

'A convergence of two industry leaders with complementary strengths'

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A seven-year old collaboration between two industry leaders—Rajoo Engineers Ltd. and Kohli Printing and Converting Machines Pvt. Ltd.—has culminated in the former acquiring a majority stake in the latter. The partnership brings together two engineering powerhouses to deliver smarter, faster, and more sustainable end-to-end solutions, creating a new leadership position in the flexible packaging industry. It is poised to deliver transformative value to flexible packaging and a wide range of other industrial applications.

By offering integrated solutions spanning extrusion, printing, laminating, and slitting, the alliance will provide converters with one-stop solutions, eliminating fragmentation and improving workflow efficiency. Joint R&D initiatives and automation-driven design will accelerate innovation, enabling faster adaptation to evolving market demands. With unified manufacturing and service support, the partnership enhances cost efficiency and responsiveness, ensuring converters experience reduced downtime and improved return on investment, said **Ms. Khushboo Chandrakant Doshi, Managing Director, Rajoo Engineers Ltd.**, in an exclusive interview with **Dilip Kumar Jha, Editor at Polymerupdate**. Edited excerpts:

What is this acquisition all about?

Rajoo Engineers has invested in 60 percent equity of Kohli Printing & Converting Machines, making Kohli a subsidiary. This is part of Rajoo's inorganic growth strategy, expanding its capabilities beyond extrusion into printing and converting.

What is the synergy between Rajoo Engineers and Kohli Printing and Converting Machines? Have you been associated with Kohli?

The synergy between Rajoo and Kohli is a convergence of two industry leaders with complementary strengths. Rajoo Engineers brings decades of expertise in extrusion technology, known for precision, innovation, and global reach, while





**Ms. Khushboo Chandrakant Doshi,
Managing Director,
Rajoo Engineers Ltd**

Kohli Printing & Converting Machines is a pioneer in gravure printing, coating, laminating, and slitting, with a strong reputation for automation and high-speed performance. Together, this partnership creates a seamless packaging ecosystem from extrusion to printing and converting. Both the companies have a global outlook and presence. This move will enhance global reach across flexible packaging and other industrial applications.

Rajoo and Kohli share a seven-year history of collaboration, having successfully developed and marketed Lamex – Extrusion

coating and lamination lines as co-branded products across global markets. This longstanding partnership has fostered deep mutual understanding and operational alignment between both the teams, laying a strong foundation for seamlessly advancing into this next phase of strategic integration.

Does brownfield expansion offer benefit when greenfield options were available?

Yes, brownfield expansion offers significant advantages even when greenfield options are available. It allows faster execution by leveraging existing infrastructure, trained workforce, and regulatory clearances resulting in lower capital costs and quicker time to market.

In the Rajoo–Kohli context, this approach preserves operational continuity and legacy strengths while enabling seamless integration of technologies, making it a strategically sound choice for accelerated growth. Mr. Kaku Kohil continues to spearhead the business as Managing Director.

Kohli is a three-decade old company and a leading name in the industry.

How will this acquisition add to the shareholders' value?

The acquisition of Kohli Printing & Converting Machines by Rajoo Engineers is



poised to significantly enhance shareholder value by unlocking new revenue streams, expanding global reach, and improving margins. Kohli's three-decade legacy in high-performance printing and converting complements Rajoo's extrusion leadership, creating a vertically integrated packaging technology powerhouse. This synergy enables cross-selling, faster innovation, and operational efficiencies, translating into stronger financials, brand equity, and long-term growth for shareholders. It's not just an expansion; it's a value creating transformation.

How will this acquisition improve cost-efficiency and responsiveness?

This acquisition enhances cost-efficiency and responsiveness by integrating Rajoo's extrusion systems with Kohli's converting and printing technologies, eliminating fragmentation across the packaging workflow.

Shared infrastructure, streamlined supply chains, and joint R&D will reduce overheads and accelerate innovation. Customers benefit from faster turnaround times, unified service support, and smarter automation making the combined entity more agile, economical, and performance-driven across global markets.

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