

Features - Personality **Indian Extrusion Machinery: Comparable to the West**

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While we are poised to become the 3rd largest consumer of plastic does not necessarily imply that all of it will be produced within the country, which will really be a pity, says Sunil Jain, President, Rajoo Engineers Limited, in dialogue with ET Polymers.

Q) How does the Indian extrusion machinery business compare with the west world?

The gap in technology between the West and us is now not too wide. We have companies in India - setup as Joint Ventures with world leaders - who are now supplying all over the world. There are several European companies interested in joining hands with Indian machinery manufacturers with the objective of reducing their own manufacturing costs. Thus, similar to automobiles, I do foresee India increasingly becoming an outsourcing hub for manufacturing as well. Thus, one can say with confidence that Indian extrusion machinery is

comparable with the western world.

If we take our own example, Rajoo Engineers have successfully competed with suppliers from the West in many projects world over - both in the developed world and the developing economies. We have several examples where our customers earlier used machines from reputed brands in the West, but chose us when they were expanding capacity. We are today, using world's best automation systems on our machines and have successfully integrated those features with our hardware. We have also sold a line in Germany, now present in 40 countries and are poised to increase our foot print worldwide.

Q) How important is research going to be for Indian machinery manufacturer's who concentrate on the global markets?

From the Indian perspective, it is less of research and more of 'adaptation'. While we are not yet strong in research and innovation, we have proven ourselves in adapting the technology to match the requirements of the economies in which we operate.

This is a general comment, but we at Rajoo Engineers also have some innovations to our credit e.g. blown LDPE foamed film to replace cloth and paper for calendars and banners. Our focus has been more towards 'adapting' and providing 'appropriate technological solutions at affordable price levels'. This has been the past but in the future, research is surely going to be necessary; but we, in our country do lack the right kind of manpower with this skill set. This is true not only for our industry, but even across other sectors. There are not many patents by the Indian technocrats in the engineering industry. We do hope the scenario changes in the future, for the better.

Q) With India poised to become the 3rd largest consumer of plastic, how equipped you think is the machinery sector to manage this surge?

The machinery sector is well equipped, but I think the processing and converting industry does not fully realise the potential ahead and is lacking behind in creating more capacities. While we are poised to become the 3rd largest consumer of plastic does not necessarily imply that all of it will be produced within the country which will really be a pity. The processors need to wake up

and take conscious decisions to increase capacities so as to prevent the ingress of imported goods in the country. But, to repeat, as machinery manufacturers we are more than ready. Being a global player, there are several technologies which we are exporting, but not finding sufficient demand for those machines within the country as yet since processors are hesitant to take the plunge. But I do hope and wish that the situation changes and the processing industry does not miss the bus.

Q) Can you highlight some recent landmark advancements made by Rajoo Engineers?

Two significant projects conceived by us earlier have now borne fruit. XPS processing machinery for producing light weight and attractive disposable containers of foamed PS has been commercially established. We are producing this machinery under a license from world leaders – Commodore of USA. Another, is the conversion of PET bottle flakes to transparent PET Sheets which was introduced by us during the recently concluded Plastindia 2009. Both these technologies provide a high potential growth area.

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