



Journey of Ordinary man with  
extra ordinary ability



“Engineer with Heart and Brain”

Mr. Mahendra N Patel

# Introduction: Who is Mahendra?

- Born in India -> Study in UK -> Trained in Germany -> Worked in India
  - Vision to add value through machinery manufacturing
- Apprenticeship with GKN Windsor Ltd.
  - Summer internship for machine design and production in Germany
- Post Graduate from Cranfield University, Bedfordshire in 1974
- Returned to India in late 1974
- Strong *entrepreneurial spirit* demonstrated early
  - Established couple of small engineering companies in Mumbai within one year of return
- Moved from Mumbai to Ahmedabad in 1977
- 1<sup>st</sup> JV in 1977 with Hindustan Dorr-Oliver (branch of Dorr-Oliver USA)
  - Manufacturing equipment for paper, sugar, mineral processing and fertilizer processor.

# Mahendra's Creed

Every morning when the sun comes up,  
A gazelle wakes.

He knows that he must outrun the fastest lion  
Or he will be eaten.

When the sun comes up the lion also wakes.  
He knows that he must outrun the slowest gazelle  
Or he will starve.

In the end, it doesn't really matter whether you  
Are a lion or a gazelle.

When the sun comes up  
You had better be running !!

# Mahendra @ Mamata Machinery

- Chairman of Mamata Machinery & Mamata Group
- Established flagship **Mamata Machinery** 1983
- Vision: Provide the Best-in-class *plastic processing and converting* machinery to India and supply globally
- Started with Circular Weaving Loom for PolyPropylene woven sacks
- Circular loom market was destroyed overnight with government policy favoring traditional jute industry

# Mahendra @ Innovations & Technology

- Mamata developed flexible film *bag making and pouch making* machinery to convert plastic film rolls into bags and pouches
- Since 1990, Mamata recognized as *No: 1 company in India in its field*
- Mamata – an early adaptor of the Microprocessor based Servo technology since 1989
- *Recognized as top 5 Global brands in Packaging Machinery today*
- Mamata has 4 global patents for packaging machine design – plus 2 more pending

# Mahendra's Belief

I make progress by having people around me who are smarter than I am – and listening to them. And I assume that everyone is smarter about something than I am.

-- Henry Kissinger

# Mahendra @ Ambition

## Grow in global markets

- 1<sup>st</sup> export machine to East Africa (Kenya)
- South African market in 1994
- Entered European markets at K-1998
  - World's largest exhibition for plastic processing machinery & packaging equipment held in Germany every three years
- Since 1998 Mamata has now machine installations in over 75 countries around the world – Truly global foot print
- Mamata Enterprise Inc. subsidiary in USA 2012
  - Manufacturing for North American markets

# Mahendra @ his best: To revolutionize polymer processing in India

Identified the top technology leading companies in the world for polymer processing machinery to establish joint ventures in India with Mamata Machinery as the JV partner – making Mamata Group



JV with Klöckner Desma in 1995 for manufacturing state-of-art **Rubber injection moluding machines** for manufacturing precision component for automotive, medical and electrical distribution infrastructure etc.



JV with KHS in 1997 for manufacturing state-of-art **Bottling plants** for beverage industry.



JV with Milacron USA in 1995 for manufacturing direct drive as well as all electric **Plastic injection moluding machines** which has varieties of applications for automotive as well as consumer industry.



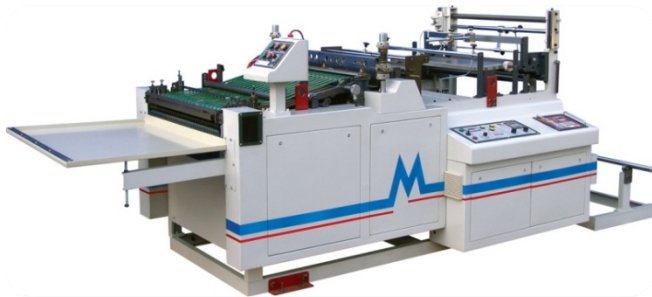
Finally, in 1997 JV was done with Brampton engineering in Canada for manufacturing state-of-art 3,5&7 layer **Co-extrusion blown film plants**.



# Mamata Group Values

- Customer service is the religion – Practice it, everyday
- Make world class quality – it is minimum entry fee
- Create technology excellence – innovation is leadership
- Competition is life – learn to compete or perish
- Think global, act local – larger market but small segments
- Make best of what we have – and we do have the best
- Build learning teams – it is the future. Train, train and train....
- Raise the bar for benchmarks – strive for more, always
- Ethical business is the norm – integrity pays, always
- Create wealth thru' profit – it is the survival. Earn it, always
- Stakeholders – expectations are rising. Meet them, always

# Some Products developed under Mahendra's mentorship



## Bag Makers

- 100% Developed by Mamata
- Catered for the world
- More than 4000 machines installed world wide
- More than 75 countries

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## Servo Driven Pouch Making System



## Wicketers

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# Some JV Products Manufactured in India for the World

**Rubber Injection Moulding**



**Bottling Plants**



**Plastic Injection Moulding**



**Blown Film Extrusion Plants**

# Some of Factories Built by Mahendra during his Journey (19 factories to date)



# Essence of Mahendra's Success

## Knowledge & Dedication

Each of these companies, including Mamata Machinery, has steadily grown in terms of sales and profits  
Firmly established as leading company in India in their respective fields

## Success & Celebration

Each company has received number of awards for their innovations and performances

## Freedom & Trust

**The success of all these companies is largely due to Mahendra's ability to find and retain a team of highly talented individuals and allowing them the freedom to explore possibilities and fully express themselves.**

# Mamata is For Values

People will work eight hours a day for pay,  
Ten hours a day for a good boss,  
And twenty-four hours a day,  
For a good cause !

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Loyalties cannot be bought.  
People don't have loyalties  
To individuals or organizations.  
They have loyalties to values.