

at Hotel Rosewood as a supervisor in the housekeeping department and admits that he learnt all about the dignity of labour here. He followed this up with jobs at Hotel Sun 'n' Sand (in the accounts department) in the second half of 1988 and as Accounts Officer with Bennett & Coleman Ltd (Times Of India Group) in the year 1990. "The latter gave me fantastic insights into the workings of the printing business. This also laid the foundation for the entrepreneur in me. I started networking to build contacts for print orders."

Dinesh's first breakthrough came from HDFC Bank, which was then known as Times Bank Ltd. "For these initial small orders, I would outsource from private printers, but gradually the orders got bigger so in 1995, I quit my job and started a proprietary firm, Print Plus with office space in Lower Parel. From a turnover of Rs. 75 lakh in the first year, we catapulted to Rs. 2 crore in the subsequent year," he adds.

His first investment, thanks to his profits and a bank loan, was a cutting machine and an industrial gala. "To date this machine holds a place of pride in my mega set up. With increasing orders and the need for expansion in order to scale up, we moved to the outskirts of Mumbai in 2011. Today, we are one of the biggest printers in Western Maharashtra," Dinesh says proudly.

Print Plus is the recipient of the MSME award for their export performance from the Government of Maharashtra (2017) and has also received the SME Printing Company Of The Year award from Print Week (2015). The company is into commercial printing for banks, insurance and financial institutions and

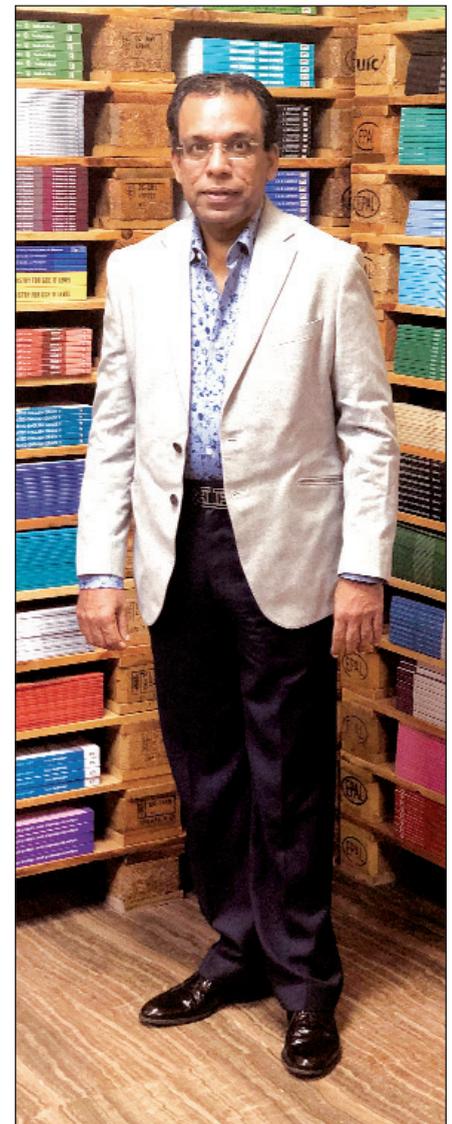
also does work in the publication sector where they print educational and trade books for the government, private publishers, and religious trusts in the domestic and African continent. Today, Print Plus has a sprawling floor space of 100,000 sq. ft. and state-of-the-art machinery to execute all its printing work.

The business however is not without its own set of challenges. "At the factory level, we need to maintain standards in the floor area, with our machines and for overall safety as incidents happen unannounced. This business is highly capital-intensive so there are huge investments in both land and machinery," shares Dinesh. "We need to have the capacity to hold the same while we simultaneously handle working capital smartly to get a reasonable ROI. Getting the right paper for the product used to be a challenge earlier as we had to source from traders. Now with our scales getting larger, there is a direct connection with the paper mills."

The factory itself is set amidst significant green cover and the company uses LED lights and solar panels for energy conservation. Employee friendly measures are also in place. "We have close to 200 employees, of which 40 are women (these include factory and administrative staff collectively). We have a separate women's grievance cell headed by our Lady Directors and are ISO 9001:2015 certified and comply with the regulations completely. A bus facility for pick up and drop from the station is also provided."

In the future, Dinesh hopes that his company can cater to the European

and US markets as well. "Presently we have one of the best set ups in the country. An addition of ancillary machinery is needed to fine tune as and when needed. We plan to have a print on demand setup like a Digital Printing Division and we are in talks with vendors for capital equipment, and banks for financial assistance. I also want to create a platform to provide PMS (Print Management Service) to big banks and financial institutions." With these expansion plans in mind Dinesh's ambition continues to soar, and we can't wait to see what happens next.




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**TODAY, WE ARE ONE OF THE BIGGEST PRINTERS IN WESTERN MAHARASHTRA!**