

AN INDUSTRIALIST
MR. PRAMOD CHOUDHARY
Chairman, Praj Group of Industries



Mr. Pramod Choudhary

Born on 26th Nov. 1949 Mr. Pramod Choudhary obtained his B. Tech. (Mech.) in First Class with Honours from I.I.T. Bombay in 1971 with specialisation in Production Engineering, operations, Research and Business Management.

He has been specially trained in Machine Technology at CMTI Bangalore in 1973, an Deep hole Drilling Technology at Gebrüder, Heller, Bremen, West Germany (1979).

He attended training programmes on "Human Behaviour and Leadership Skills" and "Management Development" conducted by Omni Consultants, Calcutta; Advanced Management Programmes / International Senior Managers Programme (AMP-ISMP at Harvard Business School (April-June 1995). He attended several seminars and conferences, both at National and International level, on Machining and Mining Technology, Management and Marketing Skills, in India and abroad.

He started his career with Bajaj Tempo Ltd., Akurdi, Pune, as Management Trainee, then Asstt. Engineer, Senior Engineer and was responsible for the production of various Engine Components, and also for implementing "Productivity Improvement Technique" at the New Machine Shop of Bajaj Tempo Ltd. upto 1975.

Then he was for the next 6 years from 1975 to 1981 with Widia (India) Ltd. Bangalore, as Sales Engineer, Area Sales Manager, Regional Manager. During this period, he established Corporate Image and Product Image for Widia (India) Ltd. in Pune region with consistent growth rate of 35% in business from 1975 to 1981.

From 1981 to 1983, he was with Rapticut Carbides Ltd., Pune; as Vice President (Marketing), responsible for identification and development of product range, potential customer; establishing systems, field net work, distribution channels, promoting the products / corporate image, short/long term corporate planning etc.

Mr. Pramod Choudhary then started as the Chief Promoter and Chairman of Praj Group of Industries (1984-85).

Presently, he is the Chairman and Managing Director of Praj Industries Ltd. The flagship company of the group which is a TDICI venture capital assisted unit, engaged in designing, manufacturing and

supplying ethanol producing machinery and equipment all over India and even abroad. Praj Group today, is the Market Leaders in Ethanol Technology.

Praj Industries Ltd. i.e. PIL became Public Ltd. Company in March 1993 and held its maiden public issue in January 1994. PIL sales in 1994-95 were of Rs. 60 crores and its present worth more than 14 crores.

This spectacular rise and achievement of Mr. Choudhary within a span of 25 years, is due to his vision, missionary zeal, high sense of strategic planning and passion for quality and excellence. As such, it is no wonder that today Mr. Choudhary is :

(a) Chairman of :

1. Praj Engineering Ltd. which is a holding company of Praj Industries Limited.
2. Praj Finance Ltd.
3. Praj Far East Pvt. Ltd., Singapore.
4. AmCane Praj (India) Ltd.
5. Praj Agro-Vision Ltd.

(b) Director of :

1. Rapicut Carbides Ltd., Pune.
2. Ashok Alco-Chem. Ltd., Bombay.

(The Head office of Praj Group of Industries is located at 1216/6 Fergusson College Road, Pune - 411 004. Tel. Nos. (0212) 321301 / 2 / 3.)

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