

Ravindra Heraeus Pvt Ltd: "Pioneers of India's Platinum and Precious Metals Revolution"

In the world of precious metals, few companies have a legacy as rich and enduring as **Ravindra Heraeus Pvt Ltd**. From its humble beginnings in the early 1950s to its current standing as a leader in the global precious metals industry, the company has been a pioneer in innovation, quality, and sustainability. The story of Ravindra Heraeus is not just one of business success; it is a journey of vision, family dedication, and the relentless pursuit of technological advancement.

As the company continues to expand its operations and influence, it remains rooted in the values established by its founder, **Mr. Ravindra Choksi, the father of the platinum industry in India.**



The Early Days: Ravindra Choksi, the Father of the Platinum Industry

The foundation of Ravindra Heraeus Pvt Ltd can be traced back to 1952, when Mr Ravindra Choksi—a science undergraduate at the time—embarked on a journey that would forever change the landscape of India's precious metals industry. Tasked with sourcing platinum wire for his university's chemistry lab, Choksi faced a significant challenge: platinum was virtually unknown in India, and even his professor struggled to obtain the material. Undeterred, Choksi took it upon himself to source and create the platinum wire, which was used in flame tests to determine metal properties.

This seemingly small task marked the beginning of a monumental career. In 1952, Mr Ravindra Choksi became the first person in India to process platinum on an industrial scale. His pioneering efforts earned him widespread recognition, and he soon became known as the father of the platinum industry in India. Over the following decades, Choksi expanded his expertise and established a strong reputation both in India and internationally. His work was not limited to the commercial sphere; he also contributed to the development of national standards for precious metals, serving as the chairman of the subcommittee for precious metals under Indian Standards in the 1970s.

In the early days of his career, India faced a significant technological gap in terms of industrial applications of precious metals. The country was heavily dependent on the Soviet Union for advanced technology related to precious metals. At that time, importing such technologies was both expensive and complicated, due to India's limited foreign exchange reserves. Recognizing this challenge, Mr Choksi saw an opportunity to help India bridge the gap by developing local solutions and reducing the nation's dependence on external suppliers. His efforts not only spurred technological innovation in India but also laid the foundation for a more self-reliant and robust industry.

A Diverse Product Portfolio

Ravindra Heraeus Pvt Ltd boasts an extensive and diverse product portfolio that serves a wide range of industries. From **catalyst gauzes and platinum laboratory equipment** to **tools for glassmaking**, the company's products are integral to some of the most demanding industrial applications. These include pharmaceuticals, automotive, chemical, and fertilizer industries, where precision and reliability are crucial.

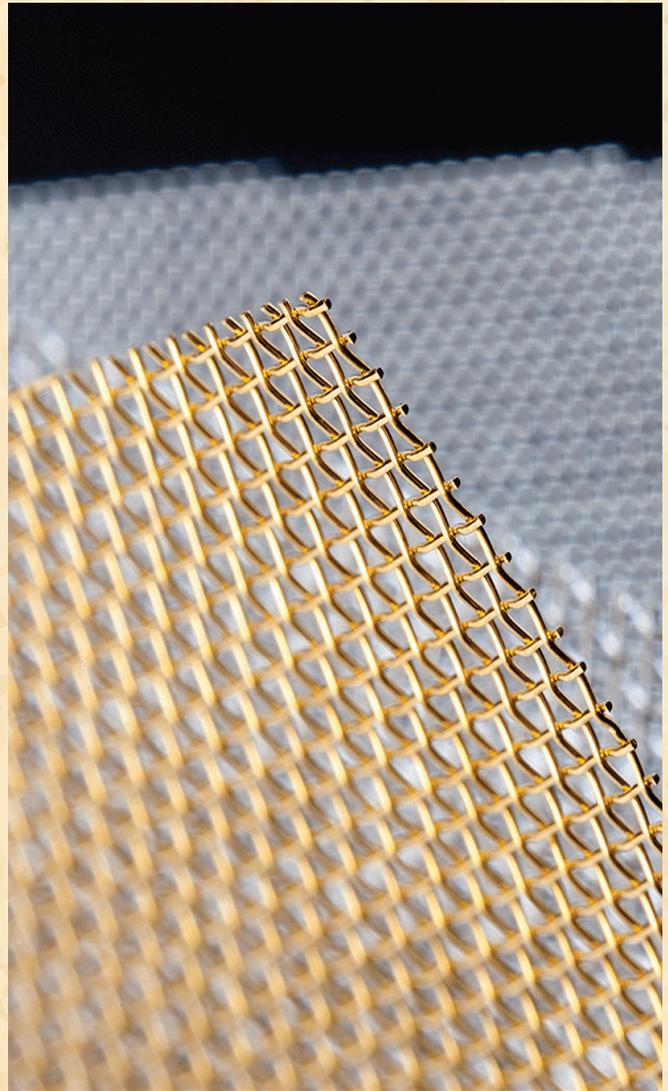
One of the company's most ground-breaking products is its **catalyst gauzes**, which are essential for the production of nitric acid and ammonium nitrate, key components in the fertilizer industry. These gauzes are also critical in ordnance factories, where they play a role in the production of ammunition. During the India-China conflict in the 1960s, these catalysts were vital to India's defense efforts, highlighting the importance of Ravindra Heraeus' contributions to national security.

The company also offers **platinum group metal solutions**, emission catalysts, and a range of salts used in chemical processes. Additionally, Ravindra Heraeus produces exquisite jewelry, showcasing its versatility and expertise in both industrial and decorative applications of precious metals.

The Acquisition of Arora Matthey and Expansion to Vizag

In recent years, **Ravindra Heraeus** has continued to expand its operations, both geographically and in terms of product offerings. One of the company's most significant moves came with the acquisition of **Arora Matthey** in **Vizag**, India. This facility specializes in the production of precious metal catalysts for the chemicals and pharmaceuticals industries, and the acquisition represents a strategic expansion for Ravindra Heraeus. With over 70 dedicated employees, the Vizag site allows the company to better serve its customers in South India, particularly in the pharmaceutical sector, which is concentrated in that region.

The acquisition is in line with Ravindra Heraeus' mission to provide innovative, sustainable solutions to its clients. The **Vizag facility** focuses on the production of **heterogeneous catalysts** containing platinum group metals and also offers recycling services for spent catalysts.



By keeping precious metals within the economic cycle, Ravindra Heraeus is helping its clients reduce costs while contributing to a more sustainable future.

Reflecting on the acquisition, **Mr Shailesh Choksi** expressed his excitement, noting, "We are committed to building on Arora Matthey's long-standing relationships with its customers and providing them with leading catalyst and recycling solutions. The acquisition allows us to expand our operations and align closer to our customers in the pharmaceutical sector."

The company has also made significant investments at its **Udaipur facility** to enhance its **pyrometallurgical** and **wet chemical recycling** capacities, further cementing its position as a leader in precious metal recycling in India.



Looking Ahead: A Legacy for the Future

As **Ravindra Heraeus Pvt Ltd** continues to grow and innovate, the company is preparing for the next chapter in its storied history. The leadership team is now bolstered by the involvement of the next generation—**Samweg, Radhey, and Aryaman**—who are already deeply involved in the company's day-to-day operations. Their youthful energy and fresh perspectives, combined with the wisdom and experience of **Mr Kishore and Mr Shailesh Choksi**, ensure that the company remains agile, innovative, and future-focused.

This smooth transition from one generation to the next is a testament to the Choksi family's enduring commitment to the business and its employees. **Ravindra Heraeus Pvt Ltd** is more than just a company; it is a legacy of innovation, expertise, and family values that will continue to shape the precious metals industry for generations to come.