

Imagex Engineering and Projects Private Limited

Pioneering Transformative Solutions in Food Processing and Beyond

Anjali Sharma | The CEO Magazine



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In the dynamic business landscape, where challenges are common, consultancy firms act as guiding lights, steering companies toward their objectives and fostering growth. Imagex Engineering and Projects Pvt Ltd, a leading force in Engineering, Project Management, and tailored solutions for the Power & Food Industry, stands as a testament to this transformative role. As an ISO Certified pioneer, Imagex, under the visionary leadership of Managing Director Prasanna Kulkarni, stands out not only for its timely and cost-effective solutions but also for its holistic approach to industry challenges.

Imagex: Elevating Food Processing with Innovative Solutions

Established in 2005, Imagex is your go-to destination for world-class support in design engineering and project

management, offering time and cost-bond solutions for the food processing industry. Headquartered in Bangalore, with associate offices in Dubai, Kuala Lumpur, and Lagos, Imagex embodies a vision of integrated technology and automated food processing with artificial intelligence, aiming to provide hygienic and nutritious food globally.

Driven by core values of integrity, ethical practices, and continuous improvement, Imagex operates with utmost honesty, prioritising customer value addition. The company's sustainable technology integrates renewable energy with food processing, enabling industries to generate power and utilise process steam from biomass waste, fostering profitability and environmental friendliness. Imagex's commitment to honesty, ethics, and customer value addition sets them apart from the competition.

"Integrated solutions in green energy, sustainable process and Technology under one roof- Thinking from customer angle to provide sustainable & long term solutions – Always hand holding customer from start to life long !!", says Prasanna Kulkarni.

Prasanna Kulkarni: Innovating Responsibly at Imagex

Prasanna Kulkarni, the visionary behind Imagex, brings over 35 years of extensive experience from leading companies in India and abroad. Hailing from the renowned village of Satti in Belgaum district, Karnataka, Prasanna started his career as a chemical engineer with a focus on environmental science and earned an MBA from a prestigious institute. Having previously worked with well-known companies like Thermax, Buhler, and Kirloskar, he has established himself as an expert in the field. With a background in environmental engineering, Prasanna's passion for improving lives led him to establish Imagex. Serving as an advisor to various companies, he founded Imagex with the goal of meeting customer needs, bridging the gap between vendors and customers, and adding value to production processes.

Prasanna Kulkarni is not only a business leader but also the recipient of the National Award for Corporate Social Responsibility by the Lal Bahadur Shastri Foundation in New Delhi, highlighting his commitment to making a positive impact.

"Human beings are the same in any country, and everybody wants to have a Happy & High Touch life than a High tech life", says Prasanna Kulkarni.

Striving for Excellence: Imagex's Unique Services

In the dynamic realm of heightened competition, Imagex distinguishes itself as a leading consultancy firm exclusively focused on revolutionising the food processing industry. With a rich tapestry of expertise spanning design, engineering, and project management, Imagex offers a spectrum of innovative solutions to meet the evolving needs of its clients.

Key offerings include

Cogeneration Power Plants: Designed and built for rice mills, ranging from 1000 KW to 9000 KW, featuring high-pressure boilers and steam turbine mode for captive Power & steam requirements.

Rice Mills & Food Processing Plants: Imagex provides end-to-end solutions, from design and manufacturing to project management, supply, and commissioning. Hand-holding customers in all aspects of business & technology.

Value-added Products: Imagex's expertise extends to unique systems such as Fly ash brick-making plants, Garbage decomposition machines, heat recovery systems, water treatment, RO plants, Effluent treatment plants and Air pollution control systems.

Air Intake Systems: Custom-built for large diesel engines, blowers, gas turbines, and compressors, ensuring filtration efficiency of up to 99% for particles as small as one micron.

Ventilation Systems: Tailored solutions for Turbine rooms, Generator rooms, compressor rooms, and MCC rooms, featuring modular designs for easy installation.

DC Exhaust Gas Scrubbers: Innovative wet scrubbers to control SOx and NOx emissions and particulate matter, ensuring compliance with pollution control standards.

Design & Engineering Services: Technical support for product design, development, mathematical modelling, finite element analysis, value engineering, and optimisation.

Imagex is backed by highly skilled professionals and is committed to delivering top-notch products and services across various industries.

Conquering Challenges

Challenges are inherent in the path to success, serving as the stepping stones that motivate individuals to improve and thrive. Imagex's journey is no exception; it encountered and conquered its fair share of challenges, emerging as a leader that sets it apart.

They grappled with challenges such as the acceptance of green energy integration with food processing plants, introducing consultancy to traditional industries, securing investments for expansion, and navigating disruptions caused by COVID, logistics issues, and cost escalations. Despite these obstacles, Imagex not only persevered but thrived, carving a unique space and reputation that could be difficult for others to create.

Flying Colours: Success So Far

It is rightly said that the success of a firm is intricately tied to the satisfaction of its customers. Imagex wholeheartedly embraces this principle, aligning its efforts entirely with the welfare of its customers. *"We have happy customers who make us partners in their progress life long... One happy customer brings in 10 more potential customers",* says Prasanna Kulkarni. Imagex has achieved a success that's hard for other companies to match. The establishment of the first integrated rice mill with a cogeneration mode power plant by Imagex set a benchmark in the rice mill industry. This innovative approach not only saves energy costs for customers but also contributes to the generation of green energy for the nation.

Not only this, Imagex's achievements also include setting up a record-breaking 16 TPH rice mill in Nigeria in 18 months, saving \$1 million, and establishing a similar mill with a 1.75 MW Cogen power plant in India within 12 months, saving over 2 crores.

Road Ahead

Imagex is transforming the future of food processing with innovative solutions. They've enhanced production capacities through plant automation, remote control, and service improvements. The strategic management of raw material linkages and storage, along with initiatives like Flyash brick-making from Boiler ash, showcases their commitment to sustainability. Their focus on waste-to-energy solutions and environmental conservation positions them for a bright future in West Africa, India, and Southeast Asia, where quality, cost savings, time efficiency, automation, and AI are becoming industry norms.

Words of Wisdom

Advising aspiring consultants Prasanna Kulkarni shares, *"Go beyond the terms & conditions of the contract – add value to your work in every aspect. Be a partner in customers' progress! Keep innovating to bring in the best for the industry."*