

In sync with times



ET POLYMERS CAUGHT UP WITH **KHUSHBOO DOSHI**, EXECUTIVE DIRECTOR, RAJOO ENGINEERS LTD, TO UNDERSTAND HOW THE COMPANY IS NOW IN SYNC WITH THE DIGITAL ERA.



The Plastindia stall of Rajoo Engineers did not have a single machine on display. It was quite surprising considering that the company, which began its journey in 1986, is today an established player as a reputed manufacturer of plastic extrusion machines on the global platform. We asked Khushboo Doshi, Executive Director, Rajoo Engineers Ltd, about this and she showed us the virtual reality (VR) zone at her booth. This VR experience zone showed us not just the Rajoo machines at work, but it also took us for a full-fledged tour (virtual one) of Rajoo's manufacturing facility. Of course, we were not alone. There were many visitors who were immersed in the virtual experience at the VR Zone of Rajoo Engineers.



"Today, we are living in the digital era. We, at Rajoo Engineers, have always been at the forefront in adopting the latest technology with the aim of giving the best value to our customers. So, having a virtual reality experience zone at our booth is just one way of showing how we are in sync with the latest in terms of technology," Doshi said. Doshi further added that Rajoo does have several firsts to its credit in the Indian industry. "It has brought in several technologies and concepts to the doorstep of the Indian plastic processing industry. Today, we continue to do that."

"That is the reason why Rajoo is now present in nearly 60 countries including demanding markets like Germany, Spain and UK. Our technology and products in addition to efficient after-sales-support is well recognized and accepted and we compete with the best in the world machinery suppliers," she added. 📍

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