

Q. Your take on Industry 4.0

From the perspective of Rajoo Engineers, there are two focus domains - employing automation and data exchange technologies in manufacturing machines on one hand, and our machines being automated and using cyber technology controls on the other hand. We have taken steps in both the directions. Cloud based ERP for creating a virtual factory is already under implementation. Further, our customers using high output blown film lines already get internet based remote support. Similar technologies are also being introduced in our complete range of machines. However, bandwidth and speed for internet access continues to be a challenge.

Q. Do you see any regulations / compliances in the near future that would make plastic processing machines more green.

We do not foresee any such regulations, but we continuously upgrade our technology to make our machines more energy efficient which is our contribution towards the 'Go Green' movement. Both in blown film extrusion and sheet extrusion, our machines are most energy efficient and we continue to constantly make more efforts in this direction.

There will be an increased demand on the ability of the plastic processing machines to be able to process more and more bio or oxy biodegradable polymers, a step towards being more environment-friendly.

Q. What do you consider as the major landmarks in the Rajoo history?

Rajoo now celebrates three decades of its existence. We have introduced several new technologies in the country - both, in blown film and sheet extrusion segment. Merger with Wonderpack for thermoformers was indeed a major landmark. Further, I would say that bringing several world-class technology partners to the country are major landmarks; to name, Commodore of USA in foamed PS disposable containers, Hosokawa Alpine of Germany in blown film segment and Bausano of Italy in PVC pipe / profile extrusion.

Q. How easy would it be for Rajoo to

embark on the next level of expansion?

Growth is never easy. It does require immense focus, leadership and clarity of thoughts, which I am confident we do have. Skilled and trained manpower, globally, will continue to be a challenge as we compete with other emerging employment opportunities. But, at Rajoo, we have comprehensive training and skill development programmes for existing employees and new entrants to combat this challenge.

Q. How competing or complementing are your relationships with your business partners?

Our relationships with our partners are always complementary and not competitive. The whole objective is to synergise and be partners in progress. With Commodore, we have successfully implemented a project in Africa. We continue to supply critical parts to Hosokawa Alpine in addition to offering a range of technologies to our markets in blown film extrusion - fully German plant and a cost effective hybrid configuration with critical parts from Alpine. WPC (Wood Plastics Composite) in partnership with Bausano has been well accepted in the markets where we use complete extruders from Bausano. It is really a win-win for all.

Q. From the customers' perspective, the two tangible and two intangible benefits that he can enjoy with a relationship with Rajoo.

Cost effective and affordable world-class technology in addition to efficient after-sales-support is visible tangible benefits directly contributing to the bottom-line for our customers.

Ethical, spiritual and a professional approach to our customers has always enhanced customers' trust and confidence in us which has helped us forge family-like relationships. In addition, our upcoming foray into research and development - Rajoo Innovation Centre will go a long way in supporting our customers in packaging development.

Q. With your current positioning, your business is affected by foreign manufacturers as well as Indian