

Shri Madhusudan Balvantrai Shah

An Inspirational Journey

Madhubhai, as he is fondly known by the industry, will be long remembered for his enthusiasm, entrepreneurship and servitude towards the plastics industry.

Shri Madhusudan Balvantrai Shah was one of the most versatile plastics professionals turned successful entrepreneur, and respected by one and all for his missionary service to the plastics industry. Till the end, he remained an enthusiastic learner as well as a teacher of plastics all through his life. He was a first-class plastics technologist, with over 6 decades of wealth of experience in various plastics related fields, and was a well-known personality, both in the Indian plastics industry and globally, especially in Europe and Asia.

Knowledge-Seeking

Shri Madhu Shah, Madhubhai to his friends, obtained his B.Sc. (Hons.) degree in 1956 from Bombay University. He then joined University Department of Chemical Technology (now ICT) and studied Plastics Technology under Prof. N. R. Kamat. He chose the little-known field of plastics for making his career over other more popular career streams. This nature being different to others remained as his characteristic throughout his life. He graduated from UDCT obtaining B.Sc. (Tech) in Plastics Technology with first class in the year 1958.

In Loving Memory

Shri Madhusudan B. Shah

28th August, 1935 - 27th July, 2020

Your ideals: The Foundation

Your vision: A Guiding Light

Your life: An Inspiration

We celebrate your legacy as we continue on the path you paved.

Forever in fond remembrance

The entire MADHU family

In his pursuit of gaining in-depth knowledge, he chose to work in a plastics processing factory. The hands-on working experience on shop-floor 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 means developed to segregate tonnes of plastics PS, PE, CA, CAB etc. - swept off the floor with non-plastic extraneous materials into individual reusable plastics raw materials, producing LDPE film for laminating on bituminised Hessian cloth, developing poly-sleeves for tea garden nurseries (tea-saplings). This phase was followed by new product developments such as:

- Direct polycoated jute with permissible low WVP, a challenge overcome by machine modifications and improved process technology on Zimmer
- Developing special polycoated / sandwiched papers for defence to meet stringent requirements
- Producing blow moulded bottle crate (BEKUM)
- Producing rigid PVC clear / opaque bottles - product launch to successful commercialisation of products.

The Visionary

In 1979, Madhubhai joined SLM-Maneklal, where he took upon the challenge of convincing entrepreneurs to buy sophisticated automatic, but costly Kautex-Maneklal, blow moulding and Toshiba-Maneklal injection moulding 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 relationships during his professional career, Madhubhai 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 the company becomes a producer of top-class product and remains competitive.

1991 onwards, his emphasis changed over to marketing. In view of his exposure to the international plastics industry, he could easily develop business relationships especially with technocrat owned overseas companies producing high-tech products at competitive price. Thus born was Madhu Marketing & Services providing innovative pioneering solutions and a quality supplier of machines, hot runner systems, conventional / innovative ancillaries / moulds and mould parts along with complete tooled up projects; many of these technologies being introduced for the first time in the Indian plastics industry. In view of his pioneering efforts, he is widely regarded as the 'Father' of the hot runner industry evolution in India.

As a further service to the plastics industry, Madhubhai established 'Technology Centre' of Madhu Machines & Systems Pvt. Ltd. in Bengaluru. The centre provides additional knowledge to students passing out from institutes like NTTF, CIPET, IPI etc. on plastics processing machines, innovative ancillaries, hot runner systems, mould parts etc. The company, in its current form, was established at Vadodara and further expanded its manufacturing in Bengaluru since 2012 producing speciality ancillaries, additional injection units and hot runner controllers under its own brand for domestic and overseas markets. The company now has two manufacturing units in Bengaluru with service support infrastructure across all major plastics industrial centres throughout the country.

An Industry Patron

Madhubhai firmly believed in paying back to the plastics industry from which

he had benefitted all along. He was an active member and Secretary of Plastics & Rubber Institute (Bombay Chapter) in '70s. His dedication and commitment to the plastics industry and Plastics Institute has been total. In recognition of his contribution to the development of 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 and FIPI (Ind) in 2003. Another highlight was when he was recognised by the Austrian Chamber of Commerce for having furthered and greatly influenced the Indo-Austrian trade for equipment used in the plastics industry in the year 2008. He was awarded the most prestigious 'Lifetime Achievement Award' by IPI in 2013.

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 for 3 years (2003 - 2006). He was Chairman of Education Committee of PIF during the said period. He conducted 2-day programmes on 'Upgradation of Production Technology' at Mumbai, Kolkata and Chennai. He has also served as Paper Setter and Examiner at UDCT and HBTI (Kanpur), as well as Hon. Lecturer at IIP, GIRDA and IPI. Madhubhai greatly contributed towards the conceptualisation and modernisation of the diploma (DIPI) course at Indian Plastics Institute.

A Complete Human Being...

Throughout his life, Madhubhai was connected with various social service activities and especially involved with Brahma Kumaris. His passion for singing and playing music kept him connected with finer joys of life.

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