



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

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## CASE STUDY ON PLANTINUM INDUSTRIES PVT. LTD. MUMBAI

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Platinum Industries Private Limited is an unlisted private company incorporated on 09 July, 2020. It is classified as a private limited company and is located in Mumbai City, Maharashtra. Its authorized share capital is INR 1.05 cr and the total paid-up capital is INR 1.05 cr.

The current status of Platinum Industries Private Limited is - Active.

The last reported AGM (Annual General Meeting) of Platinum Industries Private Limited, per our records, was held on 30 November, 2021. Also, as per our records, its last balance sheet was prepared for the period ending on 31 March, 2021.

Platinum Industries Private Limited has two directors - Parul Krishna Rana and Bhavna Rahul Mehta.

Krishna Rana is the CEO of Platinum Industries Pvt. Ltd. India's leading PVC CPVC Additive Manufacturer. Platinum is a family-owned business that was taken over by Krishna from his father, Mr. Dushyant Rana back in 2016.

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## About the Industry

PVC is a high strength thermoplastic material widely used in application such as pipes, medical tubes, cable insulation and many more. It is economical and highly resistant to chemicals.

PLATINUAL takes pride in being India's leading PVC Stabilizer Manufactures.

- Manufacturing Leaders in PVC and CPVC additives
- Unmatched quality of products
- Championing sustainability and best manufacturing practices
- Steady increasing global footprint

## Problem

The company was bankrupted thrice in last ten years. The number of creditors grew more than debtors. Mr. Krishna Rana noticed that the company had been focusing on trading rather than manufacturing units, this was the reason the company was incurred in loses. Mr. Rana decided to take over the company, halt the trading business and start with manufacturing PVC and CPVC additives.

## Solution

Company purchased the property for machine plantation where economy was low.

Words from Mr. Krishna Rana himself:

“Greed is necessary, but in the right form”. “Risk is everything”. A beautiful word was used by the CEO, “Serendipity”, which means, “Good luck in making unexpected and fortunate discoveries”

## Entering a new era

“An era builds on purpose, passion, perseverance, legacy, growth, with the power of imagination, we create the limitless innovations with the ability to deal with problems, we provide customized solutions, we are guided with passion and ambition to the global leader with a focus on providing solutions. We bring stability.”

## Questions

1. If you were in the shoes of Krishna Rana, what would have been your decision?
2. Why would you dislodge the trade over manufacturing? Justify.
3. According to you, what is the right form of “greed”?