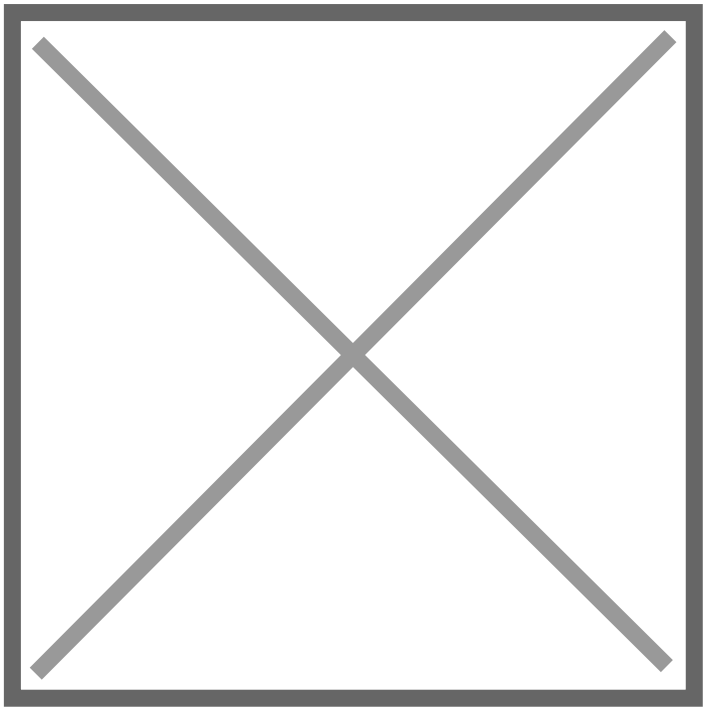
BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Praj adopts new identity with its future growth strategy

22 January 2014 | News | By BioSpectrum Bureau

Praj adopts new identity with its future growth strategy



Praj Industries, the global process solutions company has embarked on growth through transformation. Over the past 3 decades, Praj has transformed itself from being a single business sector company of ethanol solutions to multiple business organization, providing solutions for brewery, water & wastewater, process equipment & systems, high purity application and bio-products.

"Praj has achieved market leadership globally with references in more than 60 countries worldwide. The new identity will demonstrate our multi-capabilities, a diverse and global organization driven by core values like innovation and excellence for attaining sustainability. While ethanol will continue to be a major focus in Praj's business, the introduction of water, pharma and biotech-led businesses signifies our continued push for sustainability." said Mr Pramod Chaudhari, executive chairman, Praj Industries while addressing the media.

The company plans to drive growth through two focus areas - growth business and established business. The former will consist of 2nd Gen Ethanol, Water, Specialized Process Equipment and High Purity applications in Pharma, Biotech as well as niche BioProducts. The established business will see further innovations in 1st gen ethanol and brewery plants.

On the 2nd Generation technology front, Praj has successfully developed a 'bolt-on' model wherein it brings down the capex of the plant by 30-40% over the earlier estimate. This will enable faster execution. Moreover, Praj is also ready with the engineering for the full scale demonstration plant announced earlier.

On the growth business front, Praj has set a target of achieving 30% of revenues from water & wastewater, critical process equipment & systems and High Purity Applications, moving upto 40%. Simultaneously, Praj is taking each of these businesses through existing international network of offices as there is an exciting potential for technology led solutions in various sectors. Praj has specific offerings in zero liquid discharge solutions and for integrated solutions for hygienic sectors like pharmaceuticals, biotechnology and cosmetics.

Praj is shifting its offices to the newly inaugurated Praj Tower at Hinjewadi in Pune. Meeting Green Building Standards, Praj Tower is designed along the principles of sustainability, equipped with solar powered electric supply, smart water management systems. It has incorporated several facilities for employees to work in with a higher level of collaboration and transparency.