



Praj embarks on growth through transformation - Unveils new identity

Pune, 16 January, 2014: Praj Industries, the global process solutions Company, has adopted a new identity in line with its future growth strategy. 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. Strategically, Praj is increasingly focused upon engineering solutions for environment, energy and Agri-led processing industries. Praj’s new tagline emphasizes our proven capability to deliver innovative and integrated solution. We will live upto this promise in the future too”, 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 BUSINESSES 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 a leading player in the brewery sector in India with supply of turnkey plants for brewery. The company has put into place a strategy to take this business overseas and is presently executing two turnkey brewery projects - one in Africa and another in Myanmar for global brewers.

The Company is also giving a major thrust on monetizing of R & D work carried out at Praj Matrix, its state-of-the-art R & D Center. A number of projects in human and livestock health and wellness, nutraceuticals and biochemicals are in the making.

Praj is shifting its offices to the newly inaugurated Praj Tower at Hinjewadi in Pune. Mr. Kishor Chaukar, former Director, Tata Sons and Director, Praj Industries inaugurated the new office. Meeting Green Building Standards, Praj Tower is designed along the principles of sustainability so valued by the Company. Equipped with solar powered electric supply, smart water management systems, Praj Tower has incorporated several facilities for employees to work in with a higher level of collaboration and transparency.

Having set the wheels in motion for transformation, Praj is embarking on growth plans that will catapult it into a new league.

About Praj Industries Limited:

Praj is a global process solutions company driven by innovation and integration capabilities, offers solutions to add significant value to bio-ethanol facilities, brewery plants, water & wastewater treatment systems, critical process equipment & systems, high purity solutions and bioproducts. Over the past 3 decades, Praj has focused on environment, energy and agri process led applications. Praj has been a trusted partner for process engineering, plant & critical equipment and systems with over 600 references across five continents. Solutions offered by Praj are backed by its state of the art R&D Center called Matrix. Led by an accomplished and caring leadership, Praj is a socially responsible corporate citizen. Praj is listed on the Bombay and National Stock Exchanges of India.

For more information, visit www.praj.net.

Media enquiries:

Vinati Moghe	Sohini Dam	Suman Sharma
VP, Corporate	Asst. Manager, Corporate Communication	Metigon Enterprises
vinatimoghe@praj.net	sohinidam@praj.net	suman.sharma@metigon.com