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T. T. PARANTHAMAN
MANAGING DIRECTOR, PRD GROUP

PRD Rigs

EMPOWERING GLOBAL INDUSTRIES WITH
HIGH-PERFORMANCE DRILLING SOLUTIONS

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T. T. Paranthaman
Managing Director
PRD Group

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Empowering Global Industries with High-Performance Drilling Solutions

Shweta Singh | The CEO Magazine

As industries evolve, the demand for reliable and efficient drilling solutions continues to rise. From water resource management to energy exploration, sectors worldwide rely on advanced drilling technologies to drive infrastructure projects and resource extraction. The shift toward automated and hydraulic systems has accelerated innovation, creating a need for adaptable and sustainable equipment.

PRD Rigs, an Indian company founded in 1972 by Mr. T.P. Thangaraj-Chairman, has grown into a global leader in drilling solutions. Under the dynamic leadership of Mr. T.T. Paranthaman, Managing Director of PRD Group, the company has embraced cutting-edge technologies, expanded its footprint across 75 countries, and continues to set new standards in the industry.



A Legacy of Excellence

With over five decades of expertise, PRD Rigs has earned a reputation for delivering high-performance drilling equipment that adheres to the highest industry standards. The company provides innovative, cost-effective, and sustainable solutions for industries such as mining, infrastructure and energy and water well and irrigation solutions.

PRD Rigs has exported over 2,500 rigs to more than 500 clients worldwide, making it a trusted name in the drilling sector. As the first Indian drilling rig manufacturer to achieve ISO 9001:2015 certification, PRD Rigs is committed to maintaining superior quality and service.

The company is committed to being responsible innovators and meaningful global players in providing industry-leading drilling solutions, a comprehensive range of services, and a wide fleet of drilling equipment. They envision becoming a resourceful pro-choice of drillers who offer powerful world-class products with sustainable energy and futuristic technology. They are committed to delivering maximum value to clients with economical, reliable, and safe drilling solutions that nurture life, people and the environment.

Mr. T.T. Paranthaman: Driving Innovation in Drilling Technology

Paranthaman Engineering Works, based in Tiruchengode, Tamil Nadu, was founded by Mr. T.P.

Thangaraj, a visionary in the drilling industry. His son, Mr. T.T. Paranthaman, was deeply influenced by his father's dedication and innovation. While pursuing his engineering studies at Ramaiah College of Engineering in Bangalore, he was introduced to hydraulic drilling rigs, a revolutionary technology in India at the time. Recognising its potential, he aimed to bring advanced drilling solutions to the market.

After completing his studies in 1993, Mr. Paranthaman took over the family business and founded Paranthaman Hydraulics & Equipment, marking the company's shift toward hydraulic drilling rigs. Under his leadership, PRD Rigs expanded its reach, specialising in water well drilling across India and Africa while also venturing into infrastructure, energy, and mineral exploration. His commitment to excellence, innovation, and customer-centric solutions has positioned PRD Rigs as a global leader.

Tailored Drilling Solutions for Every Industry

PRD Rigs manufactures and supplies high-performance drilling rigs tailored to diverse industry needs. Their key products include:

Water Well Drilling Rigs - Efficient and durable rigs for groundwater extraction.

Mining & Exploration Rigs - Advanced solutions for mineral and geological exploration.

Blast Hole Drilling Rigs - Designed for mining and construction applications.

Piling Rigs - High-capacity rigs for foundation and infrastructure projects.

Geotechnical Drilling Rigs - Precision rigs for soil testing and environmental analysis.

In addition to manufacturing, PRD Rigs offers custom-engineered solutions, integrating automation and hydraulic systems to meet specific client needs. Their after-sales support includes maintenance, training, and spare parts supply, ensuring seamless operations.

Navigating Challenges and Expanding Global Reach

The drilling industry presents challenges such as technological advancements, affordability, and international expansion. PRD Rigs has successfully navigated these hurdles by investing in R&D, forging strong local partnerships, and continuously innovating. The company's expansion into Africa came with logistical and regulatory challenges, but by prioritising local collaborations, PRD Rigs established itself as a market leader in the region.

“We believe strong local partnerships are key to global success,” says Mr. T.T. Paranthaman. “No matter how much we expand, our commitment to quality, innovation, and customer service remains unchanged.”

By designing rigs tailored to specific geological conditions and offering robust after-sales support, PRD Rigs differentiates itself in a competitive market. Its emphasis on efficiency, durability, and customisation ensures lasting value for clients worldwide.

What Sets Them Apart

Known for its quality, customisation, and after-sales service, PRD Rigs has carved a niche for itself in the market. Unlike many competitors, they design rigs tailored to specific geological conditions and client needs, ensuring efficiency and durability. The company's strong focus on customer support and training ensures that they deliver the best value from their rigs to clients. By continuously innovating and adopting the latest technologies, PRD RIGS has maintained its competitive edge in the ever-evolving drilling landscape.

Success for PRD Rigs

For PRD RIGS, success is not just measured in numbers but in the impact they create. From helping businesses and communities access water, energy and resources efficiently to pioneering innovative drilling solutions, PRD RIGS has become a trusted name worldwide. “Success, to us, is about being recognised as a trusted name in the industry, continually innovating, and ensuring customer satisfaction,” says Mr. Paranthaman. “Ultimately, if our clients succeed using our rigs, we consider that our greatest success.”





Milestones of Excellence

PRD Rigs' journey from a local enterprise to a global brand has been marked by significant milestones:

1972 - Founded as Paranthaman Engineering Works by Mr. T.P. Thangaraj.

1989 - Launched the first pneumatic drill rig under Paranthaman Rock Drills (PRD).

1993 - Established Paranthaman Hydraulics & Equipments, transitioning into hydraulic drilling solutions.

1999 - Expanded globally with the launch of Paranthaman Exporters.

2003 - Became India's first ISO 9001-certified drilling rig exporter; established operations in Ghana.

2008 - Exported the 100th PRD Rig to Ghana.

2009 - Established PRD Rigs Kenya Limited for East African markets.

2010 - Set up India's first drilling rig manufacturing plant in a Special Economic Zone (SEZ).

2019 - Secured a 75% market share in water well drilling rigs in Africa.

2020 - Achieved record manufacturing and export of 100+ units in a single year.

2022 - Celebrated golden jubilee 50 years of drilling passion.

2023 - Launched Paranthaman Mining Equipment in Indore, Madhya Pradesh, for core drilling exploration rigs.

The Power of a Strong Team

PRD Rigs' success is driven by a dedicated workforce that shares its values of innovation and excellence. The company prioritises employee training, professional growth, and a collaborative work culture.

Our team is the backbone of PRD Rigs," says Mr. Paranthaman. "We motivate them by offering challenging projects and recognising their contributions."

This focus on talent development ensures that PRD Rigs remains a leader in the industry, consistently delivering high-quality solutions.

Staying Ahead Through Innovation

To maintain its competitive edge, PRD Rigs invests in continuous R&D, market analysis, and emerging technologies. The company actively participates in global exhibitions, collaborates with industry leaders, and integrates new technologies into its products. Recently, PRD Rigs introduced the PRD ROD LOADER for diamond core exploration rigs, featuring:

- Compatibility with 3m and 6m rods (Optional: 9m).
- A 3-axis gantry with a magnetic grip for precise handling.

- A loader arm lifting capacity of 200 kg.
- Wireless remote-controlled PLC integration.

Such innovations enhance operational efficiency and solidify PRD Rigs' reputation as a pioneer in drilling technology.

Shaping the Future of Drilling

The future of drilling lies in automation, sustainability, and digitalisation. PRD Rigs is focused on integrating hydraulic and electronic systems to improve efficiency while reducing manual effort.

We are investing in smart rigs with IoT integration, energy-efficient designs, and renewable energy projects," says Mr. Paranthaman. "The future of drilling isn't just about efficiency-it's about responsibility."

As the industry moves towards eco-friendly solutions, PRD Rigs is committed to leading this transformation by developing sustainable and digitally connected drilling technologies.

A Leadership Mantra for Success

For those entering business, Mr. Paranthaman emphasises the importance of perseverance, adaptability, and customer-centric innovation. "Success comes from building quality products, understanding market needs, and staying open to change. Surround yourself with a strong team, keep learning, and remain true to your core values. Challenges are inevitable, but they also present opportunities to grow."

With a legacy of excellence, a commitment to innovation, and a vision for a sustainable future, PRD Rigs continues to redefine the global drilling landscape.

