

THE  
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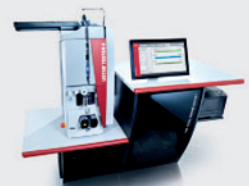
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# RABATEX gearing up for exciting growth phase

## *Targets doubling of turnover by 2020*

By Ganesh Kalidas

**F**ounded in 1962, Rabatex is one of the most successful companies operating in the Indian textile market today. Started with basic sectional warping machines and storage solutions, the company has grown and developed solutions to cater to all the customer needs.

Rabatex has also diversified into real estate, gearless motor & equipments for elevator industries, distribution of solid waste and water filtration plant.

Originally started as a component manufacturing unit in the early 1980s, the company entered the domain of basic sectional warping machines which worked at lower speeds for fine detailing. Eventually it shifted to added automation in the existing machines and new machines.

The company soon ventured into manufacture of material handling equipment in the late eighties, and direct warping machines in mid-nineties. In the same period, it added fully automatic sectional



Mr. Haresh Panchal, Managing Director, Rabatex, along with the next generation

warping machines and advanced battery operated material handling equipment to the product range.

In 2004, Rabatex introduced single end sample warping machines and developed customized solutions for technical textiles by developing the poly beamer. It also developed special customized machines for geo-textiles, carbon fibers and glass fibers, and introduced customized sectional warping machines for industrial applications.

In 2014, the company brought ultrasonic reed

cleaning machines and advanced single end sizing machines to the market. These machines could be used for both combined sizing and multi end sizing where a number of threads can be sized at a time. In the warping sector, the company came up with advanced 18 axis control sample warping machines in 2015.

Rabatex remains focused on innovation through its state-of-the-art technology and new additions to its portfolio at regular intervals. Sampling and sizing

machines for the weaving industry as well as sample warping machines are its other products of repute.

The company not only holds a wide share of the Indian market but has made a name for itself in the international markets as well. However, the company has introduced more products in the Indian market. The company has its reach over 28 countries across the globe. Almost 23% of the total sales is for export, which is a significant share considering the increasing potential of this business.



In totality there are four fully functioning Rabatex manufacturing units devoted to manufacture the best machinery and technology possible. According to Mr. Haresh Panchal, Managing Director of Rabatex, another plant covering an area of 50,000 square meters is being set up. It would be entirely devoted for material handling and storage equipment.

In an innovation-driven company like Rabatex, research and development plays a very crucial role. To maintain its innovation standard and the state-of-the-art technology, the company maintains a fully owned R&D centre to come out with new products almost every year.

Asked about the latest trend of that most of the companies in the industry are following, by getting listed, Mr. Panchal said: "Rabatex is very strong and does not require any outside finances. This is because of our expansion and smart investment strategies. We have no plan of getting

listed now, although this can be done later." Even the new expansion projects are fully company funded.

Maintaining such strong finances is not a simple task, but has been done flawlessly by the management. The company stood firm and did not face any problems with the demonetization and GST roll-out when other companies suffered a lot. In fact, the company witnessed a two-digit growth in the past several years, and has expanded the services it provides.

Rabatex provides its clients the best aftersales services. It has professionally handled this segment even before it was of much importance to the textile industry.

The company has its service centers in all major Indian cities operated by a team of 180 competent professionals. With a strong strategy and efficient leaders, the company aims to realize its full potential in the Indian market for the current products available and to make a strong foun-

ation for the new products that are yet to enter the market.

Rabatex is also working towards increasing the exports to 35-40% of total sales. The company aims to double its turnover by 2020. To achieve these goals, it has come up with new developments in the material handling and storage solution.

One of the major dilemmas of a customer who wishes to buy machinery is to invest in imported machinery or to go for domestic ones. The major claim of imported machines is that it is of superior quality compared to the Indian machines.

According to Mr. Panchal, the machines and technology available in the market are all certified and a customer must choose the product that has worked for them and the company that provides proper assistance in the machinery selection process as well as excellent aftersales services at competitive rates.

"At Rabatex we have

never had disappointed customers and have received repeat orders from the new customers. This means that our product performs. Unnecessarily expensive machinery does not insure quality. It is only experience, proper R&D and knowing the customer's requirement that makes all the difference".

With its superior quality products and top clients, Rabatex has now captured an extensive client base, including a lot of prominent brands like Arvind Mills, Ashima, Mandana, Kanchan and Shahi in the yarn dyeing segment, Raymond, Donear, BSL, OCM, and Sangam in the suiting segment, and SRF, Madura, Arvind PD, CTM & Geosys in the technical textiles segment.

With its large client base and exceptional innovation and technological developments, Rabatex is prepared to set its best foot forward and take the next step towards growth and success in the textile industry.