

Exclusive Interview with Mr. Rajiv Bhimrajka, Director, Bhimrajka Mäder Coatings Pvt Ltd.

Metro Rail News team conducted an interview with Mr. Rajiv Bhimrajka, Director, Bhimrajka Mäder Coatings Pvt Ltd. In which he talks about Green Revolution, R&D Strategy and speciality of the product and many more...

Mr. Bhimrajka has completed his Masters of Business Administration in International Business from Regent's College, London. He has been associated with Bhimrajka Mäder Coatings Pvt Ltd. since its inception.

He has been instrumental in setting up Mader group's first green field plant in Shirampur MIDC, India. Today he is a shareholder and a member of board and overall responsible for the activities of the company.

Here are the edited excerpt:-

MÄDER Group is a world leader for railway paint. What other solutions does MÄDER Group provide to the Indian Railway?

Ans- We are one of the leading global suppliers of paints & coatings for railways. We cater to almost every application



Mr. Rajiv Bhimrajka
Director
Bhimrajka Mäder Coatings
Pvt Ltd.

in the railway segment, Be it interiors, exteriors, roof or underframes parts etc. Mäder not only manufactures paint and coatings but also manufactures polyester resins and gelcoats for the composite parts of the railway segment. We are meeting stringent fire & smoke norms of the rail industry. Today, we are the only supplier capable of offering a

comprehensive Composites/Gelcoats/ Paints system ensuring excellent fire & smoke resistance for railway industry.

How is MÄDER participating in the Green revolution?

Ans- Mäder Group is an expert in eco-friendly & high technological content solutions for paints & composites. We have a wide range of products to offer to the railway segment. We supply solvent-based coatings and have a good portfolio of products made on water-based technology, meeting the same specifications. Some of our products also have high solid content, which reduces VOC emissions. Our products are in REACH compliant.

What are the strategies of Mäder group in the field of R&D ?

Ans- Innovation is at the heart of our strategy, and thus we devote 10% of our group turnover to R&D. We do our research, in partnership with universities, which is particularly focused on agro-sourced raw materials, green chemistry and the reduction of the impact of its activity on the environment, with the aim of always better preserving our planet.



Currently, we are working on UV curable paints for different parts of the train & thermal insulating coatings for the roof of the train to reduce the temperature inside the train.

We plan to set up a state-of-the-art R&D lab in India, which will be the first R&D lab for Mäder Group in Asia.

What other sector Bhimrajka Mäder Coatings provides or contributes in its project?

Ans- Other than railways, we participate in a wide range of segments.

- Automotive coatings for plastic
- Glass Coatings
- Aerospace & Defence
- Pipe Coatings
- ACE
- Coil Coatings
- Insulation Varnish
- Other General Industrial & High-Performance Coatings

Can you tell us the speciality of your products & design MÄDER provides to the client?

Ans- Even though it's a family owned & independent group, we are professionally managed. We are just not selling our products but also bringing value through our past experience right from the project's design stage until finalization. We also share our know-how & offer internally or externally training adapted to customer needs in order to train in techniques and means of applications.

We challenge ourselves to meet high customer demand & specifications by providing tailor-made solutions to our customers.



Our products are running on trains in different parts of the world from Montreal to Dubai, withstanding all types of climatic conditions & abuses. Our products meet stringent fire & smoke norms of EN45545

We have an in-house design studio on the outskirts of Paris, where we study the global trends & design shades as per customer needs.

Which metro project have you worked on?

Ans- We first started our supplies with Chennai Metro through Alstom. Now over a period of time we have supplied our products for Lucknow Metro, Kochi Metro, Sydney Metro, Montreal Metro, Mumbai Metro, DMRC, E-LoCo, Santiago Metro, Dubai Metro etc. Currently, we are working on other upcoming projects too.

What is your take on the "Make in India" and "Atma Nirbhar Bharat" Initiative?

And what steps does Bhimrajka Mäder Coatings Company take to fulfill those visions?

Ans- We set up our state of the art plant for our global customers, keeping in mind our Honourable Prime Minister's Make in India vision; this was the first greenfield project for our group. We have our expansion plans to scale up production to meet the ever-growing demand of Indian railway. We are also looking at setting up our first R&D in Asia, which will be in India.

The R&D will be dedicated to understanding the challenges & have solutions for them from India & give products not only Made in India but also Made for India & creating jobs in India.

We want to transfer as many products from our Europe portfolio to India for all the segments we are working on so that our Indian customers benefit from European technology.

Mr. Rajiv Bhimrajka, can you tell us your most challenging project so far and how you have overcome it?

Ans- Every project has its own challenges, & it is up to us to accept these challenges with open arms & find solutions to the challenges. However one instance I remember, is when we did Kochi Metro project, it was the first time we had to design all the shades in India, it was not an easy task as it was time bound & my team did a very good job in getting first time right shades which gave us the confidence & now most of the shades are being developed in India & delivered as per project timelines.

