



When Passion Meets Determination

It all began with a factory visit for Nirav Shah, who back in 1991, was a young, enthusiastic and eager teenager with a zest to make it big. Today, he has not only arrived, but is already carving the way ahead. Right from putting Indian-make blown film line machinery on the global map to being a proud father, Nirav Shah, Managing Director, Shubham Extrusion Technik Pvt. Ltd. puts a lot into perspective.

For a young, first generation company, Shubham Extrusion Technik Pvt. Ltd. has marvellous achievements to its merit. For starters, they have managed to become the preferred brand of machinery for companies in over 65 countries worldwide. They are now all set to expand their facility by launching a manufacturing unit that is 10-times bigger than the present one. They company will soon move into a 30,000 sq. metre space, from where they will manufacture 5-layer, 7-layer and 9-layer blown film extrusion lines.

The Making of a Young Entrepreneur

It was all because of a single industrial visit to Windsor Machines Pvt. Ltd. Nirav Shah shares with us how it all began, "I was a plastics engineering

student when I was first mesmerised by blown film extrusion lines during an industrial visit to Windsor Machines. I made up my mind to learn more about this and promptly took up a job at Windsor Machines, right after graduating from college. For the next several years, I worked at various firms, learning the ropes of the trade. I was inclined towards design and that is how I started Shubham Extrusion Technik Pvt. Ltd."

Nirav Shah was only 25 years old, when he took the entrepreneurial plunge. A first generation businessman, he worked his way up by winning the trust of his clients and eventually gaining enough confidence and support from them. "I started by manufacturing smaller parts and would help my clients with machine maintenance issues.

Ultimately, some of them gave me the encouragement to start manufacturing machines," he says.

Taking India to the World

During his very first trade show, in 2000, he came across a Taiwanese technology, which was touted to be the best in class. This was his cue; he now knew what he wanted to do. "The Taiwanese machinery was excellent. Nobody in India was manufacturing such lines during that time and I wanted to bring in that level of perfection and quality. I was incredibly inspired. At first, we imported Taiwanese technologies, to study them closely and apply them to our manufacturing process. Soon we began developing it ourselves," says Nirav Shah. With quality being prime to his ideology, in 2009, he got Shubham Extrusion Technik ISO:9001 certified.

However, he showed his true prowess when he managed to turn the tide in his favour during challenging times. "In 2010-11, the price of polymers had skyrocketed globally. That is when we launched a 3-layer ABA extrusion line in Dubai to larger business groups. These were machines which produced much better quality of plastic at a reduced cost," he says. This was a big turning point for Shubham Extrusion Technik because after this, they grew multifold.

Soaring Higher

For Nirav Shah, this success was a stepping-stone to becoming bigger and better. "In 2016, we roped in a design expert from Canada, who helped us create a die head, making us the first manufacturer in India to offer this technology in extrusion machinery. Currently, all our die heads are manufactured in Kerala and they are the best in class globally," he shares.

A great proof of this is the fact that all throughout the pandemic, when the world was facing economic panic, the employees of Shubham Extrusion

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Nirav Shah

Managing Director,
Shubham Extrusion Technik Pvt. Ltd.,
Ahmedabad



Technik had nothing to worry about because they had so many pre-orders to fulfill that they weren't free for a single day.

With Nirav Shah's son, Shubham Shah, joining the business and spearheading their new facility, the company is projecting a 35% spike in their turnover by next year. "I am a very proud father today. My son has completed his education from the University of Boston

and is all set to join the company," he shares.

With this expansion, Shubham Extrusion Technik will be in possession of India's largest assembly line for blown film. Nirav Shah is quick to respond, "During one of my earlier trade shows, I realised that globally Indian machinery was looked down upon and I had made up my mind to change that. I took it personally and maybe that is what drives me even today. I feel I am succeeding in my mission, because today, 65% of the machines manufactured in our facility are exported across the world. We have sold over 3,000 machines so far, in 65 different countries of the world. We have a massive strong hold in the Middle-East."

Nirav Shah says, "At present, the company makes an average of 170 - 180 machines, annually. The focus right now, with the expansion is not just the number of machines, but the size, complexity and the automation levels of machines that is our prime focus now."

Today, Shubham is the only company from India that has managed to venture into the United States of America and sold a 5-layer blown film extrusion machine to a company in North America. They plan to increase this success multifold by targeting a turnover of Rs. 250+ crore in the next five years. Nirav Shah says, "We are currently looking at an annual turnover of Rs. 66 crore by this year end. Next year, with our new facility in place, we are looking to cross the Rs. 100 crore mark with our improved and increased technologies."

Signing off, we ask Nirav Shah if he has any regrets and he replies candidly, "In 2018, we had almost finalised land for the factory that we are building right now. Having not closed the deal then remains my biggest regret. While it did push us back by a few years, we are here today embracing growth at a scorching speed." ■■