

Rhino Machines – Brief Profile

Established in 1983 as a project consultancy firm, Rhino evolved in 1991 into a fully-fledged manufacturing firm that produces conventional Green Sand, Pouring and Centrifugal Casting Products. In 1995, Rhino Machines collaborated with a French company 'Fondarc' to further strengthen their capabilities while bringing latest technologies to local markets.

It has truly come a long way since its inception. Today, Rhino is Gujarat's leading foundry machine production, equipment marketing, engineering and Consultancy Company. Rhino has evolved as a global player providing an exhaustive range of cutting edge foundry equipment and world-class technology from global industry leaders like Fondarc (France), Fata Aluminium-Regeneration Division in addition to their own Innovations and Developments. In the past it has represented and worked with several European/American/Japanese Global partners, wherein Rhino's market intelligence and standing was leveraged for developing their markets.

Rhino's own manufacturing facilities were set up in 1996 in leadership of Mr Manish Kothari at V U Nagar, Anand, Gujarat. The engineering industry set up and ease of business enabled Rhino to set up a strong Vendor Centric infrastructure using the SSI backbone of V U Nagar. The loyalty, consistency and reliability of vendors working with Rhino since inception, and those joining in are the pillars of strength in Rhino's growth. A lean manufacturing approach in its own production activities with distributed profit centres and cohesive working form the core strength of Rhino's manufacturing ability – and gives the facility to expand and contract to industry needs without burdening the organisation on infrastructure.



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Having Rhino's focus on SME/SMB as primary customer base, which constitutes nearly 80% of the foundries in no's, Rhino has successfully established in the small and medium sector.

Rhino's presence is in foundries only, yet diversified to different industry segments such as Power, Infrastructure, Automobile, Tractor, Two-Wheeler, Railways, Valves, Refrigeration, Grinding Media, Manhole Covers, Sanitary Fittings, Pipe Fittings, Steel Castings.

The basis of Rhino's growth has been the unconditional support of the industry and readiness to adopt, implement and embrace Indian Technology.

Rhino's customer base has grown geographically, with Northern & Eastern regions being its biggest domains after the home domain of Gujarat.

Rhino has now entered into the rich engineering casting belt of Kolhapur-Belgaum, and Coimbatore with new technologies partnering with enterprising customers.

Internationally Rhino has successfully implemented installations in Saudi Arabia with one plant in production and 3 plants getting commissioned in 2015.

The latest success has been in getting recognised for ENERGY EFFICIENCY in Foundry Industry in the Global Cleantech Innovation Program by United Nations Industries Development Organisation & finishing in the Top 6. Below is the certificate which was presented by the DEVELOPMENT COMMISSIONER (MSME), MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES Mr Tripathi.

Hon'ble Industries Minister Shri Kalraj Mishra and MSME team appreciated the ECOFLEX Innovation at recently concluded Festival of Innovation where Rhino was one of the 4 SME's to be showcased.

On 15th April, Rhino has also been awarded a "Trend Setter" by Gujarat Innovation Society. Felicitated by IIF-Vadodara Chapter for the Ecoflex Plant.

