

₹ 50/-

JP Industries

IPAF '09

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**AIPMA GEARED TO MEET
CHALLENGES, HELP INDUSTRY**



PLASTICS TODAY

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**JP GROUP SURGING
AHEAD WITH VALUES &
CUSTOMER RELATIONS**

- P.K. PATKAR

Chief Managing Director
JP Group of Industries



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PLASTICS TODAY-JP Group symbolizes trust and respect in the plastic industry. What would you attribute this to?

P K PATKAR-Since we established the company 34 years ago, our primary aim and the business objective were to ensure personal relations with our customers. As we have risen in heights and grown our businesses throughout the decades, we have maintained profitability through excellent customer service

to retain our customers and generate repeat revenue. Our organization's primary mission is to keep our customers happy. And to ensure that our mission-driven core values stay constant, we believe in reaching out to the right customers through new and innovative products diversified to meet unique and far-reaching customer requirements.

Our group companies' objective is to create a dynamic set of continuously improving companies that deal with

and meet the plastic industry's challenges. Our aim and fundamental purposes are to plan ahead of time through change management for a durable and robust base. We work all these factors together to connect with our audience while growing our company and being committed to innovation and integrity.

PLASTICS TODAY - What do you think is special about JP Group?

P K PATKAR-The JP Group

believes in the importance of family values. The same principles that the company initiated when it first began 34 years ago are still powerfully prevalent today, even as a culture. As a business-driven Group of Companies established by stewardship and heritage, we are constantly driven by a sense of responsibility to pass our values on from generation to generation. Our respected founder created a strong sense of identity in running this family business when it first began. The two main important aspects that drive the JP Group is teamwork and continuous innovation. These are the principles that run the company and have proven to be highly productive in our business. It has stabilized the structure and dynamics of the business. We believe these very values will be just as equally critical to our resilience as a company and a vital bedrock and driving force of our success and future.

PLASTICS TODAY-What kind of

innovation or changes do you foresee in the plastic industry in the coming days?

P K PATKAR-Just as plastic revolutionized the world in the 20th century, we believe the plastics industry will further revolutionize in the 21st century and beyond, as new, innovative, environmentally-friendly solutions for sustainable innovation are introduced. There will be a concerted effort from various sectors, including plastic manufacturers such as us, who will

implement environmentally-friendly products; chemical specialists in developing new polymers; research labs in showcasing recyclable plastics, and marketers introducing our sustainable plastic concepts to our consumers.

And in our quest to bring about innovations and changes, we believe that having the right data as a business asset can move the Industry towards smart manufacturing. We aim to discover valuable correlations, patterns, trends, and

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J P GROUP OF INDUSTRIES

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SPECIAL INTERVIEW

preferences through Industry 4.0 big data analytics in making better decisions. We believe that the application of Industry 4.0 in the plastic industry will result in production efficiency, understanding real-time data with self-service systems, predicting maintenance optimization, and the automation of production management.

In all, we believe sustainability and efficiency will be the new trends driving the plastic industry and addressing market gaps.

PLASTICS TODAY-How are you coping up with current demand of the plastic industry?

P K PATKAR-Given the increasing demand across the country and the globe in the past year, this has made us advance our plan of expansion. To cope up with the increasing demand, and to offer lucrative growth opportunities to all our customers, we are moving forward with expansion of our manufacturing facility by 52,000 Sq. Mt. in Gujarat. This expansion will be done in stages and we are expecting the first stage to be ready by early FY22-23. We are of the belief that the growth potential is more now, than ever, and that we

should be fully prepared to meet the growing demand.

PLASTICS TODAY-Who is your ideal or from whom have you learnt life's lessons?

P K PATKAR-One of the greatest lessons I've learned from our respected mentor and founder, Late Shri J K Patkar, is the importance of customer satisfaction through innovation. The family values he has instilled in the business have ensured that we have all the support we need to grow, expand our business, and succeed. Our working relationship with our customers, employees, and vendors is based on trust, sensitivity, mutual respect, and confidentiality.

"...We firmly believe the spirit of connection and collaboration today is now more critical than ever for our industry, our clients, and most importantly, our customers. The Central Procurement System or The Common Purchase Initiative Program has been particularly helpful for all members within the industry, especially for cable product varieties and easing to suppliers while at the same time adopting global standards."



In the three decades that our Group has prospered and will continue to progress, we have used our capabilities and knowledge to improve existing relationships and gain meaningful connections. Having unbiased and transparent relationships and building trust has opened doors and will bring real value to our customers.

PLASTICS TODAY- As its eminent member, what do you have to say about PMMAI?

P K PATKAR- As a founder member of PMMAI, we aim to make a difference for the greater good. The trade body has been uniquely instrumental in bringing all voices



together before the government and making an impact that matters. We are proud to be part of this prestigious industry body representing all plastic manufacturing organizations in India. Through our combined energies, we firmly believe the spirit of connection and collaboration today is now more critical than ever for our industry, our clients, and most importantly, our customers. The Central Procurement System or The Common Purchase Initiative Program has been particularly helpful for all members within the industry, especially for cable product varieties and easing to suppliers while at the same time adopting global standards. Having a firm representative in them for us plastic manufacturers in the country, PMMAI has been remarkably productive and helpful in supporting collaborative activities, developing entrepreneurship and cooperation among members.

PLASTICS TODAY- What would you like to say to the generation entering the plastic industry?

P K PATKAR-The plastics industry is one of the significant strengths of the Indian manufacturing sector, and several sectors depend upon plastics, including aerospace and automotive, for its existence. It is a crucial material for today's society and businesses, health, and economy. For a new generation of entrepreneurs entering the plastic industry, we believe that the future of plastic for them is dynamic and fluid. For one, sustainability will be an important driver of profitability, and hence, a new generation of business leaders must make the right moves to tap into this opportunity. We believe that new and innovative technologies will drive the young age entering the plastics industry as they build strong partnerships across society to contribute to value creation and growth. ■

