



Palaram
Managing Director



Nitesh Kumar
Chief Executive Officer

What are some key milestones that demonstrate your company's adaptability in recent years?

- Scaling up production capacity to 96,000 MT annually, with projections to reach 120,000 MT
- Secured NPCIL manufacturing approval, validating quality standards.
- Featured as one of the "Top 10 Manufacturers of Earthing Equipment" by Industry Outlook.
- Awarded Three Star Export House status under Foreign Trade Policy 2023.
- Recognized by EEPCL INDIA at the 52nd & 53rd Export Excellence Regional Awards.
- Received Business Sphere Award from the Ministry of State for outstanding manufacturing of steel, solar structures, and telecom towers.
- Successfully entering and executing projects in over 12 international markets, including USA, Africa, and the Middle East.

What sustainability practices has your company adopted, and how are these initiatives contributing to long term resilience and environmental responsibility?

- Continuous focus on energy-efficient machinery and eco-compliant operations, aligning with ISO 14001:2015 EMS standards.
- Usage of LPG-based galvanizing systems, which are more environmentally friendly than conventional fuel-based methods.
- Committed to reducing carbon emissions.
- Implements waste management, recycling scrap, and hazardous waste disposal.
- Installed rainwater harvesting systems and reuses process water.
- Planning to install a 6 MW solar energy plant for energy conservation.
- We are proud to be a registered member of the Indian Green Building Council (IGBC), reflecting our commitment to sustainable development and environmentally responsible practices in all aspects of our operations.

What is your company's growth strategy for the next 3-5 years, And how does it align with the evolving msme landscapes?

- Install a new cold rolling mill for Z-sections, purlins, square pipes, and unistrut for sustainable energy structures like solar.
- Streamline processes to reduce costs and respond swiftly to market demands.
- Prioritize eco-friendly practices and resource optimization to position as a responsible MSME leader.
- Align with digital and green trends to capitalize on new opportunities and strengthen competitiveness.
- Enhance research & development to create innovative products for emerging markets.
- Aligning with MSME initiatives by focusing on sustainable manufacturing, Make in India, and export-oriented growth, which positions the company strongly within the evolving Indian MSME ecosystem.
- Utilized digitally controlled galvanizing baths with optimized zinc usage to ensure quality and sustainability. ■

Note: The views and insights shared in this interview reflect the perspective of the company's top management.