

GROWTH DRIVERS OF GUJARAT



Leading the market of sodium silicate & its variants



Jignesh Patel, CEO & Director, Sahajanand Industries Limited

Having a legacy of more than 40 years in manufacturing and supplying a world-class quality of sodium silicate and its variants, Sahajanand Industries Limited has created a niche amongst various industries in domestic and international markets

Establishing a standardised process with ISO guidelines and a robust quality assurance system right from procurement of raw materials to the development of the final product, Sahajanand Industries Limited is on a voyage to make new milestones every year. 'Care for the people and environment' is a mantra that Sahajanand Industries Limited believes in and is a part of its CSR initiatives. They believe that this is the best way to extend gratitude to mother nature and give the society back what the society has given them in their lifespan till date. This belief is something which is strongly rooted in the very culture of Sahajanand Industries Limited.

entrepreneurship." **BUSINESS PHILOSOPHY & VISION** In a nutshell, Sahajanand Industries Limited's business ideology and future aspirations centre around amalgamating top-tier excellence with a definitive purpose. They prioritise ethical conduct and customer-centric approaches and fulfil their social obligations. As a manufacturing entity, Sahajanand Industries Limited's aim is to ascend as a global frontrunner in innovation, setting unprecedented benchmarks in sustainability and revolutionising production methods. They focus on ensuring quality and efficiency, and advancing technologically

while placing the well-being of their workforce at the forefront and contributing positively to the communities they engage with. This vision acts as a guiding beacon, aligning the company and its employees towards a collective objective while fostering ongoing improvement and expansion. Striking a balance between profitability and impactful endeavours, Sahajanand Industries Limited's vision and business philosophies motivate its employees, resonate with the customers, and position the company as responsible global contributors.

GROWTH UNSTOPPABLE

Patel avers, "With a rich legacy spanning over 40 years, Sahajanand Industries Limited has burgeoned into a global force, supplying top-tier sodium silicate and its diverse variants to both domestic and international markets. Our products play an indirect yet integral role across myriad daily essentials, impacting lives across all demographics. At the helm is sodium silicate, our



flagship offering, underpinning a versatile array of products tailored to client needs like sodium silicate glass, liquid, powder, silica sand, China clay, and colloidal silica, catering to industries spanning detergents, construction, paints, consumer goods and more."

To ensure the steadfast provision of high-grade sodium silicate and derivatives, Sahajanand Industries Limited has established five state-of-the-art manufacturing facilities across strategic locations in Gujarat (Mehsana, Ankeleshwar, Tarapur, and Bhuj). These plants, operational round the clock, are strategically positioned to ensure uninterrupted access to natural gas, crucial for their manufacturing process. This setup guarantees uniform product quality, solidifying Sahajanand Industries Limited's position as market leaders, with a global presence spanning the UK, Europe, America, South Korea, Africa, Malaysia, Singapore, Sri Lanka, and Nepal. Recently honoured with the

uncertainties brought by the global economic changes, especially during the Covid-19 pandemic. To overcome these challenges and thrive in this ever-evolving landscape, it's crucial for manufacturers to prioritise digital transformation, invest in training their workforce, and establish resilient strategies for their supply chains," adds Patel.

ADAPTING TO TECHNOLOGICAL ADVANCEMENTS

Patel highlights, "Undoubtedly, AI represents the future trajectory. As technology progresses alongside artificial intelligence, there's a promising landscape for



IMPACT OF VIBRANT GUJARAT

"Vibrant Gujarat has emerged as a viable platform where industrialists and business magnates converge, fostering connections and thriving amid the ever-evolving commerce landscape. This platform mirrors Gujarat's economic prowess and investment prospects, serving as a driving force for networking, knowledge exchange, and the forging of strategic partnerships, cultivating an environment for business expansion, and pioneering innovations," shares Patel.

He believes that Gujarat's attraction as a business hub emanates from its multifaceted strengths. The state boasts a

INVESTMENTS.

Positioned strategically and supported by a strong industrial base, Gujarat has emerged as a key player in India's economic landscape. Initiatives like the Vibrant Gujarat Summit underscore government's steadfast commitment to economic development, attracting industry leaders and facilitating synergistic alliances. Moreover, Gujarat's emphasis on renewable energy, petrochemicals, and manufacturing sectors enhances its appeal for enterprises, seeking avenues for exponential growth.

IN A NUTSHELL

Since Sahajanand Industries Lim-

A BRAND APART

Sahajanand Industries Limited has thrived by striving for maximum achievement, focusing on top-notch quality and product consistency, and enhancing the industries they serve. They have set new industry benchmarks with high-quality, natural gas-based products, emphasising on resource conservation, adding value at every stage and earning customer satisfaction. Amidst a competitive market, they prioritise educating clients about the link between low prices and compromised quality, steering them away from the race for cheaper products to uphold their business standards.



INSPIRATION BEHIND ITS INCEPTION

Jignesh Patel, the chief executive officer and director of Sahajanand Industries Limited, says, "My journey stems from a childhood dream—a vision to build a global business spanning every corner of the world. Fueled by an unrelenting thirst for business knowledge, I pursued higher education, earning a master's degree in the UK and subsequently a Business Management at IIM-Kozhikode. My motivation came from a burning desire to fulfil the lifelong dream of expanding our family business. If you ask my source of inspiration, it is a result of my own experiences, propensity for acute observation, and recognising opportunities with the potential to make a significant impact. The fusion of my passion, purpose, and proactive mind-set propelled me into the realm of

EXPANSION PLANS

Going forward, Sahajanand Industries Limited's plans include expanding its product range and reaching across new geographical areas. They are also exploring more and indulging in forward and reverse integration while diversifying into other business verticals. Therefore, their goal is focused on enhancing their infrastructure to set new benchmarks in the global market.



'12th Quality Mark Award' by Shantanu Thakur, minister of state for the Ministry of Ports, Shipping, and Waterways of India, in the category of 'Inorganic Chemicals'. Sahajanand Industries Limited's commitment to excellence stands recognised and celebrated. The company continues to drive innovation, setting new benchmarks in the industry and remaining dedicated to shaping a brighter, sustainable future through its pioneering contributions.

CHALLENGES

"In the span of four decades, we've encountered numerous hurdles, from disruptions in our supply chain to gaps in our workforce's skills. We've had to adapt to new technologies while maintaining a balance between cost and quality, all while navigating

decreased operational expenses."

The application of AI-powered analytics is poised to revolutionise how manufacturers manage their supply chains. For a company like Sahajanand Industries Limited, it means leveraging data-driven insights for better control over inventory and more

commendable infrastructure, encompassing well-connected ports and a reliable transportation grid, streamlining logistics and fostering trade. Forward-thinking governance and policies tailored for investors have cultivated an environment conducive to business, nurturing both domestic and international

placed the highest value on quality, its only source raw materials from the best suppliers in India. Once obtained, their research & development team conducts trial runs to scrutinise these materials, ensuring they meet the company's rigorous standards. Their fully automated facility plays a crucial role in maintaining the manufacturing consistency and reducing errors caused by human intervention. Additionally, Sahajanand Industries Limited's dedicated in-house testing laboratories meticulously examine products, ensuring they meet their precise standards without any deviations. The company places a paramount importance on consistent quality, establishing a standardised process aligned with ISO guidelines and a robust quality assurance system spanning from raw material procurement to the final product development.

