The only difference might be in terms of level of automation.

#### Your outlook for extrusion and thermoforming machinery industry...

The demand for these two machines is good. In the coming years, the demand for thermoforming machinery is expected to increase due to their increased usage in the packaging segment. Further, with the coming of Foreign Direct Investment (FDI) in retail, the demand for extrusion machinery will definitely increase, as this would provide an impetus to the packaging sector that majorly uses extrusion machinery. The rise in number of infrastructure projects will also boost the extrusion machinery market.

#### Your growth plans for the company...

We have recently entered into a Joint Venture with an Italian company. At present, we are trying to streamline that and will possibly start commercial production by this year. We have also entered into collaboration with a German company for blown film lines, and aim to achieve more sales in this segment this year. We are looking for a partnership in the thermoforming segment in order to bring in new technology.

#### How is a family-owned company different from a professional set-up?

In a family-owned company, lot of interference from family members happens in the functioning of professionals,

so they are unable to deliver results. This is not the case with a professionally run company. Thus, I aim to make this company a professional one so that it runs successfully and earns profits even without the presence of the family members.

#### What are your considerations while signing a deal or a partnership?

Before signing any project, I find out about the people involved, the probabilities, shareholders, etc. In a new start up, I would try to ensure that it is professional from day one and all activities are recorded accurately.

#### How do you deal with a tough situation?

I see tough situations as a part of life. I do not get much worked up because of difficulties. I generally accept the challenge as it is and work towards finding a solution. I never try to run away from such situations.

#### What motivates you the most in your life?

I was ambitious since the beginning of my career. Initially, I worked in a bank but later decided to enter into the plastics business. I bought a machine and started running a small unit and gradually moved over to making machines. The machine manufacturing turned out well, and then we had enquiries from people about whether we could make machines for them. This is how our machinery business grew. Thus, the journey has been good and motivating. All along, self-motivation kept me going. Today, it is my daughter (who is into the same business) who motivates me.

#### What is the business etiquette that you value the most?

I believe being truthful is the key to an individual's and business's success.

#### Your message to aspiring professionals...

One must understand the true meaning of being professional and value honesty.

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