



# INDIAN PLASTICS INSTITUTE

## *Citation*

### **Presented to Shri. Madhu Shah**

Shri Madhusudan Balvantrai Shah is one of the most versatile plastics professional turned successful entrepreneur, and, respected by one and all for his missionary service to the plastics industry. He is first class Plastics Technologist, with 55 years of wealth of experience in various plastics fields, is a well known person both in the plastics industry and this Institute.

Shri Madhu Shah, - Madhubhai to his friends, graduated from University Dept. of Chemical Technology( UDCT) obtaining B Sc tech in Plastics Technology with first class in the year 1958. He chose little known field of Plastics for making his career over then popular career streams in Textiles, Oils, Dyes, Pharmaceuticals. This nature of being different to others has remained as his characteristic all these years.

In his pursuit of gaining in-depth knowledge, he chose to work in plastics processing factory. The hands-on working experience on shopfloor helped him experiment with his creativity to find innovative solutions to various problems encountered in processes and build skills to relate with people. Some of his early accomplishments were producing LDPE film for laminating on bituminized Hessian cloth, developing Poly-sleeves for Tea Garden Nurseries (Tea-saplings). This phase was followed by new product developments of Polycoated/Paper sandwiched packaging solutions for different applications including Defence.

In 1979, Shri Madhu Shah joined SLM-Maneklal, where he took upon the challenge of convincing entrepreneurs to buy sophisticated and costly Kautex- Maneklal- Blow molding & Toshiba-Maneklal Injection molding machines. He designed strong value added customer support services to help them succeed in new / existing ventures.

Having gained wide experience on- product, processing and building people relationship- during his professional career, Shri Madhu Shah started his entrepreneurial career in 1984. First it was a consultancy firm to help entrepreneurs set up new projects after proper market survey and/or to upgrade the production technology in the existing plants so that he becomes producer of top class product and remain competitive.

In 1995 onwards his emphasis changed over to marketing. With his wide international exposure to the international plastics industry, he could easily develop business relationship especially with technocrats owned overseas companies producing high-tech products at competitive price. Thus born was Madhu Marketing Services providing innovative solutions, and, a quality supplier of Machines, Hot Runner Systems, Ancillaries / Molds & Mold parts.

Shri Madhu Shah firmly believes in giving back to the plastics industry from which he has benefited all along. He was active member and Secretary of Plastics & Rubber Institute (Bombay Chapter) in 70's. His dedication and commitment to Plastics Industry and the Plastics institute has been total. In recognition of his contribution to the plastics industry and services to the Plastics and Rubber Institute (LOND) and later to Indian Plastics Institute, he was awarded AMPRI (LOND) in 1974, FPRI (LOND) in 1984 & FIPI (Ind) in 2003.

He has actively served as Convener and Chairman Vadodara Chapter, Chairman of International Conference Committee for two terms and President of IPI. He was also Managing Committee member of PLASTINDIA FOUNDATION during (2003-06). He was Chairman of Education Committee of PIF during the said period. He has also served as Paper Setter and Examiner at UDCT & HBTI (Kanpur) & Hon. Lecturer at IIP, GIRDA & IPI.

As a further service to the Plastics Industry Shri Madhubhai Shah established 'TECHNOLOGY CENTRE' of Madhu Machines & Systems Pvt Ltd, in Bangalore. Institute provides additional knowledge to students passing out from institutes like NTTF, CIPET, IPI etc. on Plastics Processing machines, Innovative ancillaries, Hot runner system, Mold parts, etc.

Shri Madhu Shah will be long remembered for his enthusiasm, entrepreneurship and servitude.

In recognition of his contribution to the Indian Plastics Institute and Plastics Industry, this day, the Indian Plastics Institute has duly resolved to bestow upon Shri Madhu Shah

### **"Life Time Achievement Award"**

On 8th June 2013, Mumbai

**Dr. Y. B. Vasudeo**  
President

**N. K. Balgi**  
Chairman