



WORLD TRADE ASSOCIATION

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Biography -

Prakash Venkatesan, Co-founder, Managing Director & CEO of Essae Digitronics Private Limited

Prakash Venkatesan is the Co-founder, Managing Director & CEO of Essae Digitronics Private Limited in Bangalore, India. Essae Digitronics is part of the Essae Group of Companies that has had a very successful joint venture with Teraoka in Japan since 1986. Essae Digitronics manufactures Electronic Weighing Systems and Automotive Components and has 8 manufacturing locations and 11 Branch offices across India.

The Weighing Systems division is one of the largest manufacturers of Electronic Weigh Bridges and Weighing Systems in the country and has a partnership with Kanawha Scales & Systems, USA, to build and install Rapid Load-out Systems in India.

Essae Digitronics' automotive components division consists of a Warm and Cold Forging operation as well as multiple precision machining plants, that supply automotive parts/components and assemblies to TVS Motors, Mahindra & Mahindra, and a number of OEM and Tier-1 customers in the US. The division has earned multiple ISO, ISO/TS and ISO/OHSAS certifications, starting in 1999.

In addition to his responsibilities at Essae Digitronics, Prakash is the Chief Navigator and part of faculty at Essae Chandran Institute (ECI) in Bangalore, India. The not-for-profit institute was established by the Essae Group, in 1985, with a vision to enable Emerging Enterprises to pursue their growth and business excellence goals and aspirations. Programs and interventions are designed to unleash the latent potential of small- and mid-sized companies in India. Some of the offerings at ECI include Operational Excellence, Financial Management, Growth & Strategy, Finance Cluster, People Practices, Project Management etc.

Prakash has a Bachelor's Degree in Industrial & Production Engineering from Bangalore Institute of Technology, Bangalore, India, and an M.S. in Quality Engineering from the University of Wisconsin, Madison, USA.